

July 16, 2015

Why It's Important

To Drive FOCUS



2020 Strategic Objective

Increase BEEF DEMAND



The Long Range Plan Task Force



The LRP Task Force



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The LRP Task Force



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Kevin Ochsner – Facilitator

The Process

- Engaged Industry Experts
- Developed Critical Assumptions
- Conducted SWOT Analysis
- Developed Core Strategies
- Defined and Prioritized Initiatives



Major Themes

- Research
- Global Opportunity
- Consumer Preference
- Health Perceptions
- Perceived Value
- Millennial Power
- Production Practices



The Plan



The Vision

What should the beef industry aspire to be?

To be known for responsibly producing the most trusted and preferred protein in the world.



Four Core Strategies

Core Strategies were developed to support the long range plan Mission.



Drive Growth in Beef Exports



For example:

Adopt Animal I.D. Traceability Systems



Protect and Enhance the Business and Political Climate for Beef



For example:

Motivate Producers and Stakeholders to Engage



Grow Consumer Trust in Beef & Beef Production



For example:

Ensure Antibiotic Stewardship



Promote and Strengthen Beef's Value Proposition

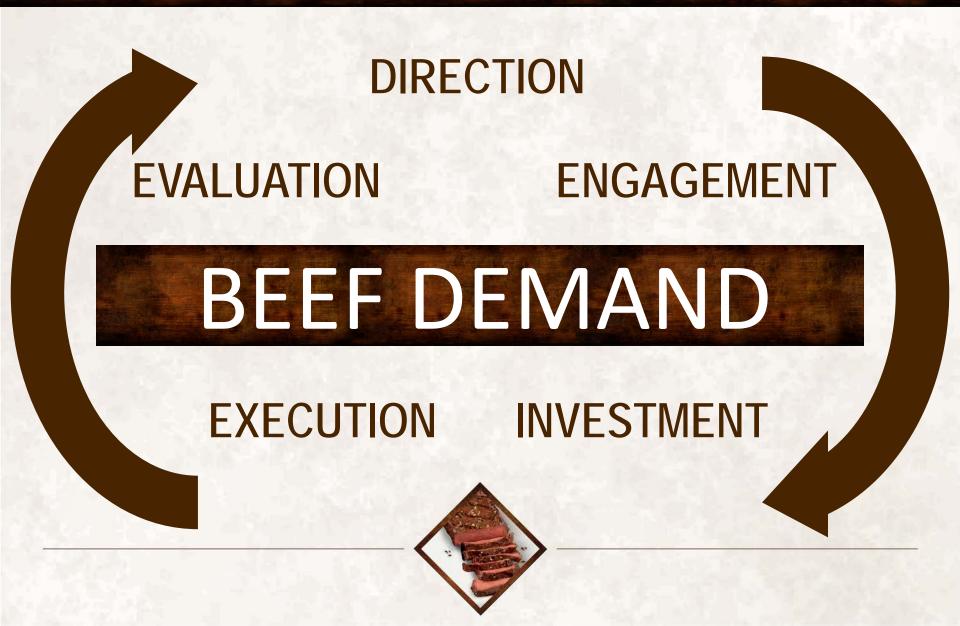


For example:

Revolutionize Beef Marketing and Merchandising



What Will Success Look Like?



Next Steps

FRIDAY – LRP Task Force Panel and new Checkoff Committee Structure

SATURDAY – Action by CBB and NCBA boards



Don Schiefelbein
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The Task Force Thanks You!

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