

To: Iowa Beef/Cattle Volunteers

From: Nancy Degner, IBIC

Re: Beef Promotion Opportunity

PLEASE REPLY by OCTOBER 15.

Background:

Iowa beef producers have an opportunity to be part of the annual Living History Farms annual Cross-Country Run held in November. This run is one of the largest in the United States, and they limit the entries to 7,500 people. The Run is a fund-raiser for Living History Farms and is sponsored by Fitness Sports of Des Moines. The Run has received lots of publicity in the past; we expect a lot of coverage by WHO Radio.

Our goal is to reach runners with the messages:

- The protein in beef is important for building and maintaining muscle.
- Beef Stew is a great “recovery” food for athletes.
- We will also give the runners a chance to visit with an Iowa cattle/beef farmer.

The activity:

The Machine Shed will prepare Beef Stew for the 7,500 runners. They will also provide a roll, beverage and pumpkin bar. IBIC will provide the beef for the stew. We will also have signage, a handout on the protein in beef for the registration packets, links to our web site for recipes and protein information, and pre-run publicity.

We need:

100 beef volunteers to serve the meal! And a few more to guard the signs placed along the run.

Details:

- November 21, 2009 – run begins at 9:00 am and is totally finished by noon. May need to be there for set-up before 9:00 am.
- The run is held no matter what the weather! Serving will be outside in the cold (or whatever the temperature is on November 21.)
- We will provide you with some simple talking points about beef and protein, and some cattle production comments.

Can you help us with volunteers?

Please share this information with your organization and let me know if you are interested in helping. We will need a list of volunteers to contact ... or someone to be the county contact. Email addresses would be appreciated so we can send out information about parking, where to meet, etc. There is a page attached to gather names.

If you have any questions, please call me at 800-765-1702 or email nancy@iabeef.org. I will contact you in the near future to check on your interest. Thank you for your help.

