

## 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.*