

FY 2010 Priorities



Committee Objective

Provide Direction In Support of the Long Range Plan

Long Range Plan Vision

*A beef industry that is profitable,
growing and sustainable for future
generations.*

Long Range Plan

Create Value

Create Growth

Create Sustainability

Create Opportunity

Long Range Plan Goals

Domestic

- Increase beef demand
- Increase consumer satisfaction

International

- Increase U.S. beef exports
- Improve balance of trade

The Challenge

Ensure that Checkoff dollars are optimized against Long Range Plan priorities.

Checkoff resources will be lower in FY 2010

Prioritization is imperative

Year-to-Date

DECEMBER



Assess Situation

JANUARY



Develop Priorities

JANUARY



Committee Prioritization

MARCH



Review Direction

Priorities respond to factors that considered . . .

*A marketplace condition, situation
or trend that requires strategic
attention and action to strengthen
or protect consumer acceptance of
beef and increase beef demand.*

Animal disease, emerging pathogens and chemical residues may threaten public health.

2010 Priority

Take proactive steps to protect public health from emerging threats.

***E. coli* and *Salmonella* outbreaks have an immediate negative impact on the beef industry.**

2010 Priority

Protect consumers from *E. coli* and *Salmonella*.

Increased focus on the environment may further denigrate consumer perceptions of production practices.

2010 Priority

Provide thought leaders with science-based industry information.

The evolution of production & processing practices continue to have an effect on product quality and safety.

2010 Priority

Responsibly employ economically viable practices without negatively impacting beef quality or safety.

**Thanks for your
leadership!**