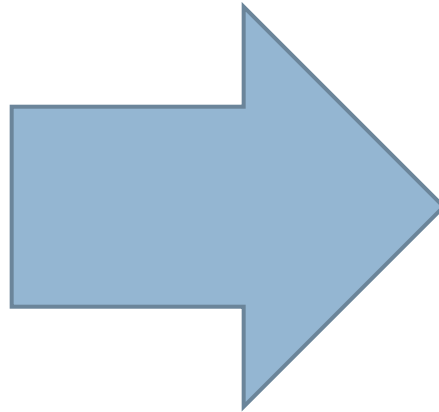




Project
Protein

What is Project Protein?



Goals

- ❑ Sustainability
- ❑ Model and communication plan
- ❑ Implement into Southern Alberta Food Banks



Similar Programs



ONTARIO PORK



Ontario Pork Program

Similar Programs



Hunters Who Care- Wild Game Donation Program

How did it start?



- Idea presented in 2010
- 1 year grant
- Processing costs
- Sustainable

Donations



- ❑ Livestock
- ❑ Requirements
- ❑ Participating abattoirs
- ❑ Charitable Tax Receipt

Participating Abattoirs



**BEN'S QUALITY
MEATS LTD.**

100 Factory Drive, Picture Butte

403-732-5122

Alberta Inspected Plant #97



**VAUXHALL
MEATS
2004 LTD**

Abattoir Agreement

By agreeing to participate:

- All participating abattoirs will accept and process beef
- All abattoirs with the exception of Ben's Quality Meats Ltd. will accept and process pork
- Beef and pork will be processed into ground product
- Beef will be twice ground at 1/8 inch and pork will be twice ground at 3/16 inch
- Ground product will be packaged in 2lb units, and will be traceable according to industry standard
- Interfaith Food Bank will be responsible for transportation of ground product from participating abattoir

Abattoir Agreement

- Pork donations will be distributed to abattoir in batches of five unless alternative arrangements have been made. Pork donations will not exceed 470lb live weight
- All invoices from abattoirs will be mailed to Interfaith Food Bank Society of Lethbridge
- In the instance of a condemned animal, invoice will be mailed to Interfaith Food Bank and the food bank will collect reimbursement of condemnation fees from producer
- All pricing is located in the table below and is subject to GST
- Pricing will be reassessed bi- annually in January and June
- You agree to be promoted as a participating abattoir
- You agree to display Project Protein promotional material at your location

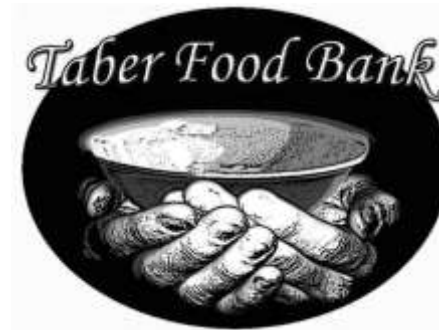
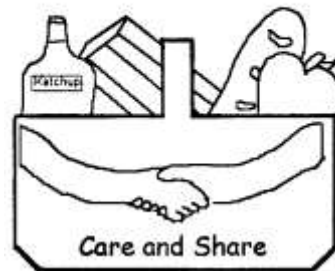
Processing Fees

	Beef		Pork	
Slaughter/Disposal	Under 30 months: \$100	Over 30 months: \$110	<275lb dressed weight: \$38	>275lb dressed weight: \$48
Processing	\$1.15/lb ground product		\$1.15/lb ground product	
Condemnation Fees	Under 30 months: \$150	Over 30 months: \$175	<275lb dressed weight: \$48	>275lb dressed weight: \$58

Recipient Food Banks



Vauxhall and Area Food
Bank Society



North County
Interfaith Outreach
Society *Picture Butte, AB*

Sponsorships



We will be accepting financial contributions. These contributions will go toward making Project Protein a sustainable and successful program.

Options

Sponsorships

Platinum: \$5000 per year. This elite sponsorship opportunity allows your company logo to be stamped on all ground beef or pork products distributed from Interfaith Food Bank Society of Lethbridge. Platinum sponsorship will also include special recognition at our annual Friends of Interfaith Charity Dinner & Silent Auction. You will also receive all gold recognition sponsorship opportunities.

Gold: \$3000 per year. This sponsorship opportunity includes your company logo on our sponsorship plaque that is located above the meat freezer at Interfaith Food Bank Society of Lethbridge. You will also receive all silver recognition sponsorship opportunities.

Silver: \$2000 per year. This sponsorship opportunity involves your company logo on all promotional material related to Project Protein as well as a public service announcement to local media outlining your involvement in the project. You will also receive all bronze recognition sponsorship opportunities.

Bronze. \$1000 per year. This sponsorship opportunity recognition involves your company logo on social media (+900 followers) related to Interfaith Food Bank Society of Lethbridge and Project Protein. Recognition also includes your logo acknowledgement on our Project Protein website page.

Donations

Approximate processing costs of an animal are \$500 for cattle and \$200 for pork. Donors can choose to cover the cost of processing a certain number of livestock and in return will be eligible for a charitable tax receipt.

<input type="checkbox"/> Beef- \$500	<input type="checkbox"/> Pork- \$200
<input type="checkbox"/> Beef- \$1000	<input type="checkbox"/> Pork - \$400
<input type="checkbox"/> Beef- \$2500	<input type="checkbox"/> Pork - \$1000
<input type="checkbox"/> Beef- \$5000	<input type="checkbox"/> Pork - \$2000
<input type="checkbox"/> Beef- \$_____	<input type="checkbox"/> Pork - \$_____



Benefits to the Industry

- ❑ Excellent public relations
- ❑ Educating the people who also shop between food bank visits, to identify and prepare Alberta beef and pork products
- ❑ Moving thousands of pounds of beef and pork each year to people desperately needing protein
- ❑ Helping out nutritionally insecure families
- ❑ Helping to create a sustainable and successful Project Protein

Current Project Status

- + **MNP** is a platinum sponsor of Project Protein
- + Over 13,500 lbs of meat has been donated
- + Over \$59,000 has been charitable tax receipted back to donors
- + Focus on marketing program and recruiting donations and sponsorships
- + Continue to work on a model and communication plan

THANK YOU.

PLEASE CONTACT THRESSA BENS AT (403) 320 8879
OR THRESSABENS@INTERFAITHFOODBANK.CA.

YOU CAN ALSO VISIT
WWW.INTERFAITHFOODBANK.CA
FOR MORE INFORMATION.