WYOMING BEEF COUNCIL STRATEGIC PLAN 2026 THROUGH 2031

VISION

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.

MISSION

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

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

Public Engagement and Building Confidence
Goal: Seek to strengthen consumer confidence in high-quality U.S. beef by reinforcing its safety, nutritional value and responsible production.
Objectives and Tactics: Engage trusted messengers such as nutritionists, educators, chefs and media with science-backed messaging and storytelling to counter misinformation and reinforce demand.

Innovation, Science and Continuous Improvement
Goal: Support ongoing research, investigative science and innovation to keep the beef industry resilient and competitive.
Objectives and Tactics: Engage across the supply chain to support research partnerships, align industry needs with public investment and share outcomes to foster continuous improvement.

Sustainable Industry Outcomes
Goal: Exercise commitment to continuous improvement in environmental stewardship and social responsibility. Support science-based, producer-led practices that strengthen trust and ensure long-term market acceptance.
Objectives and Tactics: Proactively engage influencers in a way that reflects the sustainable reality of cattle production.

Strategic Priority II: Increase understanding of and support for the beef checkoff program among Wyoming investors.