



# CATTLEMEN CARE CAMPAIGN



The **Iowa Cattlemen's Association** and **Iowa Beef Industry Council** are teaming up for "Meat on the Table Month" and "May Beef Month."

## Week 1: April 5 - 9

### THEME: NUTRITION

*Share beef's 10 essential nutrients and how they contribute to a healthy lifestyle!*

## Week 2: April 12 - 16

### THEME: SUSTAINABILITY

*Do you have a producer in your county that utilizes sustainable practices on their farm?*

## Week 3: April 19 - 23

### THEME: FOOD SERVICE

*Do you have a local restaurant that serves the perfect ribeye? How could your promotion help bring attention to their business?*

## Week 4: April 26 - 30

### THEME: GIVING BACK

*Has your county recently grilled out for the community? Have you donated beef to your local food bank and/or school district?*

## Here's How You Can Get Involved:

### FOLLOW OUR SOCIAL MEDIA ACCOUNTS

#### FACEBOOK

- Iowa Cattlemen's Association
- Iowa Beef Council

#### TWITTER

- @Iacattlemen
- @iowabeefcouncil

#### INSTAGRAM

- iowabeefcouncil

### SHARE ICA/IBIC CONTENT ON YOUR PAGE

#### USE THESE HASHTAGS

- #MeatOnTheTable
- #iabeef

### ADD YOUR OWN CONTENT TO ALIGN WITH EACH THEME

### COMPLETE YOUR MASTERS OF BEEF ADVOCACY TRAINING

This checkoff-funded course consists of five lessons in beef advocacy. The MBA training is a free, self-paced online course for producers & consumers.

Visit <https://mba.beeflearningcenter.org/>, or scan the QR code below to learn more.

### COMMUNITY GRILL OUTS

Pick a date in April or May to host a grill out for your local community. Use this as an opportunity to say "thank you!"

## Contact Us

### Iowa Cattlemen's Association

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### Iowa Beef Industry Council

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