

The Beef Industry Long Range Plan

VISION

A beef industry that is profitable, growing and sustainable for future generations.

MISSION

Mobilize all U.S. cattle and beef industry participants to prosper amid growing competition by solidifying U.S. beef's position as the world's most preferred protein.

PRIORITIES

1. Creating value through beef production;
2. Creating growth through consumer markets;
3. Creating sustainability through a favorable business climate;
4. Creating opportunity through global competitiveness.



Missouri Beef Industry Council

FY 2009 Program Plan

ADVERTISING/PROMOTION STRATEGY

Capitalize on consumer passion for beef while also emphasizing beef's nutrient profile.

- Build on the industry plan with MBIC-tagged radio using nationally produced commercials. Place special emphasis on Summer Grilling campaign – May through September and Family Dining (late September).
- Partner with Kansas Beef Council and Williams Foods to sponsor KC Chiefs Network campaign
- Support local promotions during Beef Month in May.
- Utilize national print creative where appropriate – Missouri Life Magazine, Ozarks Monthly, St. Louis Woman Magazine, etc.
- Drive traffic to MBIC and BIWFD Web site.
- Support with mobeef.org updates and extensions of promotions.

RETAIL PROMOTION STRATEGY

Promote increased sales of beef at retail by increasing beef's appeal to consumers.

- Targeted promotional periods will be fall, winter, and summer, with primary focus on Summer Grilling Campaign.
- Coordinate state advertising efforts with national support plan.
- Monitor retailer participation and help evaluate the program results.
- Continue to sign up retailers to participate in the Easy Fresh Cooking program.
- Assist in dissemination of information to key retail accounts in Missouri.
- Identify retailers for Beef Value Cuts and other new product promotion or program opportunities.
- Participate in retail trade events. Build on the relationships with meat managers and Missouri Grocers Association.
- Utilize retail Web site to disseminate expanded beef label information and tools.
- Conduct at least four “training camps” for retail meat department managers to promote Value Cuts, Beef Made Easy and other programs.
- Identify and train two chefs as Beef Training Camp trainers
- Leverage local manufacturer, foodservice and retail relationships to promote new products in the market.
- Continue promotion of Beef Value Cuts and other new product applications in retail stores and in restaurants (*major emphasis).

FOODSERVICE PROMOTION STRATEGY

Promote increased sales of beef at foodservice by increasing beef's appeal to consumers.

- Publicize Beef Backer nominations/awards.



- Regional/local foodservice advertising.
- Exhibit at Missouri Restaurant Association and other trade shows and participate in foodservice marketing and culinary events.
- Work with culinary schools and ACF chapters to promote beef menu items, Beef Value Cuts and beef safety.
- Conduct training programs for distributors.
- Support extension of national promotions and publicity efforts.
- Consider hosting a “Beef Business Symposium” for Missouri operators.

New Product Marketing

- Continue promotion of Beef Value Cuts and other new product applications in retail stores and in restaurants (*major emphasis).
- Conduct local market promotion efforts (sampling, educational, radio remotes) tying to national new product launches of manufacturers’ branded beef products.
- Promote/sample new beef products at consumer events.

NATIONAL PROGRAM INVESTMENTS STRATEGY

Leverage checkoff investments by pooling resources to reach more target audience consumers.

- Federation of State Beef Councils investment for board seats and to support industry plan. Provide additional support for special projects if possible.
- Investment through Federation of State Beef Councils in international marketing programs managed by the U.S. Meat Export Federation.

CONSUMER INFORMATION STRATEGY

Increase consumer awareness of beef and beef nutrition, and increase consumer’s knowledge of and confidence in beef safety.

Beef Safety

- Disseminate beef safety information to channel marketers, media, opinion influencers and producers.
- Promote use of bifsco.org Web site.
- Incorporate beef safety education into presentations for foodservice and retail personnel.
- Promote National Food Safety Education Month in September.
- Provide issues management support and crisis response efforts at the state level.
- Distribute safety press releases to Missouri media and influencer audiences.
- Continue to support state-level foreign animal disease response plans.
- Develop spokesperson network.

Health Professional Influencers

- Utilize CWNS members in the nutrition seminar program or other health professional venues, or direct-to-consumer events: Missouri Dietetics



Association Annual Meeting, Speaking of Women's Health events, seminars, student dietetics conferences, etc.

- Continue to develop partnerships with local health professional groups, including exhibiting and sponsoring/providing speakers at their meetings; identify potential health professional spokespersons in Missouri and provide them with beef industry information.
- Extend Healthy Beef Cookbook to state health professionals, spokespeople and organizations.
- Offer support for nutrition seminars in low-checkoff, high-population states.
- Continue to expand the Health Style newsletter mail database.
- Promote U-mail and beefnutrition.org to health professionals.
- Promote the Naturally Nutrient-Rich concept at exhibits at Missouri meetings.
- Continue disseminating tear pads, graphics, brochures and other resources to consumers and health professionals.
- Communicate beef industry position regarding My Pyramid Food Guide and the Dietary Guidelines.

Youth Education & Information

- Work with state and local Extension offices to facilitate usage of the 4-H Healthy Lifestyle program.
- Continue to offer classroom materials to Missouri teachers at no charge.
- Attempt to meet with state or local school curriculum directors and offer classroom materials.
- Exhibit at meetings of teachers, administrators, school boards, etc. to provide information about classroom resources available from MBIC.
- Promote the teachfree.com Web site to teachers.
- Use the new lower-fat beef youth recipes in local efforts.
- Support the industry's "Youth Initiative" and find ways to incorporate key strategies at the state level.

Trade PR

- Coordinate local media and PR efforts to tie into national advertising and public relations programs.
- Identify state and regional new product introductions for use in trade PR. Leverage third-party expertise, research and messages in local media outreach.
- Extend national press materials and presentations to local media.
- Conduct desk-side briefings with consumer media during spring and summer months.
- Extend food communications materials (news releases, brochures) to state level media and influencers.
- Promote the "Beef So Simple" e-newsletter to consumers.

RESEARCH STRATEGY

Enable discovery of beef industry enhancements through the sciences.



Missouri Beef Industry Council Research Priorities

Beef Safety

PATHOGEN BASIC SCIENCE – multi-drug resistant pathogens, pre-harvest interventions, trim and ground beef interventions, and detection.

Beef Tenderness

METHODS FOR IMPROVED PREDICTION – tenderness prediction, develop instrumentation technology to measure and assess product quality and yield – and tenderness.

Pre-harvest Carcass Influencers

METHODS FOR CARCASS IMPROVEMENT - Utilization of alternative feedstuffs, impact of characteristics on carcass quality, define methods for increasing percentage of choice or prime carcasses.

Advertising

METHODS OF IMPROVING CONSUMER EDUCATION AND INFORMATION – identify effective means of disseminating beef information in Missouri via various forms of media.

INDUSTRY INFORMATION STRATEGY

Information and programs that will lead to the development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry.

- Extend Pasture-to-Plate concept, through Lunch and Learn and Speaking of Beef Programs, to enhance the cattle industries image.
- Sponsor 4-H and FFA programs educating youth about beef.
- Industry Outreach – provide information to industry influencers.
- Beef Quality Assurance programs
- Support Missouri Beef Ambassador program

PRODUCER COMMUNICATIONS STRATEGY

Demonstrate the results of beef checkoff efforts to producers.

- Paid media – weekly radio updates, network radio (depending on national schedule), print advertising in Missouri publications.
- Producer outreach – exhibits, Web site, Blog, speeches and presentations, participation in meetings and conventions, field days and tours. Provide information to industry leaders, auction markets, Extension specialists, agencies, FFA/ag-education instructors and other influencers.
- Media relations – weekly audio news releases, regular print releases, guest editorials, program updates as needed, Web site resources.
- Annual Report.
- Buyers cards for auction markets.
- Producer Attitude Survey – heavy Missouri sample if needed.



Program Priorities Identified by Industry Planners

Youth Initiative
Value Cuts & New Product Development
Enjoyment/Protein – Nutrition Program Integration
Crisis preparedness
Nutrition 2010
Safety intervention
“Chicken Challenge”
Ground Beef
Trade
Farm Bill 2007

Things in 2008 to Celebrate

Brucellosis Free Status
Steady demand
Consumer confidence in beef safety
Producer profitability
Consumer expenditures for beef
E. coli reduction
New product introductions & successful partnerships

“Unknowns”

Energy Costs
Export Market Access-Global Competition
Net Beef Supplies
Heifer Retention/Herd Expansion
Feed Prices
Impact of Animal I.D and Country of Origin Labeling

