



## Howdy and welcome to TEAM BEEF – MISSOURI!

Missouri's Team Beef is made up of athletes and fitness enthusiasts from across the state who are passionate about the benefits lean beef brings into their active lifestyles. A diverse group of beef-lovin' Missourians, Team Beef is comprised of farmers, ranchers, runners, triathletes, college students, professionals, moms, dads, etc., who are empowered to motivate others to live healthier lives. Carrying forth the core values of passion, integrity, and dedication, our athletes are committed to serving their community and aiding those around them.

We are currently looking for individuals who are passionate advocates for the beef industry, eager to have those "pasture-to-plate" conversations, and most importantly, have a strong desire to be an active member on Missouri's very own TEAM BEEF. Membership opens September 1<sup>st</sup> and closes on **September 30, 2023**. We will notify those who are accepted by October 15<sup>th</sup>.

A completed Team Beef application must include a current Masters of Beef Advocacy (MBA) certificate. All Team Beef members will be required to maintain their MBA certification for the duration of their time with the team. Online certification can be completed at <https://mba.beeflearningcenter.org/>.

Please take your time completing this application and ensure you provide adequate information and detail to your answers. This application gives us the insight into your passion for the beef industry and how you plan to advocate for the beef industry in the new year. We will only be accepting 40 Team Beef members for this year.

### HOW IT WORKS

- Membership is open to ALL MISSOURIANS who share in a passion for BEEF and living a healthy lifestyle.
  - Must be 18 years of age or have an adult family member on the team.
  - Must live in Missouri.
  - Must have a passion for the beef industry and incorporate beef into your healthy and active lifestyle.
- Team Beef members are accepted every year. Applications open at the beginning of September and close September 30<sup>th</sup>.
- Accepted applicants will receive an acceptance email by mid-October with instructions on becoming a Missouri Team Beef member.
- All accepted Team Beef members must participate in at one least sponsored volunteer activity, have a current MBA certificate, and complete orientation (webinar) for the current year.

## **REASONS TO LOVE AND JOIN TEAM BEEF**

- Snag a fun Missouri Beef Council “Team Beef” jersey.
- Never miss out on the fun! Receive a monthly e-newsletter with yummy beef recipes, fitness tips, nutritional information, statewide events, and news from MBIC.
- Reimbursement for entry fees for approved races, ranging up to \$100 annually for approved races.
- Opportunities for extra Team Beef “swag” and other BEEF gear.
- Ongoing media and digital (social) media training.

## **EXPECTATIONS OF A MISSOURI TEAM BEEF MEMBER**

- Understand and believe in the nutritional benefits of lean beef and the vital role it plays in fitness and weight training.
- Serve as a positive role model for the beef industry (both socially and within your local community). Commit to sharing beef’s “pasture-to-plate” story and advocating on the nutritional benefits beef provides through in-person events and social media (Facebook, Instagram, Twitter, etc.).
- Participate in educational opportunities through Team Beef and complete the Team orientation (webinar) and Masters of Beef Advocacy program.
- Participate in at least one approved race during the calendar year and sport Team Beef Missouri attire.

**Please read thoroughly and submit your completed application to:**

**Missouri Beef Industry Council  
c/o Erica Graessle  
2306 Bluff Creek Drive  
Columbia, MO 65201**



## CONTACT INFORMATION:

Name (First/Last): \_\_\_\_\_

Age: \_\_\_\_\_ Email: \_\_\_\_\_

I agree to receive Team Beef emails (and associated communications) from Missouri Beef Industry Council:

Yes       No

Address: (Street Address/ PO Box) \_\_\_\_\_

\_\_\_\_\_

City

State

ZIP CODE

Occupation: \_\_\_\_\_

## BEEF ADVOCACY:

List all social media platforms you routinely use and actively post to. Please provide your personal handle to each platform.

If applicable, describe three examples of how you have socially advocated for the beef industry in the past. If you are not active on social media, but are passionate to do so, explain how you will creatively spread the beef message.

List and explain any other ways you have previously (or plan to) advocate for the beef industry.

**ALL ABOUT BEEF:**

Do you currently include BEEF into your active and healthy lifestyle? If so, how often to you consume beef?

What is your favorite cut of beef? What is your favorite beef recipe? Explain.

Why is including LEAN BEEF into your active lifestyle and training regimen important to you?

Why are you passionate about Team Beef and advocating for the beef industry?

How do you plan to advocate for beef within your local community? What non-Beef Checkoff events (outside of running) would you be willing to organize this race year to advocate for beef? (*\*Non-Beef Checkoff events would be events that we, the Missouri Beef Industry Council, are not already attending, hosting, or sponsoring.\**)

Do you have a current Masters of Beef Advocacy certificate? If so, please attach a copy and submit with your application.

Yes       No

### **RUNNING/FITNESS EVENT INVOLVEMENT:**

How many running events did you participate in last year: TOTAL: \_\_\_\_\_

- Number of Marathons: \_\_\_\_\_
- Number of Half Marathons: \_\_\_\_\_
- Number of 10Ks: \_\_\_\_\_
- Number of 5Ks: \_\_\_\_\_
- Other events: \_\_\_\_\_

How many running events DO you plan to participate in this year: TOTAL: \_\_\_\_\_

- Number of Marathons: \_\_\_\_\_
- Number of Half Marathons: \_\_\_\_\_
- Number of 10Ks: \_\_\_\_\_
- Number of 5Ks: \_\_\_\_\_
- Other events: \_\_\_\_\_

**THANK YOU FOR YOUR TIME AND DEDICATION TO COMPLETING THIS APPLICATION. WE WILL UPDATE YOU ON YOUR APPLICATION STATUS BY MID-OCTOBER. AS ALWAYS, EAT BEEF!**