

Iowa Beef Industry Council
Special Co-op Advertising Opportunity
“Buy Local” Beef Stimulus Promotion

Rules:

1. This one time Special Co-op Advertising opportunity from the Iowa Beef Industry Council (IBIC) is available to all County Cattlemen’s or CattleWomen’s associations operating in Iowa and actively promoting beef to consumers. This offer consists of \$500 in beef certificates per county that must be incorporated into a beef promotion. The \$500 in beef certificates is not cost-shared and does not count against your \$1500.00 Co-op Advertising budget. Basically, if you have a good beef promotion idea we will provide you with \$500 in beef certificates to help you.
2. A limit of \$500 in beef certificates per organization is available from IBIC for the time period of June 15- September 30, 2009.
3. IBIC will furnish up to \$500 of the **APPROVED** beef certificate advertising cost with the beef organization. All beef certificate advertising must be pre-approved by IBIC or you will not be reimbursed.
4. The dollars requested for the Special Co-op Advertising Program will not count towards your \$1500.00 maximum for the regular Co-op Advertising program.
5. These Special Co-op Advertising dollars (Beef Certificates) can only be used for **CONSUMER PROMOTIONS** in regards to promoting BEEF in the area of:
 - Beef grilling cuts- (Steaks)

IBIC WILL NOT PAY FOR advertising for promotion of:

 - County banquets, county steak fries, etc.
 - Membership drives
 - Recognition of associate members or trophy buyers or general membership
 - Producer directed activities
6. **To qualify for Special Co-op dollars, all promotions must utilize beef certificates to promote beef within the time period of June 15 –September 30, 2009.**
7. Your county association must submit the application and get approval **BEFORE** the beginning of the advertising campaign to be eligible for reimbursement of Special Co-op Advertising dollars. Please allow 2 weeks for approval. (**Yellow Form**).
8. IBIC will send the county association Beef Certificates only after the organization sends IBIC the Special Co-op Advertising form (**Yellow form**). You may incorporate this special beef certificate promotion into the existing Co-op Advertising program providing you have funding yet available.
9. Contact Brian Waddingham (brian@iabeef.org) or Michelle Baumhover (michelle@iabeef.org) at IBIC (800-765-1702) with questions or for approval.

Ideas include, but are not limited to, the following:

Provide beef certificates to local radio stations for on air contest.

- Trivia
- Recipe contest - best burger; steak seasoning
- Grilling promo working with other partners

Work with local grocery store

- With every customer beef purchase; place name in drawing to receive free beef
- Grill for the store; Customers can show a beef receipt to receive a \$5 beef cert to use on their next beef purchase.
- Offer certificates as part of a grilling prize package
 - work with hardware store, etc to donate a grill
 - Set up grilling display in-store; receive an entry slip with each beef purchase
- Maximize effectiveness by encouraging partnering stores to
 - feature beef in weekly ad flyer during event
 - “High Steaks Blowout”
 - “ Beef Bonanza”
 - Build a grilling display

Work with local restaurants

- Purchase radio ads/print ads and have restaurants ‘match’ winners.
 - A certificate winner chooses what restaurant and then the restaurant matches beef cert
 - Good for use on 2 steak dinners

*See attached sheet for guidelines and request form