



STRATEGIC PLAN 2016

MISSION

*Increasing beef demand domestically and internationally
for the benefit of Wyoming farmers and ranchers.*

VISION

The WBC will be the most respected and trusted beef marketing organization in Wyoming by ensuring responsible and effective allocation of checkoff funds to improve the marketing climate for beef and beef products.

FUNDING PHILOSOPHIES

Wyoming checkoff dollars have the greatest potential to affect a positive change in consumer behavior when pooled with dollars from other state beef councils and when used in high-population areas where beef is consumed rather than where it is raised.

The WBC is accountable to all Wyoming cattlemen and is responsible for ensuring that investors are aware of how their beef checkoff dollars are spent.

STRATEGIC PRIORITIES

1. *Support the mission and vision of the beef industry long range plan.*
 - A. Capitalize on Wyoming's ranching culture and heritage to improve the image of the beef community among millennial parents and key thought leaders.
 - B. Entice millennial parents to cook beef and share recipes by providing recipes that showcase Wyoming's culture and heritage.
 - C. Proactively educate influencers about environmentally, socially and economically sustainable beef production practices.
 - D. Educate health and nutrition influencers about the nutritional benefits of beef.

2. *Increase understanding of and support for the beef checkoff.*
 - E. Increase percentage of Wyoming beef producers who feel informed about the checkoff to 80% by January 2017.
 - F. Increase approval rating of the beef checkoff in Wyoming to 75% by January 2017.