

1. Beef Industry Long Range Plan

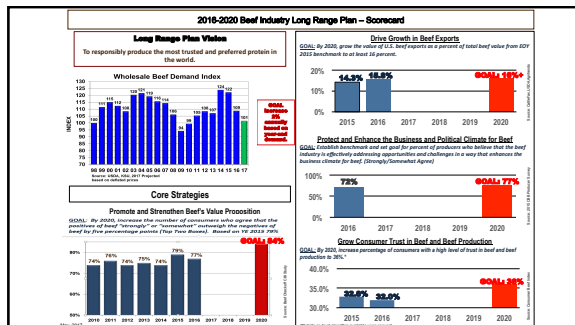
Major Themes

- 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

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



2-10 Questions

- Tool – Toluna
- Quite inexpensive
 - Fast
 - Internally conducted
 - More complicated surveys can be conducted

- Do you batch cook?
- What information about beef would be most helpful?
- Awareness and pillar survey being conducted this way



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



2. Audience Evolution

History of Target Audiences

Food and Health Involved (2007 – 2013)

- Taste and nutrition campaigns combined
- Higher beef consumption
- Food and Health Involved Influencers

Millennials Older Millennial Parents (2013 – 2017)

- Shift predicated on:
 - Population
 - Ability to target effectively in social media.
 - Channel opportunities

Older Millennial Parents (2018)

- Older Millennial parents –very pro-beef.
- Increased beef consumption
- More interest in production

Broader Target Audience

- Adults 20 - 44

