

Virginia Beef Industry Council Grant Funding Application

The Virginia Beef Industry Council is a producer-funded checkoff program whose mission is to enhance consumer preference for beef and to sustain Virginia families. Moreover, our aim is to utilize the specific priorities, listed below, to achieve our mission. Funds are derived from a \$1-per-head checkoff collected on each beef and dairy animal sold. These funds are used in programs for promotion, consumer education, producer communications, and research to promote the benefits of beef, and increase the beef demand within our state. Our primary audiences include 1- millennial parents, who are the largest population group of potential beef consumers in our country, and 2- the influencers of these millennial parents (health professionals, retail, foodservice, fitness professionals, bloggers, media personnel, etc).

Each fall, VBIC Board of Directors considers outside grant proposals to fund for the upcoming fiscal year (October 1 – September 30). Grant proposals should augment the efforts of the Beef Checkoff through our priorities and mission.

Priorities & Areas of Focus for VBIC to accomplish our mission:

Beef's Image:

Strengthening the image of the beef community and how beef is brought from pasture to plate. This area is primarily a consumer-aimed message about beef production as a whole, including topics such as production methods & education about beef choices (grass-fed, grain-fed, organic, etc.)

Beef's Nutrition/Health:

Enhancing consumer knowledge of the positive health and nutritional benefits of beef. Specifically, how beef can sustain Virginia families as a nutrient dense food source.

Beef's Convenience:

Fulfilling consumer expectations for beef selection, preparation & ease-of-use. Examples include 30-minute-or-less recipe development, versatility of beef, etc.

Beef's Safety:

Continually improve consumer confidence in food safety of beef, and education consumers about the practices of food safety in the home after purchase.

Deadline: Applications may be submitted as completed.

Applicants can expect the opportunity to present their proposal directly to the board of directors on the next scheduled meeting date of the Council Board of Directors.

Please submit completed proposals to: Virginia Beef Industry Council,
Attn: Jason Carter, Executive Director, PO Box 9, Daleville VA 24083
or electronically to jcarter@vacattlemen.org

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Applicant Information

Name & Title of Project Coordinator:

Company:

Address:

Phone Number:

Email:

Funding Information

Total Funding Requested:

Half of Funding is required by: / /

Project Summary: In 200 words or less, please summarize the proposed project and its alignment with the Virginia Beef Industry Council's mission and priorities (defined above):

Budget Summary: To the best of your ability, please identify your estimated funding needs and potential funding sources. To effectively leverage Checkoff dollars, it is highly recommended to identify potential partners that might assist with matching funds or the value of in-kind services. Please include an estimate of these partnerships in the Additional Budget Notes below. You may add rows to the table as needed.

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| Item Description: (advertising, literature, materials, food for participant meals, material development, SWAG (Stuff We All Get), room rental, etc) | Funds Amount Requested: |
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| Total Funds Requested: | |

Additional Budget Notes:

Project Evaluation Plan: Please be specific as you identify the steps you will take, put a number or percentage to your goals, and identify the target audience and how you will measure your programs success.

| Goal/Objective | Measurement Details |
|-----------------------|----------------------------|
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Timeline & Details: Please include the main steps, important dates (when advertising will begin, or the date of the event, for example) whether you'll be requesting VBIC staff support and details of those requests, how you plan to promote the project, and other details as applicable.