

# 2024-25 County Co-op



**IOWA PORK**  
PRODUCERS ASSOCIATION  
*Successful farmers. Enriched lives.*

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.

**OCT 1**  
**2024**  
TO **SEPT**  
**30**  
**2025**

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**  
**2025**

## 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

### CONTACT

**Addison Randall**  
arandall@iowapork.org  
515-225-7675  
**Iowa Pork Producers Association**  
P.O. Box 71009  
Clive, IA 50325

### ONLINE

[iowapork.org/county-co-op-submission](https://iowapork.org/county-co-op-submission)



*\*Additionally, counties are allotted \$300 to purchase educational materials from the IPPA warehouse. To order these materials, contact Andi Wright(awright@iowapork.org).*

# County Co-op Program Guide

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

## ADVERTISEMENTS

1. Advertisements (print, radio, billboard, etc.) must include one of the logos listed below. Logos must not be altered, unless adding a county tag line (e.g., This message is funded by the [County] Pork Producers and the Pork Checkoff.)

### EXAMPLES

- Restaurant promotion for pork menu items
- County shirts, caps, aprons, banners, signage, pop-up tents, trailer wraps, etc. for events or giveaways (must be sent for approval prior)
- Consumer product giveaway
- Radio or social media contest with pork facts and prizes
- Retail promotion for pork products

2. Advertisements should NOT promote the county organization, the board/members, or any money-making project (e.g., county pork tent or food stand)

## DONATIONS

1. Donations should be providing pork product, not cash/monetary.

### EXAMPLES

- Product donation at local food pantries
- Pork recipes or "swag" for prizes, benefit auctions, fundraising events, etc.
- Appreciation meal for local first responders
- Educational materials for school districts

## EVENTS

1. Donations should be providing pork product, not cash/monetary.

### EXAMPLES

- Appreciation meal for local first responders
- Educational materials for school districts
- Consumer product giveaway

## LOGO GUIDELINES

- Use these approved logos on ads, apparel, signage, etc. (Send proof to IPPA before purchasing.)



## Examples of items that **ARE NOT** eligible for reimbursement

County banquets, membership recruitment	Monetary donations / sponsorships
Candy for parades	Iowa Pork coupons
County-level scholarships	County fair swine show exhibitor meals, gifts, trophies, etc.
Personal or private events (e.g., weddings, grad parties, business open house, class reunions, alumni events, etc.)	Any for-profit activities or fundraisers benefiting the county pork producer organization
	Grilling equipment, units, trailers, license