



Montana Beef Council  
2795 Enterprise Ave., Ste. 4  
PO Box 80865  
Billings, MT 59108  
(406) 656-3336  
[www.montanabeefcouncil.org](http://www.montanabeefcouncil.org)

June 14, 2021

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 2022 fiscal year.

These strategic priorities will be important in achieving the Montana Beef Council's mission to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products. 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 strategic priorities to think through how your project/event could meet one or multiple areas.

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

**MBC Timeline for Fiscal Year 2022:**

August 1, 2021- Fiscal Year 2021 Project Funding Requests due  
August 1, 2021- Fiscal Year 2020 Project Evaluations due  
September 15, 2021- All receipts of financial expenditures due to the MBC office  
September 23, 2021- Project Funding presentations to MBC Board of Directors  
Late-September 2021- Project Funding Request notifications  
October 1, 2021- Begin Fiscal Year 2022  
November 1, 2021- Measurable Objectives portion of Evaluation Form due  
August 1, 2022- Final Evaluation Form due  
September 15, 2022- All receipts of financial expenditures due to the MBC office  
September 30, 2022- End Fiscal Year 2022

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

Find this all online here: <https://www.montanabeefcouncil.org/project-funding>