

Call for Beef Safety Outreach Proposals

Available through

National Cattlemen's Beef Association

On behalf of The Beef Checkoff, the National Cattlemen's Beef Association (NCBA) is conducting a directed solicitation of proposals for **outreach programs** to extend beef safety information to sector audiences across the United States through regional meetings.

Proposals should target one of the following audiences:

- Pre-harvest
- Packer/processor/grinder
- Channel markets (distribution, retail, and/or foodservice)

Award restrictions:

- Award will be made in the form of a sponsorship for a new or existing outreach event that will **include at least 3 hours of beef safety content**. Applicable materials funded by, or in part by The Beef Checkoff should be included such as:
 - Fact sheets, topic briefs, and meeting summaries (<http://www.beefresearch.org/factsheetstopicbriefsmeetingsummaries.aspx>)
 - Executive Summaries from events such as the Beef Industry Safety Summit (<http://www.beefresearch.org/executivesummaries1.aspx>)
 - White papers (<http://www.beefresearch.org/whitepapers1.aspx>)
 - Beef Industry Food Safety Council resources (<http://www.bifsc.org/technicalresources.aspx>)
- Award amount is \$3,000.
- Maximum of 2 proposed events can be submitted per applicant for separate consideration and funding.
- If awarded, one complementary registration should be provided to a member of the state beef council in your state if they wish to attend.
- Sponsorship must be disclosed on program materials (i.e. agenda). Please utilize an approved logo and language at <http://www.beefresearch.org/acknowledgementguidelines.aspx>.
- An electronic copy of the above material with the sponsorship logo and text must be submitted to NCBA.
- A program evaluation form will be required for attendees to complete and return to NCBA.
- The outreach event **must be conducted before May 31, 2012**.

Application details:

- Utilize the proposal template.
- Proposal not to exceed two-single sided pages in length.
- Submission is due by **December 16, 2011** to Mandy Carr (mcarr@beef.org).
- Proposals will be reviewed and notification will be made by January 6, 2012.

The announcement of proposals and submission form can be found online at:

<http://www.beefresearch.org/researchprioritiesrfps1.aspx>



Funded by
The Beef Checkoff