

March for Beef 2021

California CattleWomen want to share the good news about Heart Healthy Beef during National Nutrition Month and showcase beef with a target date of March 20th. {Following the Siskiyou County CattleWomen's Beef for (Father's Day, Labor Day, Valentines' Day, St. Patrick's Day)}

With the restrictions of Covid-19, we can still connect the consumer and the beef industry. More people than ever are cooking at home and purchasing the best product available. This beef promotion is done in conjunction with a local market or meat market and will promote their products as well as beef.

Contact the meat market manager or owner. Introduce yourself and your unit. Have a personal conversation with them about the promotion. Explain how the customer simply receives a ticket for each beef purchase and can be entered into the drawing for free beef.

The unit purchases a gift card or certificate to the meat market. (\$25 has been the amount we have used.) This can be displayed on its own or placed in a basket or box with other items such as a digital meat thermometer, pot holders, apron, meat fork, knife, and/or beef promotion items. Stickers, brochures, recipes, and pens are great for this. Make it bright and colorful. Of course if the market wants to add to the prize, great!

Make it simple for the meat market by providing the needed items: tickets for the client to fill out, Beef pens for writing on ticket, box or container for placing the completed ticket, flyers explaining the promotion. Talk to the employees about the promotion and encourage them to promote it as well.

Take pictures of the market, the workers (if they are ok with it), the products. Ask about specials and items that market features. Do they have a barbecue? A brick oven?

Post the promotion on Facebook, Instagram, Snapchat. Share as many times as you can as well as like, love and other comments. The more comments and "likes" the more others will see the post.

Make a big deal on the day of the drawing. Announce that you are there to draw the winning ticket. Have an employee or the owner or a child draw the ticket. Sound excited and give a whoohoo!! Call the winner right away. Let them know they can come right down and get their prize.

Do you have two meat markets in your area? Ask them to try to get more tickets than the other shop. Make it a competition which makes it more fun. Or offer a prize to the employee who gives out the most tickets. You can have them mark the ticket with their initials or a colored marker.