

STRATEGIC PLAN



VISION

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

MONTANA

BEEF

COUNCIL

MONTANA BEEF COUNCIL.ORG