



MISSION

Drive consumer demand for beef and beef products to create profit opportunities for Montana cattle and beef producers.



VISION

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

Montana Beef Council 2026-2029 STRATEGIC PLAN



INCREASE DEMAND THROUGH TARGETED ENGAGEMENT

◆ Increase frequency of beef consumption by reaching the right audiences with meaningful engagement.



STRENGTHEN TRUST IN BEEF

◆ Ensure beef remains a trusted, relevant choice in a changing food environment.



FOCUS INVESTMENTS FOR MAXIMUM IMPACT

- ◆ Seek high-impact data-driven partnerships that are measurable and return value to Montana producers.
- ◆ Leverage partnerships to expand demand and market access.



DELIVER VALUE TO MONTANA PRODUCERS

◆ Support sustainable industry outcomes for producer thriving. Ensure producers clearly see the impact and return on their Beef Checkoff investment.

