

# Texas Beef Council

Long Range Plan 2021



OUR COMMITMENTS:



Promotion



Research



Education

## Our Mission:

Strengthen demand for beef as the world's most preferred and trusted protein.



OUR BELIEFS:

- » The Industry Long Range Plan as the cornerstone of a strong state-national partnership.
- » Research is the foundation of all checkoff-funded activities.
- » Producer support, engagement, and control of checkoff funds are essential.



OUR FOCUS:

Grow Consumer Trust in Beef

Promote & Capitalize on the Multiple Advantages of Beef

Drive Growth in Beef Exports

Grow Stakeholder Trust in Checkoff Programs



TEXAS BEEF COUNCIL



## Grow Consumer Trust in Beef

### Ensure beef's inclusion in dietary recommendations.

- Educate medical, diet and health professionals, and K-12 educators about beef and beef production.

### Reinforce beef's positive sustainability message.

- Promote the positive contribution the beef cattle industry makes to nutrient-dense, healthy and sustainable food systems and educate health professionals, K-12 and post-secondary educators, and supply chain influencers on the net environmental impact of beef and beef production.

### Align and collaborate with partners to tell the positive story of beef and beef production.

- Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety, and nutrition and identify, train, and develop grassroots representatives to serve as trained industry spokespeople.

### Invest in food safety, product quality, and nutrition research.

- Engage with organizations and private entities to support research to drive improvement in food safety, product quality, and nutrition science.

### Strengthen and protect beef's reputation as a safe and wholesome product.

- Maintain and enhance crisis management and coordinated response plans, and monitor and coordinate media and public responses to issues that threaten the beef industry's credibility and/or reputation.

## Promote and Capitalize on the Multiple Advantages of Beef

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

- Expand marketing and education efforts highlighting the role of beef in a healthy lifestyle and sustainable diet.

### Capitalize on innovative and convenient beef purchasing experiences.

- Build collaborative beef promotion partnerships to increase trial and usage, promote online marketing solutions, and engage customers in more interactive purchasing experiences.

### Implement strategic marketing campaigns focused on the highest opportunity market segments to communicate beef's advantages.

- Develop target messaging that positively resonates with the highest opportunity market segments across media and promotional platforms to communicate beef's compelling value proposition.

## Drive Growth in Beef Exports

### Collaborate with targeted partners to invest in marketing and education programs that promote the unique attributes of U.S. beef and address export customer needs and values.

- Support industry partners to leverage Texas's brand equity and promote the unique attributes of U.S. beef in foreign markets.

## Grow Stakeholder Trust in Checkoff

### Increase stakeholder knowledge and support of the national and state checkoff programs.

- Educate Texas beef producers on the impact of state and national checkoff-funded programs.

### Engage industry partners to amplify checkoff messages.

- Cultivate relationships with industry partners and encourage them to share checkoff information.





## Grow Consumer Trust in Beef

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### 2. Reinforce beef's positive sustainability message.

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### 3. Align and collaborate with partners to tell the positive story of beef and beef production.

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sustainability, beef safety, and nutrition and identify, train, and develop grassroots representatives to serve as trained industry spokespeople.

### 4. Invest in food safety, product quality, and nutrition research.

- Engage with organizations and private entities to support research to drive improvement in food safety, product quality, and nutrition science.

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## Promote & Capitalize on the Multiple Advantages of Beef

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