

# Entry Form

Name of Unit: **San Joaquin-Stanislaus CattleWomen**

Name of contact person: **Debbie Costa**

Title: **State Fair Beef Booth**

Address: **12359 Cadle Street, Lodi, California, 95240**

Phone and FAX numbers: **209-931-4574**

E-mail address: **dcosta@aol.com**

Number of members in Unit as of February 1, 2006: **83**

Name of Category:

**Unit Overall scrapbook**

Including all publicity in the following areas: beef promotion, social events, fundraiser

**Unit Mini-scrapbook**

Publicity for one event or activity (county ag day, fundraiser, anniversary, recruiting new members)

**Unit Publicity Tools**

Newsletter

Feature story

Press release

Web site

Other promotion items (coloring book, brochure, recipe book)

100 Word description of entry:

The CattleWomen know that consumers like beef but tend to lack the knowledge and confidence to handle and prepare red meat. The CattleWomen identified the California State Fair, with 900,000 visitors as an optimum opportunity for making contact and educating consumers about beef because fairgoers are relaxed, eager to look, listen and taste product.

Utilizing over 60 volunteers, the CattleWomen served approximately 54,000 beef samples using more than 1,000 pounds of beef. 11,000 recipe cards were handed out along with 3,000 various food safety brochures.

The aroma of on-site cooking drew continuous crowds for 12 hours a day so that there was never a down time to the booth-information and the CattleWomen constantly and consistently turned out samples.

Name, address and phone number of local newspaper contact:

(CCW will send out a news release)

**Reed Fujii, The Record, P.O. Box 900, Stockton, CA 95201 209-546-8232**

**Modesto Bee, 1325 H Street, Modesto, CA 209-578-2028**

# Activity Summary Form

## *Media Coverage (print, broadcast and electronic)*

Project	Publicity tool	Type	Location	Photo	Publication	Size	Viewers/readers
<i>State Fair</i>	<i>press release</i>	<i>news</i>	<i>business</i>	<i>no</i>	<i>The Record</i>	<i>5"</i>	<i>55,078</i>
	<i>press release</i>	<i>news</i>	<i>business</i>	<i>no</i>	<i>Modesto Bee</i>	<i>2"</i>	<i>91,300</i>
	<i>Query letter</i>	<i>news</i>	<i>business</i>	<i>yes</i>	<i>Capital Press</i>	<i>10"</i>	<i>39,672</i>
	<i>Query letter</i>	<i>letter</i>	<i>opinion page</i>	<i>no</i>	<i>Ag Alert</i>	<i>4"</i>	<i>45,000</i>
	<i>press release</i>	<i>news</i>	<i>business</i>	<i>yes</i>	<i>Business Journal</i>	<i>7"</i>	<i>10,000</i>
	<i>press release</i>	<i>news</i>	<i>business</i>	<i>no</i>	<i>SJ Farm Bureau</i>	<i>4"</i>	<i>6,000</i>
	<i>Query letter</i>	<i>news</i>	<i>business</i>	<i>yes</i>	<i>Stanislaus News</i>	<i>6"</i>	<i>4,200</i>
	<i>press release</i>	<i>news</i>	<i>Chimes</i>	<i>yes</i>	<i>CA Cattlemen Mag</i>	<i>3"</i>	<i>4,000</i>
	<i>Query letter</i>	<i>news</i>	<i>inside</i>	<i>no</i>	<i>CA CattleWomen</i>	<i>6"</i>	<i>2,000</i>
<b>TOTAL</b>							<b>257,250</b>

## *Direct Personal Coverage (classroom, grocery stores, fair booths, demonstrations)*

Project	Tool	Audience	Location	Duration	Viewers/readers
<i>State Fair</i>	<i>Trade show booth</i>	<i>kids/adults</i>	<i>Cal Expo Building 2</i>	<i>18 days</i>	<i>54,000 people</i>
<b>TOTAL</b>					<b>54,000</b>

# Summary of Entry

**Goals/Measurable objectives:** The San Joaquin-Stanislaus CattleWomen (CattleWomen), a non-profit organization devoted to promoting the beef industry through education, cultural and social activities, wanted to promote beef consumption in the most cost-effective manner to a wide cross-section of the population.

The CattleWomen know that consumers like beef but tend to lack the knowledge and confidence to handle and prepare red meat. The CattleWomen identified the California State Fair, with 900,000 visitors as an optimum opportunity for making contact and educating consumers about beef because fairgoers are relaxed, eager to look, listen and taste product.

The CattleWomen set four goals for their promotion: 1) Show the consumer what choice tender beef looks like; 2) Teach the consumer how to handle beef with confidence; 3) Allow the consumer to taste choice tender beef, and 4) Encourage consumers to purchase beef.

**Method:** Sponsorship packages and project outlines were sent to target industry leaders who could directly benefit from the exposure to fairgoers. The sponsorship packages generated \$8,150.00 in cash donations and \$897.50 of in-kind donations.

A cooking schedule and recipes that were tasty and easy to prepare were developed. The recipes needed to tempt consumers to cook beef with confidence while providing them a quick and tasty meal. Recipe cards were handed out during each demonstration.

The booth was staffed by CattleWomen during the day. The CattleWomen increased the impact of beef education by creating two \$1,000 scholarships. This allowed the awarded 2 college students to cook and serve samples just as the other volunteers in the evenings after classes as well as clean and prepared the booth for the following day.

Packets of information for each volunteer were prepared. Packets included: recipes to be cooked, method of safe food handling, background on the products served and information on food bacteria. This eliminated confusion, made the cooking methods uniform and gave the volunteers time to prepare.

The sponsors' logos were incorporated into the booth signage and the hats and aprons worn by the volunteers. Equipment and supplies for the booth were rented (refrigeration case) or purchased (small grills and food products) as necessary.

**Results and budget:** Utilizing over 60 volunteers, the CattleWomen served approximately 54,000 beef samples using more than 1,000 pounds of beef. 11,000 recipe cards were handed out along with 3,000 various food safety brochures.

In addition, a query story released to the media was featured in 9 publications, as well as generating one feature radio interview.

The event budget and expenses totaled \$13,500 and included: equipment rental \$1,656, beef products \$2,485, aprons/hats/recipe cards/booth \$6,349, supplies \$983 and scholarships \$2,000. The CattleWomen remarkably reaching 54,000 consumers for 25¢ per person. Professional consulting and implementation fees would have been about \$25,000.

**Challenges, Innovations and Creativity:** Staffing the booth in the evening hours was of concern as most CattleWomen are either elderly or young mothers with small children. By utilizing our scholarships we were able to help the financial needs of two agricultural students as well as fill our booth staff needs.

The aroma of on-site cooking drew continuous crowds for 12 hours a day so that there was never a down time to the booth-information and the CattleWomen constantly and consistently turned out samples.