



# 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](mailto: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](mailto:pam@mn pork.com)

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Project Cost:</b>	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 [mn pork@mn pork.com](mailto:mn pork@mn pork.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.

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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**

**Phone: 1.800.537.7675 | Fax: 507.345.8681 | E-mail: [pam@mn pork.com](mailto:pam@mn pork.com)**