

Dear 4-Hers:

Summer is almost here!!! That means consumers will be firing up their grills, and we all know that BEEF is King!

WE NEED YOUR HELP!!! The Tennessee Beef Council is looking for ways to boost beef sales and want YOU to get involved. **JULY IS BEEF MONTH IN TENNESSEE** so why not enter your county association in the **ALL-STAR BEEF BACKER CONTEST!** The purpose of this promotion is to encourage consumers to purchase and prepare more beef this summer, keeping it King of the Grill. And, of course, to identify the best Beef Backer in the state! This is a project for your local county 4-H program and a great way to build a good relationship with your local grocery stores.

The Beef Council will provide counties with Beef promotional items, including recipes and signage. Please fill out the enclosed Event Projection Form to receive materials. **All request must be submitted at least 10 days prior to event.** Once projection form is received we will send out materials to the contact person listed. If you are running an ad in a publication and need a digital image reading “July is Beef Month” please email Christina Davis at cdavis@tnbeef.org

This can be as fun and creative as you choose to make it. The evaluation form must be completed for entry in the contest. Please refer to it when planning your promotion. The contest will run July 1st-31st. Completed evaluation forms, pictures, and ads must be sent in **no later than AUGUST 13th**. Winners will receive a **$500 donation to their county 4-H club.**

**Please make this a July to remember in your area! Promote July Beef Month and become
Tennessee’s All-Star Beef Backer!**

Questions? Call (615) 896-5811 for more information.

