

Beef Checkoff funded Program Grants for FY24

The New York Beef Council will be taking applications for beef program grants again this fall. Like last year, these grants can be used to promote beef and the beef industry to consumers in New York. Funding will be awarded, with approval from the New York Beef Council Board of Directors, at the November New York Beef Council Board Meeting. A few guidelines for this funding:

The proposal must fall into one of the following program areas, as there are very strict guidelines for the use of Beef Checkoff dollars:

- **PROMOTION:** “Promotion” means any action, including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace.
- **CONSUMER INFORMATION:** “Consumer information” means information and programs that will lead to the development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the beef industry with consumers.
- **INDUSTRY INFORMATION:** “Industry information” means any program designed to lead to the development of new educational materials, marketing strategies, increased efficiency or production practices to enhance the image of the beef industry with producers, partners or stakeholders.

Proposals must contain:

- a. Clearly stated goals and measurable objectives
- b. Detailed description of the project proposed, including the methods used to accomplish the goals of the project
- c. Significance and implication to the industry
- d. A detailed budget
- e. Methods to evaluate the project
- f. Project coordinator information

All grant funds will be reimbursed on a cost recovery basis.

For more information contact, Ashley Russell at arussell@nybeef.org



6351 State Route 26, Rome, NY 13477
Phone 315-339-6922

Funded by Beef Farmers and Ranchers

ORGANIZATION OR PERSON SUBMITTING REQUEST:

Organization (if available):

Address:

Phone:

Email Address:

TITLE OF PROJECT:

TARGET AUDIENCE:

PROJECTED REACH:

PROJECT START DATE OR EVENT DATE:

ANTICIPATED COMPLETION DATE:

GOAL OF PROJECT:

MEASURABLE OBJECTIVE (at least one):

PROJECT DESCRIPTION:

PROGRAM CATEGORY:

PROMOTION

CONSUMER INFORMATION

INDUSTRY INFORMATION

DETAILED BUDGET FOR REQUESTED FUNDS:

Project Item	Cost Associated
Total:	

HOW WILL THIS PROJECT/EVENT BENEFIT THE BEEF INDUSTRY?

ANY OTHER PERTITANT DETAILS: