

# STRATEGIC PRIORITIES



## OUR MISSION

The Montana Beef Council is organized to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.

## GROW CONSUMER TRUST IN BEEF & BEEF PRODUCTION



Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production: Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition. Identify, train and develop grassroots representatives to serve as trained industry spokespeople.



## PROMOTE & CAPITALIZE ON THE MULTIPLE ADVANTAGES OF BEEF

Implement a marketing campaign that communicates beef's advantages compared to alternative proteins: Conduct market research and develop a marketing campaign that defines and communicates beef's comparative advantages and effectively highlights attributes important to consumers (e.g. on-pack labeling, nutritional facts labeling and/or other point-of-purchase communication.)

Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef: Promote online marketing solutions and identify ways to safely, efficiently and affordably deliver fresh and frozen beef directly to consumers.

## DRIVE GROWTH IN BEEF EXPORTS



Collaborate with targeted partners to promote U.S. beef in foreign markets: Cultivate existing relationships and develop new relationships with industry partners who are willing to invest resources in promoting and marketing U.S. beef.



## INFORM & 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 and cattle producers.

