

# Beef it up, South Dakota!



## Help Provide Beef Protein to South Dakotans Facing Hunger

As food insecurity increases in South Dakota, it leaves many families struggling to access nutritious meals. Protein stands as a vital component of a balanced diet, crucial for overall health and growth, especially for children. Join the fight against hunger and help bring this much needed nutrient to those facing hunger.

### How can you participate?

#### Percentage of Beef Sales

- Percent of sales from all or a portion of beef sales for the month of May.

#### Round-Up Campaign

- Donations from customers for the month of May.

#### Point of Sales

- Donations from customers for the month of May.

### Recognition

- Feeding South Dakota Website
- Social Media
  - Feeding South Dakota
  - South Dakota Cattlemen's Foundation
- Feeding South Dakota Paid Digital Media
- Media Interviews