

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

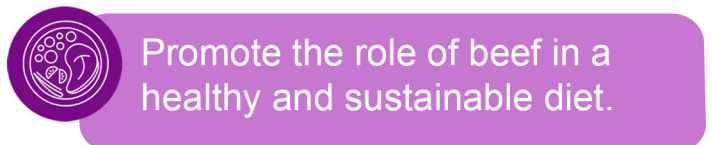
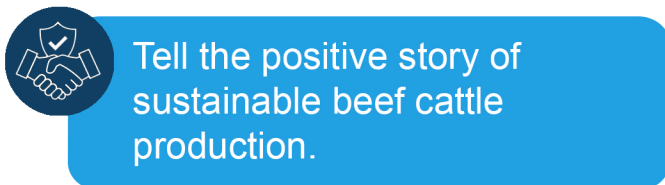
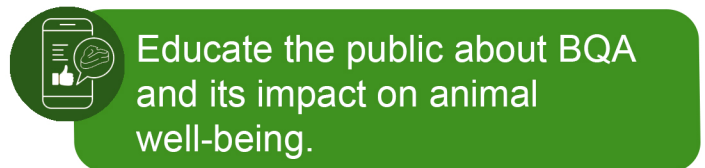
We believe in investing beef checkoff dollars in markets and programs that have the most potential to increase beef demand in Wyoming, nationally and internationally;

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.



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

