



## ***Local Beef Promotion Event Grant***

**As part of our 2021 summer grilling campaign '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 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 wants to recognize and support local beef promotion events by offering educational resources and financial support.

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. An organization can only receive one grant. The event must take place between May 1, 2021 and September 10, 2021.

Potential event ideas, 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.

It's time to roll out the grill and celebrate 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

Email: [aquam@beeftips.com](mailto:aquam@beeftips.com)

Phone: (608) 833-9943



## ***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](mailto:aquam@beeftips.com) at least 2 weeks 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 (see next page for ideas)?**
- 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.



## ***Available Materials & Resources***

**If selected, your organization will receive the \$250 grant and up to \$100 worth of promotional materials. 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:**

- Grilling brochures
  - Includes beef recipes, grilling tips and explanation of the best beef cuts for the grill
- Infographic handouts, and some posters
  - 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.)
- Social media:
  - Creation of social media posts that you can share on your group's page, or your individual members' pages

### **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

## ***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 via social media, signage, local newspapers, etc. and 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 and host the event.

#### **Event Idea #4: Sampling Event or Consumer Cooking Class**

Partner with a local grocery store, farmers market or restaurant to promote and sample beef. Pick an easy-to-prepare recipe, or work with a restaurant or caterer to prepare cooked beef for samples. Another option would be to have a hands-on cooking class, where a local chef walks through recipe preparation, a grocery store meat department educates about the different cuts of beef, or a dietitian talks about which cuts to incorporate into a healthy diet and features a heart-healthy recipe.

##### *Event Planning Steps:*

1. Identify partner location for sampling event. (Ensure local and state health guidelines are met related to food safety.)
2. Determine cut, recipe and cooking equipment needed to prepare. Ensure location has electricity.
3. 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.)
4. Select an event date and time.
5. Promote and host the event.