



STRATEGIC PRIORITIES 2017



Mission

The Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs (promotion, education and research) thereby enhancing profit opportunities for Montana beef producers.

CORE STRATEGY- PROMOTE AND STRENGTHEN BEEF'S VALUE PROPOSITION

- ❖ **Strategic Initiative:** Connect and communicate directly with consumers- Capitalize on flexible new media technologies and innovative communication tactics to design and deliver memorable messages directly to consumers, regarding beef's quality, safety and nutritional value and the beef community's commitment to animal well-being and the sustainable use of natural resources.
- ❖ **Strategic Initiative:** Research and Communicate Beef's Nutritional Benefits- Invest in credible research to assess, document and communicate the value of beef's nutritional and health benefits.

CORE STRATEGY - GROW CONSUMER TRUST IN BEEF AND BEEF PRODUCTION

- ❖ **Strategic Initiative:** Engage beef advocates- Engage the entire beef community in building consumer trust. A critical component must be increasing opportunities for food industry influencers to get first-hand experiences with beef producers and beef production practices, thereby protecting beef's image. Additional components include ensuring beef safety and antibiotic stewardship utilizing certified and verified production practice standards.

CORE STRATEGY - DRIVE GROWTH IN BEEF EXPORTS

- ❖ **Strategic Initiative:** Promote Unique Attributes of U.S. Beef- Promote the unique attributes of U.S. beef in foreign markets (quality, safety, sustainability and nutritional value) to help support increased market access to key export markets.

CORE STRATEGY - PROTECT AND ENHANCE THE BUSINESS CLIMATE FOR BEEF

- ❖ **Strategic Initiative:** Attract, Develop and Enable the Next Generation- Attract, develop and enable the next generation into the beef business.

CORE STRATEGY - INFORM AND EDUCATE BEEF CHECKOFF INVESTORS

- ❖ **Strategic Initiative:** Communicate Beef Checkoff Programs and Results with Investors- Utilize a variety of media and communication methods to educate, inform and build awareness around Beef Checkoff programs and results with beef producers.