

- a. Are performed in cooperation with colleges, universities, or organizations. (7-1-93)
- b. Use a multidisciplinary, integrated approach. (7-1-93)
- c. Include a specific plan and timetable for dissemination of information to the beef industry. (7-1-93)
- d. Have specific objectives that can be met in one (1) year. (Multi-year projects will be considered for funding on a year-to-year basis.) (7-1-93)
- e. And further information that the Council, at its discretion, deems necessary. (7-1-93)

05. Contract. The Idaho Beef Council will enter into a contract with the researcher and institution or organization conducting the research. The IBC will deposit research funds into a specific fund established solely for the funding of selected research projects. The contract will include payment schedule based on the time of the research and the IBC cash flow policy. No payment will be made until said contract is executed. (7-1-93)

a. The final payment for each research project will be made following the researcher's final report to the Council and the industry upon completion of the project (7-1-93)

b. The Idaho Beef Council, at its discretion, may approve an extension of specific research projects beyond one (1) year. (7-1-93)

501. -- 599. (RESERVED)

600. JOINT MARKETING.

The Idaho Beef Council may enter into joint marketing agreements with other industry organizations or commissions on a contractual basis. When the Idaho Beef Council has a cooperative marketing opportunity with branded or generic products that have compatible marketing objectives and strategies, each prospective tie-in partner and each joining project will be evaluated on its own merit by the Idaho Beef Council staff and Board of Directors. In general, the following criteria will be used to evaluate potential tie-in partners and products. (7-1-93)

01. Objectives. The potential cooperator must have objectives compatible with or similar to the IBC. (7-1-93)

02. Impact. A potential joint project should extend or increase the impact of IBC programs already funded, rather than diffusing resources. The IBC will avoid adding its financial resources to programs that are already funded or that are likely to be funded by another party. (7-1-93)

03. Integrated Strategies. The IBC's established marketing strategies and product positioning must be retained and integrated into the joint project. (7-1-93)

04. Visibility. The visibility of beef and the IBC in a joint project must be assured at an acceptable level. (7-1-93)

05. Credibility. Credibility of the tie-in and perceived image of that product (with consumers as well as the distribution and retail trade) must be considered in relation to healthfulness, price, quality, prestige, etc. (7-1-93)

06. Competitive Position. The competitive position of a potential tie-in product with beef should be considered. (7-1-93)

07. Compatibility. Compatibility of beef and the tie-in partner or product as perceived by IBC investors should always be considered. (7-1-93)

08. Timing. Ample lead time is necessary since planning, approval and execution of a joint project usually takes more time than individually funded projects. (7-1-93)

601. -- 999. (RESERVED)

