



**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 Beef Industry Long Range Plan



- **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 Pond, PhD**
 - Colorado State University - Fort Collins, CO
- **Bill Rishel**
 - Rishel Angus – North Platte, NE
- **Don Schiefelbein**
 - Schiefelbein Farms - Kimball, MN
- **Brad Scott**
 - Scott Brothers Dairy - Moreno Valley, CA
- **Eric Smith**
 - Xtra Ranch - Reform AL
- **Tim Starks**
 - Cherokee Auction Market - Cherokee, OK
- **Jay Theiler**
 - Agri Beef Company - Boise, ID
- ***Kevin Ochsner – Facilitator***

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 Beef Industry Long Range 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.



Four Core Strategies

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?

DIRECTION

EVALUATION

ENGAGEMENT

BEEF DEMAND

EXECUTION

INVESTMENT



Next Steps

FRIDAY – LRP Task Force Panel
and new Checkoff Committee
Structure

SATURDAY – Action by CBB and
NCBA boards



Don Schiefelbein

Jerry Bohn

Kim Brackett

Tom Brink

Donnell Brown

Barry Carpenter

Lynn Delmore

Brad Scott

The Task Force Thanks You!

Barbara Jackson

Molly McAdams

Kevin Pond

Bill Rishel

Eric Smith

Tim Starks

Jay Theiler

