

# 2020 MN Prime Beef Promoter of the Year Award

The Minnesota Beef Council and the Beef Checkoff Program is seeking entries for its annual Prime Promoter of the Year Award, an award which honors an organization who shows outstanding promotion of beef throughout the year. This promoter must show how they have gone above and beyond to promote beef to consumers. If that is your group, or you know of a group that you would like to nominate, we'd like to hear from you.

Minnesota Prime Promoter of the Year Award Recipients Will Receive:

- Award Plaque presented at the MSCA Convention
- Publicity in state and local media
- Industry recognition and prestige
- \$500 towards promotions for the next year

## **Who May Enter**

This award is open to any local cattle producer organization, including local breed associations, FFA/4-H or other agricultural organization, and others who promote beef. They may apply directly or be nominated by others.

## **Awards Presentations**

Announcement of the winner will be made in December at the Minnesota State Cattlemen's Association Convention. Publicity will be coordinated by the Minnesota Beef Council. Award winners may be featured during May Beef Month and in other promotional activities throughout the year.

## **Entry Procedure**

To ensure that your entry is given full consideration, please follow these instructions:

- Complete the Prime Promoter of the Year application form below. Additional pages may be attached.
- Beef it up! Attach any supporting materials mentioned within your entry that strengthen your submission, including but not limited to videos, photos of publicity efforts Digital images of displays are preferred to hard copies of large posters or banners.
- Solicit any customer or vendor feedback (letters of recommendation) to include in your entry.

***Deadline: November 6, 2020***

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## 2020 MN Prime Beef Promoter of Year Award Entry Form

Association/Group name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Key contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email address: \_\_\_\_\_

1. Tell us the story or history of your organization.

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2. How do you showcase and promote beef to consumers in your promotions and events?

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3. Give us an example of beef promotions you have executed in the last year.

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4. What cuts of beef do you use in your promotions and events? What unique seasonings, marinades or methods of cooking do you use?

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5. On average approximately how many pounds of ground beef, steaks & other cuts such as brisket, tri-tip, etc. did you use in the past year?

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6. Have you utilized materials, recipes or resources from the Minnesota Beef Council? If so, tell us what worked.

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7. Have you had an appearance of a beef industry representative at your events. If so, who and how did they help promote beef?

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8. Please describe why this/your group or organization should be recognized as our 2020 Prime Promoter of the Year?

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*(Attach separate page – include consumer recommendations or testimonials if desired). If this is a nomination, please include the name of the person entering this organization.*