

Attention Beef Industry Advocates:

The fight is on.

Critics of agriculture have picked a fight with us. They talk about the “right” way to raise food even though they’ve never really gotten their boots dirty. They make us the villain in order to sell their books and movies. Enough is enough.

Now it’s our turn. Today, through the Beef Checkoff Program, we’re announcing a five-day fight for the future of our industry. Our goal is to encourage consumers to give thanks for the food on their plates this holiday season and to help them see those meals start on one of the many farms and ranches across the country. The message is simple: “Give Thanks.”

You’re hearing about this program firsthand because you’ve been recognized as a beef industry advocate, and we need you to help us lead this fight. It’s important, and you can make a difference.

Here’s how: First, commit to taking one simple action during the campaign (starting today) using the tools we will provide. Also, spread the word about the Food Fight – get your friends and family to help defend the work you do to supply delicious, nutritious beef.

Start today!

- Attached to this message is a simple **newspaper advertisement** (see the “for viewing” file). Send the “for submitting” file to your local newspaper to have it customized with your name, farm or ranch name and city. Ask to run it on or around Thursday, November 19. You may need to buy the space for a minimal fee, or the paper may be willing to run the ad as a public service announcement – don’t be afraid to ask.

Keep up the momentum:

- Later this week, watch for a template Give Thanks **letter-to-the-editor** that you can customize and submit to your local newspaper.
- Monday (11/16): You’ll receive instructions on how to print **beef information business cards** – it’s an inexpensive way to share positive messages with 25 or 30 consumers. You’ll also receive a special **e-mail signature** and instructions for incorporating it in every e-mail message you send next week.
- On Tuesday (11/17), look for a special “**viral**” **e-mail message** that we’ll need your help forwarding to folks across the country. Starting Tuesday and throughout the week, you’ll also be invited to post “Give Thanks” messages on social media Web sites like Twitter and Facebook.
- Wednesday (11/18): Walk the walk by arranging a date and time to **volunteer at your local food bank** or soup kitchen. Also, encourage your friends and family to visit ExploreBeef.org to enter an Omaha Steaks contest by entering a **short “thank you” note** to America’s farmers and ranchers
- Thursday morning (11/19), the ads and letters-to-the-editor you and other producers have placed will run in newspapers across the country.
- Friday (11/20) is the final push. Watch for news that states across the country have secured Nov. 20 as “Thank your Farmers and Ranchers” day. If you’ve missed activities on any other days, join in.

The time is now to stand up, speak out and be heard. We hope you are as excited as we are! Look for additional messages in the coming days. If you have any questions or suggestions, please contact us at kbc@kansasbeef.org or 785-273-5225.

Sincerely,

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