

## Some Previously Funded County Co-op Advertising Events & Additional Ideas

(Not all activities and counties are listed below)

**Beef billboards placed in high traffic areas:** Adair Co., Chickasaw Co., Dallas Co., Greene Co., Ida Co., Page Co., Polk Co., Mitchell Co., Ringgold Co., and Winneshiek Co.

**Local newspaper and/or radio advertisements with beef messages:** Adams & Taylor Co., Allamakee Co., Boone Co., Butler Co., Carroll Co., Cerro Gordo Co., Clarke Co., Clay Co., Des Moines Co., Dickinson Co., Dubuque Co., Emmet Co., Floyd Co., Franklin Co., Greene Co., Henry Co., Humboldt Co., Ida Co., Jackson Co., Johnson Co., Kossuth Co., Lee Co., Lyon Co., Madison Co., Mahaska Co., Marion Co., Mills-Montgomery Co., Mitchell Co., Monona Co., Monroe Co., O'Brien Co., Poweshiek Co., Sac Co., Sioux Co., Story Co., Tama Co., Winneshiek Co., and Union Co.

**Beef trivia/promotional activities with radio stations to reward active participants:** Delaware Co., Johnson Co., Plymouth Co., Page Co., and Sioux Co.

**Fareway promotional events working with meat managers:** Clarke Co., Marshall Co.

**First baby born in May Beef Month:** Ida Co.

**Beef grilling promotion banners created with beef messages (i.e. from our gate to your plate):** Marion Co.

**Beefing-Up the blood supply drive:** Polk Co.

**County cookoff events:** Sioux Co.

**Working with local restaurants to increase beef demand through beef coupon rewards or additional menu specials:** O'Brien Co., Tama Co.

### Possible Additional Co-op Advertising Ideas

- Incorporate beef trivia questions/facts on radios
- Tri-fold kiosk boards in malls to target specific consumers with QSC smartphone codes for recipes
- If your county has additional ideas or promotional events, please contact Doug to discuss the event.

Approved forms of consumer advertising media include, but not limited to promote beef in the following:

- Radio
- Print (newspaper and magazines)
- Billboards

IBIC Co-op Advertising funds **WILL NOT** pay for advertising for promotion of:

- County banquets, county steak fries, etc.
- Membership/Friend of the Industry drives, other producer directed activities
- Recognition of associate members or trophy buyers or general membership
- Steaks, hamburgers, meat for school activities and promotions that may be covered by the Beef Grants for Food and Consumer Safety (FCS) Foods Classes available at the Iowa Beef Industry Council.