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 Brackett**
  - Brackett 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
The LRP Task Force

- **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 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

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