

To support American troops in Afghanistan and all over the world, Nebraska Farm Bureau has partnered with Willow Creek Meats in McCook for the “Beefin’ up Our Heroes” campaign to send beef jerky to service men and women.

“Beef jerky is one of the most-requested items for gift packages from our service members overseas,” Cal Siegfried, vice president of marketing for Willow Creek Meats, said Dec. 13.

Last year Heartland Cattle Company of McCook, owned by Patsy Houghton, delivered beef to Willow Creek and asked that it be made into jerky for service members overseas.

Houghton worked with Rear Admiral Carol M. Pottenger, who has thousands of troops under her command, to get the jerky to the troops. That was the start of “Beefin’ up Our Heroes.”

“Just about everyone in the state has either a relative or friend who serves in the armed forces. Since Nebraska Farm Bureau is a statewide organization, it can reach people from urban population centers to rural communities about this effort,” Siegfried said.

Each package of beef jerky has a sticker thanking troops for their service and all of the sacrifices they are making to protect our country, Roger Berry, Farm Bureau’s vice president/member services, said Dec. 13.

Nebraska Farm Bureau has contributed \$500 to kick off the campaign.

“Nebraska Farm Bureau wants to give back to our service men and women for the sacrifice they make for our country. What better way to say thanks than with a package of beef jerky?” he said.

Nebraska Farm Bureau will collect the money needed to buy and ship the jerky. The cost of one

3-ounce bag of beef jerky is \$4.75 and includes the shipping cost.

“We are asking not only our county Farm Bureaus but individual Farm Bureau members to offer a donation to this campaign. We plan on shipping the first beef jerky by March or April,” Berry said.

“We want to hear from you! Send us the names, ranks and duty assignments of family members or friends who are service men and women overseas, and we will publish their names in Nebraska Farm Bureau News,” Berry said. “Although we cannot send beef jerky to a specific service member, this effort is to honor troops who are relatives or friends of Farm Bureau members. Nebraska Farm Bureau supports the efforts of our armed forces worldwide.”

Please make a donation in any amount to:

Nebraska Farm Bureau

Attn: Beefin' up Our Heroes, Roger Berry, P.O. Box 80299, Lincoln, NE 68501.

Any questions about this program, contact Roger Berry, vice president/member services, at 800/742-4016 ext 4406 or rogerb@nefb.org.