2016 - 2020 BEEF INDUSTRY LONG RANGE PLAN

VISION
To responsibly produce the most trusted and preferred protein in the world.

July 16, 2015
Why It’s Important

To Drive FOCUS
2020 Strategic Objective

Increase BEEF DEMAND
The Long Range Plan Task Force
The LRP Task Force

- **Jerry Bohn**
  - Pratt Feeders LLC - Pratt, KS

- **Kim Bracket**
  - Bracket Ranches - Williams, CA

- **Tom Brink**
  - Top Dollar Angus - Brighton, CO

- **Donnell Brown**
  - R.A. Brown Ranch - Throckmorton, TX

- **Barry Carpenter**
  - North American Meat Institute - Washington, DC

- **Lynn Delmore, PhD**
  - Meat Safety and Quality Consultant - Wellington, CO

- **Barbara Stevenson Jackson**
  - Animal Health Express & Red Rock Feeding Company - Tucson, AZ

- **Molly McAdams, PhD**
  - Retail and Food Industry Consultant - San Antonio, TX
Kevin Ochsner – Facilitator
The Beef Industry Long Range Plan

The Process

- Engaged Industry Experts
- Developed Critical Assumptions
- Conducted SWOT Analysis
- Developed Core Strategies
- Defined and Prioritized Initiatives
Major Themes

- Research
- Global Opportunity
- Consumer Preference
- Health Perceptions
- Perceived Value
- Millennial Power
- Production Practices
The Plan
The Vision

What should the beef industry aspire to be?

To be known for responsibly producing the most trusted and preferred protein in the world.
Core Strategies were developed to support the long range plan Mission.
Core Strategies

Drive Growth in Beef Exports
Core Strategies

For example:

Adopt Animal I.D. Traceability Systems
Core Strategies

Protect and Enhance the Business and Political Climate for Beef
Core Strategies

For example:
Motivate Producers and Stakeholders to Engage
Core Strategies

Grow Consumer Trust in Beef & Beef Production
Core Strategies

For example:

Ensure Antibiotic Stewardship
Core Strategies

Promote and Strengthen Beef’s Value Proposition
Core Strategies

For example:

Revolutionize Beef Marketing and Merchandising
What Will Success Look Like?

BEEF DEMAND

DIRECTION

EVALUATION

ENGAGEMENT

EXECUTION

INVESTMENT
Next Steps

FRIDAY – LRP Task Force Panel and new Checkoff Committee Structure

SATURDAY – Action by CBB and NCBA boards
The Beef Industry Long Range Plan

The Task Force Thanks You!

Don Schiefelbein  Donnell Brown
Jerry Bohn       Barry Carpenter
Kim Brackett    Lynn Delmore
Tom Brink       Brad Scott

Barbara Jackson  Eric Smith
Molly McAdams    Tim Starks
Kevin Pond      Jay Theiler
Bill Rishel

The Beef Industry Long Range Plan