

2026



Leader's Guide



The Meat Stick Sale

- The 2026 Meat Stick Sale is an exciting offering designed to help our scouts fund their way to 2026 camp programs.
- 5-stick Multi-Packs will sell for \$10 retail, providing Units with earned commissions of \$3.00 for each Multi-Pack sold.
- This program is a limited risk product sale, where all Scouts can earn their way to Summer Camp, other Scouting activities, or simply to support unit program or supplies needs. The Council will have multiple product re-order options available to help with reducing unsold inventory concerns.
- Use your product sales skills and experience to fund a great Scouting Experience for all with a product that has proven results and presents great value for those supporting you through their purchases.

Once your Fundraiser Chair has been selected, please send an email with their contact info to Sara.Williford@Scouting.org

Why Country Meats Meat Sticks?

- Country Meats has been supporting Scouting nationwide with more than \$20 million in sales over the past 11 years.
- Help get more Scouts participating and funding their Scouting Adventure through community support versus impacting family budgets
- A shelf-stable product that provides nutrition and value to our supporters.
- A product that presents a great return for your Units' investment of time in using to fundraise with to pay for awesome scouting experiences. Selling Country Meats 5-stick multi-pack meat sticks provides a more efficient program option for both the Council and participating units, with a product category that consumers are aware of and is in high demand.

Unit Commissions

Units will earn a 30% commission rate for selling the meat stick multi-packs, or \$3.00 per pack! The meat sticks come 40 packs per case, so you will make \$120 for every case you sell.

Value for Camp

How do your Scouts completely pay for Camp or other Scouting activities by participating in the sale? Here are some examples, so choose your adventure and make it happen!

Camp	Cost*	# of Multi-Packs to Sell
Spring Cub-O'-Ree	\$50**	17
Spring Camporee	\$25	9
Cub Scout Adventure Camp @ Sidney Dew	\$140	47
Scouts BSA Summer Camp	\$380	127
High Adventure Base	\$1000	334

*Costs reflected are an estimate at 30% commission. Actual cost may vary.

**Cost includes t-shirt and dining hall meal plan.

Meat Stick Products Available

Country Meats has put together a great offering with their three top selling flavors in an awesome pre-packaged format! Each multi-pack contains five of the identified meat sticks we will be selling at a retail price of \$10 each, helping you to raise more money in less time.

- Ordered at the case level – 40 5-packs per case, one flavor per case
- 9 grams of protein with only 70 calories!
- 1-4 grams of carbohydrates depending on flavor
- Soy and Gluten free, with no other known allergens
- Individually vacuum sealed within the package with best by date provided on each stick and the multi pack as well
- No need for refrigeration, shelf stable for a year from production!
- Compatible with proven Scouting sales techniques such as Show & Sell and Wagon Sales activities



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



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



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.

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
Calories	70 Calories from Fat 25
	% Daily Value*
Total Fat	3g 4%
Saturated Fat	1g 5%
Trans Fat	0g
Cholesterol	25mg 8%
Sodium	490mg 21%
Total Carbohydrate	1g 0%
Dietary Fiber	0g 0%
Sugars less than	1g
Protein 9g	
Vitamin A	0% • Vitamin C 0%
Calcium	0% • Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories:	2,000 2,500
Total Fat	Less than 65 g 80 g
Saturated Fat	Less than 20 g 25 g
Cholesterol	Less than 300 mg 300 mg
Sodium	Less than 2,400 mg 2,400 mg
Total Carbohydrate	300 g 375 g
Dietary Fiber	25 g 30 g

Nutrition Facts	
Serving Size 1 package (28g)	
Amount Per Serving	
Calories	70 Calories from Fat 25
	% Daily Value*
Total Fat	2.5g 4%
Saturated Fat	1g 4%
Trans Fat	0g
Cholesterol	25mg 8%
Sodium	450mg 19%
Total Carbohydrate	4g 1%
Dietary Fiber	0g 0%
Sugars	3g
Protein 9g	
Vitamin A	2% • Vitamin C 0%
Calcium	0% • Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories:	2,000 2,500
Total Fat	Less than 65 g 80 g
Saturated Fat	Less than 20 g 25 g
Cholesterol	Less than 300 mg 300 mg
Sodium	Less than 2,400 mg 2,400 mg
Total Carbohydrate	300 g 375 g
Dietary Fiber	25 g 30 g

Nutrition Facts	
Serving Size 1 package (28g)	
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Calories	70 Calories from Fat 25
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Total Fat	3g 5%
Saturated Fat	1g 5%
Trans Fat	0g
Cholesterol	25mg 8%
Sodium	450mg 19%
Total Carbohydrate	1g 0%
Dietary Fiber	0g 0%
Sugars less than	1g
Protein 9g	
Vitamin A	4% • Vitamin C 0%
Calcium	0% • Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories:	2,000 2,500
Total Fat	Less than 65 g 80 g
Saturated Fat	Less than 20 g 25 g
Cholesterol	Less than 300 mg 300 mg
Sodium	Less than 2,400 mg 2,400 mg
Total Carbohydrate	300 g 375 g
Dietary Fiber	25 g 30 g

Key Dates

1st SALES PERIOD - FEBRUARY 27-MARCH 19

Monday, February 16 – Unit Order #1 Due

Order to supply Show & Sells and Wagon Sales during 1st sales period.

Friday, February 27 – Unit Order #1 Product Pickup*

Begin Show & Sells and Wagon Sales.

1st pick-up covers 3 Show & Sell Weekends: Feb. 28-Mar. 1, Mar. 7-8, and Mar. 14-15

2nd SALES PERIOD - MARCH 20-APRIL 9

Monday, March 9 – Unit Order #2 Due

Order to resupply Show & Sells and Wagon Sales.

Friday, March 20 – Unit Order #2 Product Pickup*

2nd pick-up covers 3 Show & Sell Weekends: Mar. 21-22, Mar. 28-29, and Apr. 4-5

3rd SALES PERIOD - APRIL 4-16

Monday, March 30 – Unit Order #3 Due

Order to resupply Show & Sells and Wagon Sales.

Friday, April 10 – Unit Order #3 Product Pickup*

3rd pick-up covers 2 Show & Sell Weekends: Apr. 5-6 and Apr. 12-13

Friday, May 1 - Deadline for all units to be paid in full

***All pick-ups will be at Cherokee Area Council, 6031 Lee Hwy, Chattanooga, TN 37421, during normal business hours. If you need to make arrangements to pick up your order outside of normal business hours, please contact Sara Williford at 423-713-7629.**

Process to Schedule Show & Sell Dates with Council-Secured Locations

The Cherokee Area Council's Product Sales Committee is proud to offer units the opportunity to conduct Show & Sells in front of council-secured chain store locations.

The committee has established a system designed to give all participating units in the sale a fair and equitable opportunity to increase sales by taking advantage of Show & Sell dates. This system is also helpful to the stores supporting the Cherokee Area Council's product sale.

We ask all units to abide by the following procedures for selecting Show & Sell dates with council-secured locations:

We will again use SignUp Genius to simplify and track unit Show & Sell location and date selections. It will be activated on the Cherokee Area Council website (www.scoutanooga.com) on Sunday, February 8, beginning at 5 PM. However, we will send a link to units that attend the University of Scouting to begin their selections at 4 PM.

Schedule of Show & Sell selections of council-secured Locations:

- February 8-14 - Units may pick one (1) Show & Sell date/location per chain store.
- February 15-21 - Units may pick a second Show & Sell date/location per chain store that still needs to be taken.
- After February 22, units may pick multiple dates/locations for open slots on the council website's SignUp Genius.

Please note that a unit should only sign up for a date/location if it fully intends to have scouts selling on that specific date at that particular location. Store managers will use the SignUp Genius to stay informed of who will be selling at their stores, so the unit must show up for all dates/locations it has signed up for. Also, units are expected to manage their inventory of product to have sufficient inventory to sell at the Show & Sell event. With four (4) unit product pickups scheduled only 2-3 weeks apart, this should help units manage their inventories more efficiently.

ALL Elder's Ace Hardware Unit Signups require a sales waiver that must be returned to sara.williford@scouting.org no later than two weeks before the date of sale. If the waiver isn't turned in 2 weeks before the date of the sale, Elder's Ace Hardware will give the slot to another fundraising group.

Show & Sell Guidelines

- Remember that retailers support the Cherokee Area Council and its units by allowing us to conduct our Spring Product Sale on their store property. We must show our appreciation and follow their guidelines to ensure our Scouts' safety and preserve a positive shopping experience for their customers. Always follow the Scout Oath and Law while selling and communicating with store management.
- All Show & Sells must be scheduled in advance with store managers. Council-coordinated locations must be "booked" on the council website's SignUp Genius by noon on Wednesdays for Saturday or Sunday weekend setups. For Ace Hardware, signups must be two weeks in advance.
- Once the date and time are scheduled, a representative from the unit needs to check in with the store manager at least 48 hours (about two days) before arrival for final confirmation. The store manager reserves the right to cancel the event due to unforeseen circumstances.
- Participants should park vehicles in outer parking spaces or employee parking areas to reserve spaces closer to the building for store customers. Please limit participants to no more than 4-8 (including parents/supervisors) per shift.
- You must use a table with a sign identifying the sale and the unit number. Participants should wear uniforms if possible. The table and participants must be positioned outside the main entrance/exit aisles and work areas so as not to block or hinder customers from entering or leaving the store. Ask the store manager how close (in feet) from the entrance/exit the table can be set up.
- Do not allow Scouts to approach customers, especially running towards them! Train Scouts to wait for customers to come near before offering a greeting and allowing customers to voluntarily approach before beginning their "sales pitch."
- There should be no running, horseplay, or misconduct.
- Tobacco use is prohibited anywhere around store entrances and scouts.
- At least two adult supervisors from the unit must always be present during a sales shift. The only exception is for a Scout selling alone with their parent or guardian accompanying them.