



2020

MONTANA
BEEF
COUNCIL

STRATEGIC PRIORITIES

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 of beef promotion, education and research, thereby enhancing profit opportunities for Montana beef producers.

Core Strategy – Drive Growth in Beef Exports

- **Promote Unique Attributes of U.S. Beef:** Promote the unique attributes of U.S. beef in foreign markets (quality, safety, sustainability and nutritional value).

Core Strategy – Promote and Strengthen Beef's Value Proposition

- **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.
- **Research and Communicate Beef's Nutritional Benefits:** Invest in credible research to assess, document and communicate the value of beef's nutritional health benefits.

Core Strategy – Grow Consumer Trust in Beef and Beef Production

- **Protect Beef's Image:** Align and collaborate with a broader group of industry partners, and other organizations, to anticipate and combat attacks against beef, beef products and today's American agriculture that undermines consumer trust. (Capitalize on the increased influence that traditional and nontraditional retail and foodservice operators have on consumers.)
- **Engage Beef Advocates:** Engage the entire beef community (including beef, dairy and veal producers and industry partners) 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. Refine ability to quantify return on investment on influencer engagement.

Core Strategy – Inform and Educate Beef Checkoff Investors

- **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.