



Funded by Beef Farmers & Ranchers

## BEEF for the Blog

### Guidelines:

1. Only beef may be purchased with program funds (fresh or further prepared)
2. Beef must be used for blogging purposes only (practice, creation, shoot day)
3. The Blogger must complete the Beef for the Blog application form in order to be approved to receive beef reimbursement. Keep in mind that there is a limited amount of funding available; so be sure to send yours in early!
4. Once approved, the blogger will receive confirmation from the NY Beef Council.
5. The blogger can then create their beef recipe(s) anytime throughout the NYBC fiscal year (Oct – Sept) and will purchase the beef for the recipe to be prepared/posted during this time frame.
6. The blogger will then return the Beef for the Blog evaluation form along with the receipt(s) for beef purchases to the New York Beef Council for reimbursement
7. All receipts must be submitted to the New York Beef Council by September 15.
8. After review, the check will be made out to the blogger. Checks will not be issued without receipts and evaluation form and blog/social post URL.
9. After receiving the completed evaluation form and grocery receipt(s), the NYBC will issue a reimbursement check to the payable blogger.
10. Please be judicious with your spending/purchasing of beef and take into consideration your beef blogging calendar. We want to be able to provide funding to as many blog posts and bloggers that are interested in this opportunity with the funds, we have available.
11. Remember that you have \$100 in beef purchases available. If you intend to blog multiple recipes utilizing beef throughout the year, please wait until all posts are completed or the \$100 maximum has been purchased before submitting paperwork. Only one check per blogger will be processed.
12. When posting recipes utilizing the purchased beef, we'd appreciate it if you tagged us using @newyorkbeefcouncil and used the hashtags #BEefTogether #nybeef and #beef4theblog so we can share your creations.
13. Please when posting, utilize the USDA Guidelines ([attached link](#)) in what to say/not say about Beef, this way we can share your creations without need of changes.
14. We would appreciate any analytical sharing of your (engagement/reach) post(s) so that we can measure the success of the program and continue the opportunity.
15. We would appreciate that references are not made to a specific type/brand of beef: (i.e. Certified Angus, Moyer, Grass-fed, Organic etc.) per USDA Guidelines.

### Please note the following:

1. Receipts/copy of receipts should include name of store where beef was purchased and blog/blogger name.
2. Funds can only be used for blog/social media platform posts. Funds CANNOT be used for personal needs.

A new application must be filled out for each new fiscal year (Oct 1 – Sept 30).

Failure to follow these guidelines will affect the bloggers ability to receive funds in the future, we want to #BeefTogether for a long time!

### Questions or Concerns Contact:

Bryan Washburn

New York Beef Council

PO Box 250 • Westmoreland • NY • 13490

Phone: 315 339-6922 • Fax: 315 339-6931