



Local Beef Promotion Event Grant

As part of our 2020 summer grilling campaign, entitled 'United We Steak – Grill Like You Mean It', the Wisconsin Beef Council plans to support local agricultural groups, foster a sense of community and encourage beef purchasing and consumption by making Local Beef Promotion Event Grants available to agricultural organizations throughout Wisconsin.

Every summer, the Wisconsin Beef Council supports several requests to provide educational or promotional materials for local agricultural events across the state, including county fairs, local steak feeds, county Farm Bureau events, breed association events, and more. The Wisconsin Beef Council recognizes the status of most summer events in 2020 is highly uncertain and wants to support local beef promotion events that can take place regardless of safer-at-home recommendations.

As part of our summer campaign, we are partnering with local meat processors and retailers to create a passport program encouraging beef purchases across the state. Your local meat markets might already be participating in the campaign and ready to work with you.

The Local Beef Promotion Event Grant is open to any agricultural group in the state of Wisconsin. The grant must be used for an event directly promoting beef to participants, and all grant dollars must be used specifically for the event. Any one given organization can only receive one grant, which can only be utilized towards one specific event. The event must take place between May 20, 2020 and September 7, 2020.

Potential event ideas, kit materials, available resources and application information can be found on the following pages. If you are uncertain whether or not your event might qualify for the grant, please submit your application and we will reach out if we have additional questions.

While the future might be uncertain, we at the Wisconsin Beef Council know one thing will never change – the great American tradition of enjoying beef during the summer months. Please consider the attached grant information, and if you have any questions, please contact Ardel Quam at the contact information below.

Ardel Quam

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Local Beef Promotion Event Ideas

The local beef promotion events listed below are ideas of the types of events that would be approved for the grant – including both fundraisers and educational, community-based events.

Event Idea #1: Drive-By Steak Fry

Inspired by our friends at the Winnebago County Farm Bureau, this beef promotion event involves a partnership with a local beef processor/retailer and a location to prepare and serve beef meals to participants in their vehicles.

Event Planning Steps:

1. Identify, contact and partner with a local beef processor/retailer to supply beef products for sale. (WBC can assist with this step.)
2. Select an event date and location. The location should allow for preparation of beef items and delivery to participants in their vehicles. (Think drive-through window.)
3. Promote the event's date, time, location, menu items and prices via social media, signage, local newspapers, etc.
4. Host the event.

Event Idea #2: 'Grill Like You Mean It' Beef Kits

Take the guesswork out of summer grilling for your local community by providing great beef cuts for the grill, recipes and grilling tips all in one easy kit. Or, simply offer snack sticks or other non-refrigerated beef items in your kits.

Event Planning Steps:

1. Identify, contact and partner with a local beef processor/retailer to supply the beef products for sale. (WBC can assist with this step.)
2. Decide what beef items to include in your kit, or create kit options:
 - a. Ex: 'Serious about Steak' Kit: Includes 3 beef steaks, 'Grill to Perfection' grilling tips and recipe brochure
 - b. Ex: 'Kickin' Kabobs' Kit: Includes kabob-sized beef cuts, skewers, kabob recipes and preparation tips
3. Work with beef supplier to coordinate kit assembly
4. Decide distribution method – deliver to customers, pick-up time, etc.
5. Identify order and payment methods. (Online, mail, etc.)
6. Promote the event via social media, signage, local newspapers, etc.
7. Host the event.



Event Idea #3: Virtual Farm Tour

Does your organization have local beef farmers in your membership? Contact a tech-savvy member and consider hosting a virtual farm tour for folks in your local area.

Event Planning Steps:

1. Identify a local beef producer to host the live tour.
2. Choose an online platform to host your event (Facebook live, Zoom, etc.)
3. Review talking points and create an outline for the tour with the host. (WBC can help provide talking points.)
4. Promote the event.
5. Host the event.

Event Idea #4: Thank You Event

There are plenty of folks going above and beyond during the uncertain times our country is currently experiencing. Host a “thank you” event for the farmers, health care workers, supply chain workers, law enforcement or any other group going above and beyond to serve your community.

Event Planning Steps:

1. Identify type of thank you event. Will you be hosting a complimentary grillout? Partnering with a local beef retailer or restaurant to offer discounted beef items or coupons? Donating beef bundles to local schools, families in need, or food banks?
2. Connect with a local beef processor/retailer to supply beef for the event. (WBC can help provide contact information for local processors in your area.)
3. Select an event date, time and location.
4. Promote the event.
5. Host the event.



Available Materials & Resources

If selected to receive a Local Beef Promotion Event Grant, your organization will receive the \$250 grant and up to \$100 worth of materials suited for your specific event. This list is not all-inclusive, and if you are in need of a specific item, please contact the Wisconsin Beef Council staff.

EDUCATIONAL COOKING AND RECIPE MATERIALS:

- “Grill to Perfection” trifold brochure
 - Includes 3 beef recipes, a rub recipe, grilling tips and explanation of the best beef cuts for the grill
- Infographic handouts
 - Beef Cuts Chart
 - Decoding the Label: Know Your Beef Choices
 - Beef’s Top 10 (Nutritional Information)
 - Myth vs. Fact: Surprising Facts About Lean Beef
 - Proteins are Not Created Equal Fact Sheet
 - Understanding Beef Quality Grades

CUSTOMIZED EVENT PROMOTIONAL ITEMS:

- Press Release:
 - A customized press release specific to your event for distribution to your local media (newspapers, magazines, TV stations, radio stations, etc.)
- Promotional Poster:
 - PDF of poster customized with your event title, date, time, location and information listing you as a recipient of the Wisconsin Beef Council’s Local Beef Promotion Event Grant

BEEF PREPARATION AND SERVING:

- *Beef. It’s What’s for Dinner.* branded items:
 - Aprons
 - Grilling tongs
 - Hot pads
 - Meat thermometers



BEEF PRODUCTION EDUCATIONAL MATERIALS:

- *Beef. It's What's for Dinner.* Kid's Activities
- Sustainability Fact Sheet
- The Beef Lifecycle

Apply for a Grant

If you are interested in applying for a Local Beef Promotion Event Grant, please email your responses to the following questions to Ardel Quam at aquam@beeftips.com at least 20 days in advance of your event date.

- 1. Name of your organization**
- 2. Brief description of your organization**
- 3. Name of your event**
- 4. Event date and time**
- 5. Event location/facilities**
- 6. Please describe all of the details of your event.**
- 7. How will beef be included in your event?**
- 8. Do you regularly host this type of event or something similar? If so, please describe your typical event.**
- 9. What types of materials would you potentially be interested in receiving as your complimentary materials from the Wisconsin Beef Council?**
- 10. Contact person's name, email, phone number**

If you have any additional questions about applying for a Local Beef Promotion Event Grant from the Wisconsin Beef Council, please contact Ardel Quam at the contact information listed above.