

Tennessee Cattlemen's Beef Backer Contest

Guidelines for promoting summer grilling in Tennessee



Promotion Purpose:

- To encourage consumers to purchase and prepare more beef this summer.
- To recognize county cattlemen's associations who are involved in promoting beef in their community.

Promotional Details:

- County Cattlemen's Association chooses the details of promotion (i.e., time, date, etc.)
- Events can be shared on personal & other community social media pages but must be hosted by county cattlemen or community page.
- Winners will be determined by evaluations turned in after promotion.
- Counties must fill out [Evaluation Form](#) and send video/promotion details for judging
- Judging Criteria:
 - CREATIVITY!
 - Estimated Reach of Promotion!!
 - Established talking points for promotion.
 - Hold a giveaway at event.
 - Use Beef promotional materials at event (provided by the Tennessee Beef Industry Council)
 - Promote event in local newspaper, magazine, radio, etc.
Direct consumers to www.beefitswhatsfordinner.com for more recipes and beef information.
 - Event must take place between June 17 – July 31, 2024

Top 3 Promotions will receive the following:

1st Place: \$1500.00

2nd Place: \$1000.00

3rd Place: \$500.00

Evaluations must be submitted by August 19, 2024

****Please note that if you partner with one of the following organizations on your Beef Backer event only ONE of you can submit a Beef Backer Evaluation Form for the event. ****

- **County Young Farmers & Ranchers**
- **County 4-H group**

Questions?

Contact Emily Haskew at ehaskew@tnbeef.org