



**BEEF INDUSTRY
LONG RANGE PLAN**

2016 – 2020

**Members of the 2016-2020
Beef Industry Long Range Planning Task Force**

Co-Chairs:

JOHN BUTLER, CEO, Beef Marketing Group

DON SCHIEFELBEIN, Owner/Operator, Schiefelbein Farms

JERRY BOHN, General Manager, Pratt Feeders LLC

KIM BRACKETT, Owner/Operator, Brackett Ranches

TOM BRINK, Owner/Operator, Top Dollar Angus, Inc.

DONNELL BROWN, Owner/Operator, R.A. Brown Ranch

BARRY CARPENTER, CEO, North American Meat Institute

LYNN DELMORE, Ph.D., Meat Safety & Quality Consultant, Adjunct Professor, Colorado State University

BARBARA STEVENSON JACKSON, Owner/Operator, Animal Health Express & Red Rock Feeding Co.

MOLLY McADAMS, Ph.D., Retail and Food Industry Consultant

KEVIN POND, Ph.D., Department Head, Animal Sciences, Colorado State University

BILL RISHHEL, Owner/Operator, Rishel Angus

BRAD SCOTT, Owner/Operator, Scott Brothers Dairy

ERIC SMITH, Owner/Operator, Xtra Ranch

TIM STARKS, Owner/Operator, Cherokee Auction Market

JAY THEILER, Executive Director, Marketing, Agri Beef Company