



Montana Beef Council
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June 16, 2020

TO: Current and Potential Partners

FR: Montana Beef Council

RE: Call for Proposals

Do you have an idea for beef promotion, education, research or producer communication? The Montana Beef Council is seeking projects to achieve our mission of getting more beef on more plates!

After careful consideration and in a continued effort to maximize the impact Montana can have with Beef Checkoff dollars, the Montana Beef Council Board of Directors has set their strategic priorities for the 2021 fiscal year.

These strategic priorities will be important in achieving the Montana Beef Council's mission to protect and increase demand for beef and beef products through state, national and international promotion, education and research, thereby enhancing profit opportunities for Montana beef producers. Subsequent tactical planning and resource allocation will be based on the priorities.

In consideration of funding, the committee will review the written request to see that the intended purpose of the request fits within one or multiple strategic priorities and seeks to accomplish the mission of the Montana Beef Council. When developing your project/event, keep in mind the above strategic priorities to think through how your project/event could meet one or multiple areas.

As always, feel free to call the office to discuss your ideas before submitting or if you have any questions. Call the office or Chaley Harney, Executive Director (406) 855-2857.

MBC Timeline for Fiscal Year 2021:

August 1, 2020- Fiscal Year 2021 Project Funding Requests due
August 1, 2020- Fiscal Year 2020 Project Evaluations due
September 15, 2020- All receipts of financial expenditures due to the MBC office
September 24, 2020- Project Funding presentations to MBC Board of Directors
Late-September 2020- Project Funding Request notifications
October 1, 2020- Begin Fiscal Year 2021
November 1, 2020- Measurable Objectives portion of Evaluation Form due
August 1, 2021- Final Evaluation Form due
September 15, 2021- All receipts of financial expenditures due to the MBC office
September 30, 2021- End Fiscal Year 2021

Enclosures: Montana Beef Council Strategic Priorities, Project Funding Request Form