



County Co-op Funding Form

2023-2024 Minnesota Pork Board

Minnesota Pork Board | 151 Saint Andrews Court, Suite 810 | Mankato, MN 56001
Phone: 1.800.537.7675 | Fax: (507) 345-8681 | E-mail: mn pork@mn pork.com

This form is for use by county pork producer associations that carry out pork promotional activities. (October 1st through September 30)

Today's Date: _____

County Association Submitting Request: _____

Contact Person in County: _____

Address: _____

Day Telephone: _____

Evening Telephone: _____

E-mail: _____

Project Description: _____

To qualify for the co-op funding, the pork promotional materials must originate or be approved by the Minnesota Pork Board. For assistance, contact the Minnesota Pork Board office at 1.800.537.7675 or pam@mn pork.com

What does the county hope this pork promotion accomplishes at the county level and/or for the pork industry?

| | | |
|----------------------|---------------------------|------------------------|
| Project Cost: | Co-op Funding Request: | (50 percent) \$ _____ |
| | County Association Share: | (50 percent) \$ _____ |
| | Total Project Cost: | (100 percent) \$ _____ |

Application continues

County Co-op Funding Form (2020-2021)

To be completed by Minnesota Pork Board Staff

Approved By: _____

Date: _____

- The County Co-op Funding is designed to financially assist county pork associations with promotions.
- The program provides a 50/50 cost share between the Pork Checkoff and the county.
- The completed County Co-op Funding form and *copies of the paid receipts* should be sent to the Minnesota Pork Board office within 60 days after completing the project.
- The maximum cost share per county/per fiscal year is \$1,000. The fiscal year begins October 1 and ends September 30.
- To qualify for co-op funding, pork promotional materials should originate or be approved by the Minnesota Pork Board. For assistance, contact the Minnesota Pork Board office at 1.800.537.7675 or mnppork@mnppork.com
- The Minnesota Pork Board reserves the right to refuse cost share on unapproved expenses.
- Counties can request another \$500 in co-op funding (\$1,500 total) if they participate in an extra image or community engagement event.

Examples of pork promotions that meet County Co-op Funding guidelines:

- Joint projects between counties, feed companies, banks, and other allied industries.
- In-store grocery promotions where pork product samples are served.
- Retail and restaurant coupons. *Coupons cannot be for full value of the item.*
- County fair exhibits and activities that include approved Pork Checkoff promotional materials and other approved swine industry educational materials.
- Meat cutter merchandising seminars and materials for meat cutters or butcher shops.
- Educational materials for family and consumer education classes.
- Sponsorship of pork cooking contests with restaurants, colleges, or family/consumer education classes.
- County sponsorship of pork recipe contest.
- Farmer Image promotions— how pig farms help their local communities, care for their animals or the environment.
- Pork/Ham donations to a local food shelf.
- Grilling equipment and programs highlighting cooking temperature for pork products.
- 30 & 15 second live read radio spots available from Minnesota Pork Board.

County Co-op Funding CANNOT be used for:

- Hog show expenses, giving pork products to other organizations to sell, advertising not utilizing approved pork promotion taglines.

The Minnesota Pork Board reserves the right to refuse cost share on unapproved expenses. Need assistance completing the form? Contact the Minnesota Pork Board office at 1.800.537.7675 or pam@mnppork.com

Please send the completed form and copies of paid receipts to:

Minnesota Pork Board

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