



# Pork Promotion Co-op Funding for Qualifying Individuals 2014-2015 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: [mnpork@mnpork.com](mailto:mnpork@mnpork.com)

(Applicants for this funding program **MUST** have prior approval from the Minnesota Pork Board.)

This form is for use by Minnesota pork producers who pay into the Pork Checkoff but do not belong to a county pork producers association and/or pork producers who would like to implement their own pork promotional program.

Today's Date: \_\_\_\_\_

Name of Individual Submitting Request: \_\_\_\_\_

Address: \_\_\_\_\_

Day Telephone: \_\_\_\_\_

Evening Telephone: \_\_\_\_\_

E-mail (if available): \_\_\_\_\_

Project Title : \_\_\_\_\_

Briefly describe what this pork promotion accomplishes:

Applicants for this Pork Checkoff co-op funding **MUST** have prior approval from the Minnesota Pork Board. For assistance, contact the Minnesota Pork Board office at 1.800.537.7675 or [pam@mnpork.com](mailto:pam@mnpork.com)

**Project Cost:**

Pork Checkoff Money Request: (50 percent ) \$ \_\_\_\_\_

Pork Producer Share: (50 percent ) \$ \_\_\_\_\_

Total Project Cost: (100 percent) \$ \_\_\_\_\_

**To be completed by Minnesota Pork Board Staff**

Approved By:

Date:

*Application continues*

### **Eligibility and Guidelines**

- A pork producer may be eligible for a maximum of \$250 in matching funds per fiscal year for pork promotional work. This program is a 50/50 cost share between the Pork Checkoff and the individual pork producer.
- The fiscal year begins October 1 and ends September 30.
- The pork promotional materials must originate from the Minnesota Pork Board or the National Pork Board. For assistance, contact the Minnesota Pork Board office at 1.800.537.7675 or [pam@mnpork.com](mailto:pam@mnpork.com)
- The application for funding **MUST** be pre-approved by the Minnesota Pork Board.
- For cost reimbursement, the applicant must turn in copies of paid receipts and this completed form to the Minnesota Pork Board within 60 days after the project's completion.
- The Minnesota Pork Board reserves the right to refuse cost share on unapproved expenses.
- For assistance in completing this form, call the Minnesota Pork Board office at 1.800.537.7675 or e-mail [pam@mnpork.com](mailto:pam@mnpork.com)

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

- Radio, newspaper, billboard and other signage using the Pork trademark.
- 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 contests.

### **Co-op Funding CANNOT be used for:**

- Hog show expenses, large free food giveaways, giving pork products to other organizations to sell, equipment for food preparation, advertising not approved by the National Pork Board or Minnesota Pork Board.

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

**Minnesota Pork Board**

**151 Saint Andrews Court, Suite 810**

**Mankato, MN 56001**

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