# WYOMING BEEF COUNCIL STRATEGIC PLAN | 2021-2026

## **MISSION**

Benefit Wyoming's beef community and economy by increasing domestic and international beef demand.

#### VISION

The WBC will remain the most trusted beef promotion and education resource in Wyoming and responsibly steward beef checkoff funds to improve the marketing climate for beef.

# **BELIEFS**

We believe in investing beef checkoff dollars in markets and programs that have the most potential to increase beef demand in Wyoming, nationally and internationally;

We value and seek collaboration with traditional and non-traditional partners to best serve the industry and checkoff investors;

We are accountable to all Wyoming beef producers and are responsible for ensuring that investors are aware of how their beef checkoff dollars are spent.

### STRATEGIC PRIORITIES

I. Support the mission and vision of the beef industry long range plan.



Drive growth in beef exports.



Tell the positive story of sustainable beef cattle production.



Educate the public about BQA and its impact on animal well-being.



Promote the role of beef in a healthy and sustainable diet.

II. Increase understanding of and support for the beef checkoff program.



Increase number of producers who feel informed about the checkoff to 80%.



Increase the approval rating of the beef checkoff in Wyoming to 75%.

