

BEEF INDUSTRY

LONG RANGE PLAN Core Strategies & Goals



Drive growth in beef exports

Goals:

1. Grow U.S. beef exports to 17% of U.S. beef production by 2025.
2. Grow the value of U.S. beef exports as a percent of total beef value to 21% by 2025.
3. By 2025, 75% of all cattle producing states are participating in a nationwide animal disease traceability program (e.g. U.S. Cattle Trace).



Grow consumer trust in beef production

Goals:

1. Improve the Consumer Trust Index by five percentage points by 2025.
2. Grow BQA certifications by a cumulative total of 10% per year and achieve national standardization of the BQA program by 2023.



Develop and implement better business models to improve price discovery and value distribution across all segments

Goals:

1. Maintain a beef cowherd of 30-31 million with a growth target of 32-32.5 million head.
2. Grow packing capacity by 7% (7,000 head per day) by 2025.
3. By 2023, identify and develop margin analysis indices/metrics that measure and track margin distributions to increase understanding of distributions from the cow/calf through the packing sectors.



Promote and capitalize on the multiple advantages of beef

Goals:

1. By 2025, achieve a Wholesale Beef Demand Index of 124.
2. By 2025, narrow the perception gap between beef and chicken by at least five percentage points, as measured by the checkoff funded beef tracker.
3. By 2025, increase beef's value index by at least five percentage points, as measured by the checkoff funded beef tracker.



Improve the business and political climate for beef

Goals:

1. By 2025, at least 75% of producers will agree that the beef industry is effectively addressing opportunities and challenges in a way that enhances the business climate for beef.
2. By 2025, 20% of cow/calf producers have a written grazing management plan.
3. Ensure that salmonella is not listed as an adulterant.



Safeguard and cultivate investment in beef industry research, marketing and innovation

Goals:

1. Increase national industry program funding for beef marketing, research and promotion efforts to \$100 M by 2025.
2. Quantify the existing public research funding for beef industry production issues and grow that funding by 25% by 2025.
3. Preserve the existing Beef Checkoff.