

# Oklahoma Beef Council Long Range Plan 2017-2020

## Vision Statement

*Be a positive difference for Oklahoma's farming and ranching families and the greater beef community*

## Mission Statement

*Enhance beef demand by strengthening consumer trust and exceeding consumer expectations.*

### **Core Strategic Priority: Grow consumer trust in beef and beef production**

#### **Strategic Initiative(s)**

- **Improve Beef's Image**
  - Align and collaborate with industry partners, and other organizations, to anticipate and combat attacks against beef, beef products and today's American agriculture that undermines consumer trust.
  - Engage the entire beef community (including beef, dairy and veal producers and industry partners) in building consumer trust. A critical component must be increasing opportunities for food industry and health influencers to get connect with beef producers and beef production practices.

### **Core Strategic Priority: Promote and Strengthen Beef's Value Proposition**

#### **Strategic Initiative(s)**

1. **Connect and Communicate Directly with Consumers**
  - Deliver memorable messages directly to consumers, regarding beef's quality, safety and nutritional value and the beef community's commitment to animal well-being and the stewardship of natural resources while capitalizing on flexible new media technologies and innovative communication tactics.

### **Core Strategic Priority: Drive growth in beef exports**

#### **Strategic Initiatives**

1. Increase Market Access
  - Advocate for international market access by building trust with government and industry influencers.
2. Promote Unique Attributes of U.S. Beef
  - Promote the unique attributes of U.S. beef in foreign markets (quality, safety, and nutritional value).