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Care Strategies & Strategic Initiatives

Drive Growth in Beef Exports

- Align Around 13 Tradeable Species: Focus on beef and beef byproducts and related animal products to increase export opportunities.
- Expand Beef Exports: Increase the number of countries that import U.S. beef and beef byproducts.
- Expand Beef Exports: Increase the volume of U.S. beef and beef byproducts exports.
- Expand Beef Exports: Increase the value of U.S. beef and beef byproducts exports.
- Expand Beef Exports: Increase the number of U.S. beef and beef byproducts exporters.

Protect and Enhance the Business and Political Climate for Beef

- Expand Beef Exports: Increase the number of countries that import U.S. beef and beef byproducts.
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Grow Consumer Trust in Beef and Beef Production

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Promote and Strengthen Beef's Value Proposition

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- 1. Beef Industry Long Range Plan**
- Background**
- Developed every five years
 - Approved at 2015 summer conference
 - Engaged 16 experts representing industry sectors
 - Conducted SWOT analysis
 - Developed core strategies
 - Defined and prioritized initiatives
 - Developed key measures of success

1. Beef Industry Long Range Plan

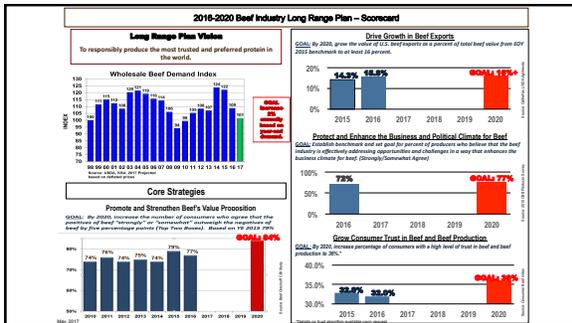
Major Themes

- > Research
- > Consumer Preference
- > Health Perceptions
- > Perceived Value
- > Millennial Power
- > Production Practices
- > Global Opportunity

1. Beef Industry Long Range Plan

Vision

To responsibly produce the most trusted and preferred protein in the world.



1. Beef Industry Long Range Plan

Market Research Toolbox – Qual and Quant

- 1-2 Questions**
 - Tool – Google
 - Very inexpensive
 - Fast ... 1 day
 - Internally conducted
- 2-10 Questions**
 - Tool – Toluna
 - Quite inexpensive
 - Fast
 - Internally conducted
 - More complicated surveys can be conducted
- Focused Outside**
 - Tool – Millennial Listening Panel
 - Fast tracked admin, project definition
- Traditional Outside**
 - RFP Sent Out
 - Team oversees every step of the process from screening to final report
- Unique Service Provider**
 - Trackers and defined methodology projects

• What type of meat will you be grilling for the Father's Day weekend?

• Do you batch cook?

• What information about beef would be most helpful?

• Awareness and pillar survey being conducted this way



2. Audience Evolution

History of Target Audiences

Food and Health Involved (2007 – 2013)	Millennials Older Millennial Parents (2013 – 2017)	Older Millennial Parents (2018)
<ul style="list-style-type: none"> • Taste and nutrition campaigns combined • Higher beef consumption • Food and Health Involved Influencers 	<ul style="list-style-type: none"> • Shift predicated on: <ul style="list-style-type: none"> ○ Population ○ Ability to target effectively in social media. ○ Channel opportunities 	<ul style="list-style-type: none"> • Older Millennial parents –very pro-beef. • Increased beef consumption • More interest in production
Broader Target Audience		
• Adults 20 - 44		

