

# RETAIL ORDER FORM

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These materials are free (unless otherwise noted) to any grocer or retailer that sells beef. All materials are funded by the \$1 per head beef checkoff program. We reserve the right to limit quantities.

Quantity	Item Description
	Recipe Brochures- <i>Brochures sent will be appropriate to season. Some brochure themes include Summer Grilling, Holiday Entertaining, Slow Cooker Favorites and Kid Pleasers.</i>
<b>POSTERS:</b>	
	Retail Cuts <i>(where the cuts come from &amp; how to cook them.)</i>
	Commitment to Quality
	Beef. It's What's For Dinner
<b>Beef Made Easy: Meat Case Simplification Program.</b> <i>Organizes your meat case by cooking method to make it easier for shoppers</i>	
	Information & Consumer Research trends
	Consumer Brochure
	Start up kit ( <b>COST: \$50</b> ) <i>Includes iron man signs, rail strips, on-package stickers and informational brochures.</i>
<b>Other Point of Purchase Materials</b>	
	Beef Balloons
	Beef Nutrition Information

- Yes! I'd be interested in "Beef Training Camp" for my employees.
- Yes! Sign me up for the monthly news updates (via email)
- Yes! Sign me up for email notification for beef issues response (Emergency emails only in the case of an event that needs issues response.)

Store Name: \_\_\_\_\_

Your Name & Position: \_\_\_\_\_

Address (no PO BOXES, please): \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please return this completed form to:**

Missouri Beef Industry Council  
2306 Bluff Creek Drive #200  
Columbia, MO 65201  
800-441-6242 ext. 223

**FAX: 573-817-0889**

**Email: dawn@mobeef.com**