



**IOWA PORK**  
PRODUCERS ASSOCIATION

# County Co-op Program

This program assists county organizations with their promotional and educational efforts by reimbursing the county 75% of each eligible and approved request. County Co-op is funded through Pork Checkoff, which is USDA-regulated, so it must be used for pork promotion, education, or research.

Promote **pork**, the **pork industry**, and the **producer image** to consumers, students, retailers, restaurant owners, and the general public in your county!

## GUIDELINES

- Think PROMOTION, EDUCATION, and RESEARCH – this can often be covered through consumer and community events, product or in-kind donations, and advertising!
- Advertisements (print, radio, billboard, etc.) will be approved if below logos are not altered, unless adding a county tag line (e.g., This message is funded by the [County] Pork Producers and the Pork Checkoff.)
- Advertisements should NOT promote the county organization, the board/members, or any money-making project (e.g., county pork tent or food stand)
- Donations should not be cash/monetary, but rather providing the pork product
- Use these approved logos on ads, apparel, signage, etc. (Send proof to Addison before purchasing.)



## EXAMPLES

ELIGIBLE (suggestions, not a complete list)	NOT ELIGIBLE
Restaurant promotion for pork menu items	Monetary donations / sponsorships
Retail promotion for pork products	Iowa Pork coupons
Product donation at local food bank(s)	County fair swine show meals, gifts, trophies, etc.
Appreciation meal for local first responders	County-level scholarships
Consumer product giveaway	Grilling equipment, units, trailers, license
County shirts, caps, aprons, banners, signage, trailer wraps (with approved logos) for events or giveaways	Any for-profit activities or fundraisers benefiting the county organization
Pork recipes or "swag" for prizes, benefit auctions, fundraising events, etc.	County banquets, membership recruitment
Educational materials for school districts	Candy for parades
Radio or social media contest with pork facts and prizes	Personal or private events (e.g., weddings, grad parties, business open house, etc.)

## CONTACTS

Questions about guidelines, project eligibility, program ideas and proof approval:

**Addison Randall**

arandall@iowapork.org  
(515) 225-7675

Request advertisement content for print, radio, billboard, etc:

**Kevin Hall**

khall@iowapork.org  
(515) 225-7675

Order Iowa Pork promotional and educational materials:

**Andi Wright**

awright@iowapork.org  
(515) 225-7675

# 2023-2024 County Co-op



**OCT 1  
2023  
TO  
SEPT 30  
2024**

County is  
reimbursed up to  
**75%**  
of each eligible  
and approved  
request

Funds are  
available  
**FIRST COME,  
FIRST SERVE**  
or until  
county reaches  
**\$7,500**  
in reimbursements

**Deadline  
to submit:**

**SEPT 15  
2024**

## SUBMISSION REQUIREMENTS

**ALL** submissions must include these three things:

- 1** Iowa Pork County Co-op Request Form
- 2** Proof of payment: copy of receipt, invoice, check
- 3** Proof of the donation, presence at the event, or advertisement
  - DONATION: thank-you note, social media post, newspaper recognition
  - EVENT: logo on program booklet or flyer, social media post or newspaper article that acknowledges county organization, photo of event signage or producers at the event in pork apparel (Ask IPPA about banners if needed!)
  - PRINT ADVERTISEMENTS: copy or clipping of the approved ad, billboard, etc.
  - RADIO ADVERTISEMENTS: copy of approved radio script

## HOW TO SUBMIT

### EMAIL

**Addison Randall**  
arandall@iowapork.org

### MAIL

**Iowa Pork Producers Association**  
P.O. Box 71009 • Clive, IA 50325

County Co-op funds are available on a **first-come, first-serve** basis, so remember to **submit requests throughout the year** as promotions occur.