

STRATEGIC PRIORITIES



1

Drive or Build Consumer Confidence in Beef Across the Nation

Provide opportunities for visibility of beef in high population areas across the nation. Partner with groups to reach consumers in high population areas. Partner with Qualified State Beef Councils to reach consumers collaboratively.



2

Provide Beef Education to Consumers in North Dakota and Overseas

Partner with groups to provide foreign consumers information on beef. Facilitate a positive image of beef and beef production to international and domestic consumers. Engage and hold a strong presence on media platforms with a focus on: nutrition, preparation, enjoyment and selection. Provide science based research and information to consumers about beef and the beef industry and grow further trust from North Dakota consumers in the North Dakota Beef Commission



3

Enhance producer checkoff communications in North Dakota

Create/support a producer outreach group focusing on the checkoff's value to stakeholders and beef's role from birth to table. Find means and ways to communicate checkoff value efficiently and effectively. Promote best management practices in the beef industry for producer education and consumer trust.