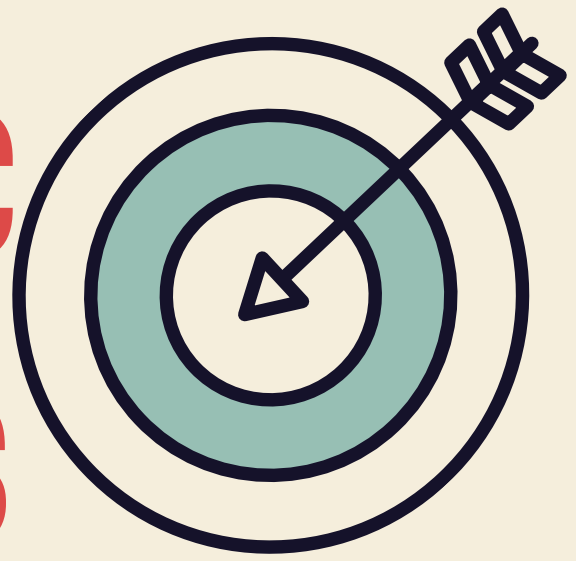


STRATEGIC PRIORITIES



OUR MISSION

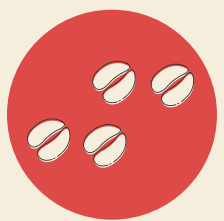
To protect and increase demand for beef and beef products through state, national and international consumer marketing programs of beef promotion, education and research, thereby enhancing profit opportunities for Montana beef producers.

PROMOTE & STRENGTHEN BEEF'S VALUE PROPOSITION



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



GROW CONSUMER TRUST IN BEEF & 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.

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).



INFORM & EDUCATE BEEF CHECKOFF INVESTORS

Communicate Beef Checkoff Programs & 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.