**All-Star Beef Backer Contest**

**Guidelines for County 4-H Clubs promoting July Beef Month**

**Promotion Purpose:**

* To encourage consumers to purchase and prepare more beef this summer
* To identify county associations who are involved in promoting their beef industry

**Promotional Details:**

* County 4-H Club chooses the details of promotion (i.e. time, date, etc.)
* Winners will be determined by evaluations turned in after promotion
* Counties must fill out evaluation form and send pictures of event for judging
* Judging Criteria:
	+ Hold event at local retail outlet
	+ Have a giveaway at event (bonus)
	+ Complete and turn in evaluation form
	+ Send pictures of promotion with evaluation form
	+ Use Beef promotional materials at event (provided by the Tennessee Beef Industry Council)
	+ Advertise event in local newspaper, magazine, radio, etc.
	(must send a copy of ad for credit)
	+ Event must take place between July 1-31, 2018
* Grand prize winner will receive a $500 donation to the County 4-H Club!

**Evaluations must be sent in to TN Beef Council by August 13th, 2018**.
Actual pictures and ads are requested.

Tennessee Beef Industry Council
530 A Brandies Circle
Murfreesboro, TN 37128

