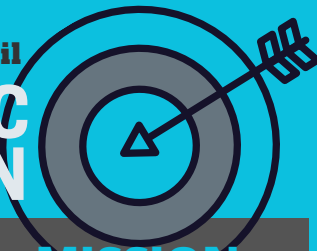


STRATEGIC PLAN



VISION

To be the protein of choice around the world, trusted and respected for our commitment to quality, safety, & sustainability.

MISSION

Enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.



BEEF INDUSTRY LONG RANGE PLAN PRIORITIES



GROW CONSUMER TRUST IN BEEF & BEEF PRODUCTION



PROMOTE & CAPITALIZE ON THE MULTIPLE ADVANTAGES OF BEEF



DRIVE GROWTH IN BEEF EXPORTS



INFORM & EDUCATE BEEF CHECKOFF INVESTORS

MONTANA BEEF COUNCIL STRATEGIC GOALS



INCREASE THE FREQUENCY OF CONSUMERS CHOOSING BEEF



RETAIN BEEF'S POSITION AS A LEADER IN THE MARKET



TURN OUR BEEF BELIEVERS INTO ADVOCATES



REINFORCE BEEF'S VALUE PROPOSITION