

2026



Meat Sticks Sales Guide



Scouting families have been asking for an additional fundraising option that will help their Scouts be more engaged and involved in earning their way. Country Meats is meeting those requests with one of the hottest products in the retail market. They've developed a multi-stick packaging format with scouting in mind, to help us add to our sales successes with a great entry-level product that presents great value for our supporters. Through increased successes, our hope is that our scouts can extend their sales throughout all our product options to help earn even more to fund an awesome scouting program.

Meat Sticks Background:

- Scout Units have been selling Country Meats products for over 10 years with over \$20 million in sales
- Traditionally, groups sold Country Meats sticks individually but this innovative packaging creates more value that translates into higher profits for Units in less time
- Each individual stick is high in protein, low in calories, has great shelf life, and is perfect for an on-the-go snack or a packed lunch
- We've centered in on the three best selling flavors to keep it simple for you in reaching your fundraising goals
- Include it in your Show-N-Sell's to increase sales success and earn even more while building your Scout's confidence



Every Multipack sold helps fund **adventures, campouts and unforgettable Scouting experiences** for your unit while giving your scouts a product with more appeal and value

Product and Packaging FAQs you'll want to know:

\$10 retail price for each multipack with earned commission of \$3.50 for each Multi Pack sold

9grams of protein per stick

5 individually vacuum sealed sticks to each multipack

1 yr shelf life from date of packaging

Get Started

1. Consider your number of sellers and how many storefront sales you will conduct
2. Set a per youth Goal (number of Meat Sticks they should sell)
3. Clearly communicate unit needs with all youth and parents:
 - Explain how participating in the sale teaches youth the value of earning their way
 - Explain how the unit will use profit generated from the sale
4. Clearly communicate the sales calendar with everyone
 - Conduct a sales kickoff with your unit
 - Ordering and reordering dates
5. Share money handling techniques and identify payment due dates

Commission

35% Unit Commission on all sales

NOTE: Meat Sticks are non-returnable, order what you need and submit replenishments as required

**Sell
20
Packs**

Cub Scout Family Camp

\$60 – the estimated registration cost for a youth & adult to attend family camp

**Sell
30
Packs**

Scouting Registration Fee

\$85 – the total registration cost for a youth to be registered member in Scouting

**Sell
60
Packs**

Scouts BSA Winter Camp

\$180 – the estimated total cost for a youth to attend Winter Camp

**Sell
100
Packs**

Scouts BSA Summer Camp

\$310 – the estimated total cost for a youth to attend Summer Resident Camp

**Sell
300
Packs**

High Adventure Base

\$1,000+ – highest level of scout adventures with variable costs, lengths and programs. May have special Council commission plans.

- The above are translated values of individual pack sales, but don't forget to include other product sales
- The average cases sold per unit historically is 6 for a sales campaign period

Important Dates:

Meat Sticks Kickoff Event: August 1, 2026, at 10:00 AM Sheridan Service Center, 4335 Confederate Way, Macon (9:00 AM - 5:00 PM)

Unit Order to Council: August 9, 2026, by 5:00 PM, email order to Berkima.Williams@scouting.org

Product Distribution Date: August 28, 2026, Phil Sheridan Service Center, 4335 Confederate Way, Macon (9:00 AM - 5:00 PM)

Unit Order Date: October 9, 2026, by 5:00 PM, email order to Berkima.Williams@scouting.org

Product Distribution: October 29 and 30, 2026, Phil Sheridan Service Center, 4335 Confederate Way, Macon (9:00 AM - 5:00 PM)

Total Payments Due to Council: November 6, 2026

**BE PREPARED TO PAY FOR PRIOR ORDER INVOICES WHEN PICKING UP
2nd ORDERS**



**SMOKED
SNACK
STICKS**

Fundraising for a Great Cause

**9g
PROTEIN**
PER STICK

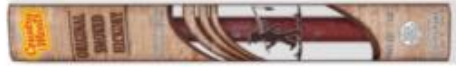
A delicious, protein snack you can feel good about!

5 STICK MULTIPACKS \$10.00 RETAIL PRICE



ORIGINAL SMOKED HICKORY

Savor the rich, smoky blue hickory flavor in this mild and satisfying smoked snack stick.



HOT CAJUN STYLE

This medium-spicy treat is the essence of Cajun cuisine, and its kick comes from a perfectly balanced combination of white, black and red peppers.



SWEET BBQ

Infused with the richness of brown sugar, this snack stick captures the essence of classic barbecue and delivers a delicious burst of flavor.



Selling Best Practices

Scouts are unique for many reasons, and yes, being able to raise money from our community is a skill that many have developed as part of their scouting experience. Remember past trainings on how to run an effective product sale and you'll already be half-way to exceeding your goal! In support of continued learning, here are some best practices that will be sure to assist everyone in having a successful fundraiser whether selling Popcorn, Meat Sticks, or hopefully both!

- Create a Simple Sales Plan and Goal for what you want to achieve
 - Set your goal from your budgetary needs and how many members are in your Unit
 - Identify how much investment of time you think you will need (use a simple measure of 10 sales per hour minimum)
 - If you are going to conduct storefront sales, be sure to talk to store managers in advance just as you may have done with fundraisers in the past
 - Consider your product lineup for storefront sales and have a reasonable number of products to not only encourage all consumers to support but to give them options on products and the level of support they are comfortable with.
- Hold a Unit Kickoff
 - This is where we share our goal with everyone and most importantly gain support from our most critical members, our parents.
 - Make sure to communicate any specific Unit guidelines, group activities surrounding the sale, and overall operating procedures to make this simple for all
 - Share a simple sales presentation or script that all your members can memorize and use: Who you are, what you're doing, how they can help, and close with an ask of support (including: "won't you?").
 - Taking time to teach and coach your Scouts will pay huge dividends in their development and public speaking skills, while creating more success for them.
- Be sure to order the right amount of product and leverage replenishment orders
 - While there is an ability to reorder product throughout the sale, help yourself and your Scouts out by ensuring you have enough inventory to meet your goals.
 - No one wants to have left over product to deal with. Set your plan up with the goal of selling out, what a great thing to do! When you sell, use the 2nd order to keep your sellers stocked and engaged.
- Make sure your sellers are in their Field uniform so that people can easily recognize your Scouts. Like Popcorn, the Meat Stick Sale is a Council approved fundraiser so be sure to always represent Scouting well!
- Safety and Security of and for our Scouts is paramount. Be sure to keep this in mind and instruct sellers:
 - If you are selling in a neighborhood or an apartment area always have a parent with you
 - Never enter a person's home
 - If selling in front of a store front, don't enter the store alone
 - Always look potential customers and supporters in the eye and be sure to use your most powerful weapon – your smile!
- To really boost your Scouts' individual sales, promote that they sell to the families that live right around them. Encourage your Scouts to approach 15-20 of their neighbors in addition to participating in Show-N-Sells. Historically, 7 out of 10 people approached

while at home will support a Scout! Use this information to leverage your Unit's fundraising success for Meat Sticks, Popcorn, or both!

Policies and Procedures

Establish your initial order amounts based on a goal of what you have set to raise.

Country Meats recommends an initial order equal to 75% of your goal. Then use the 2nd orders to fill in additional needs for product as you approach and exceed your Unit Sales Goal. The replenishment order will reduce unsold inventory, as well as going above and beyond any goal you may set. (Central Georgia Council recommends that your initial order is 3 cases)

To be eligible for a 2nd order, a unit must submit payment for each case of products previously ordered minus \$140.00 (35% commission) per case.

All money is due to Council on Friday, November 6, 2026.

Units will only be able to order in full case configurations, at each flavor level.

While this product is shelf stable for 1 year and does not require refrigeration, please ensure for proper storage in typical room temperature environments to improve the quality of product for our supporters.

Berkima Williams
2026 Country Meat Sticks Chair
Berkima.Williams@scouting.org
478-662-0158

2026 Central Georgia Council

Meat Sticks Unit Commitment Form

Sign up by completing this form, initial product orders are due by August 9, 2026

☐ **YES! Our unit would like to sell Country Meats \$10 Multipacks!**

Unit Information:

Unit Type: Pack Troop Crew Post Ship
(Please circle one)

Unit #: _____ District: _____

Of Active Scouts: _____ Our Gross Sale Goal is: _____

How many cases would your unit like to start the campaign with
(40 multi packs/case)?

Original Smoked Hickory - _____

Sweet BBQ - _____

Hot Cajun - _____

Total Cases on Initial Order - _____ x \$400 = _____ Total Retail Sale Value

Date of unit Kickoff: _____ Time: _____

Location: _____

Unit Meat Sticks/Popcorn Kernel Key Contact:

Name: _____ Position in Unit: _____

Address: _____

City: _____ State: _____ Zip: _____

Best Contact Number: _____

E-Mail Address: _____

Please return to Council so we can include you in with this year's sale

Scan & Email to Berkima.Williams@scouting.org