

STRATEGIC PLAN

2026 - 2030

IDAHO BEEF COUNCIL



IDAHO BEEF COUNCIL MISSION:

To expand domestic and global consumer demand for Idaho beef and cattle.

IDAHO BEEF COUNCIL VISION:

To enhance the profitability of the Idaho beef industry through investments in strategic initiatives and inspire the next generation of Idaho beef industry stakeholders.

• IDAHO BEEF COUNCIL • EXECUTIVE SUMMARY



Working in partnership with Idaho's beef industry stakeholders, the Idaho Beef Council (IBC) recently completed a new five-year strategic plan to guide future beef checkoff investments. The planning process involved collaboration across all sectors of Idaho's beef business and captured insights into current challenges and emerging opportunities for the industry.

The process began with a statewide survey to gather initial feedback, followed by one-on-one meetings with representatives from every segment of the supply chain – from production through sales. The IBC's eight-member Board of Directors, representing a cross-section of the industry, then used this data to identify and finalize the Council's strategic priorities.

This strategic plan provides a framework for IBC's marketing programs from 2026-2030, ensuring its resources are allocated to the most critical objectives. It aligns with the National Beef Industry Long Range Plan (2026-2030), supporting a unified marketing effort across the U.S. beef community.

KEY DEFINITIONS:

Objectives are the desired outcomes or end results the organization aims to achieve through its work.

Strategies are informed, high-level choices that focus efforts, narrow options, and direct resources toward the most important objectives. They define what will be done, but not how it will be done.

Strategic initiatives are the major approaches or programs undertaken to accomplish a strategy. Together, strategies and strategic initiatives represent the primary means of achieving the stated objectives.

Tactics are the specific, tangible actions or projects implemented to carry out the chosen strategies and strategic initiatives.

• IDAHO BEEF COUNCIL • GUIDING STATEMENTS & OBJECTIVES



Idaho industry stakeholders outlined the following statements to guide the strategic plan and developed five overarching industry objectives.

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IDAHO BEEF COUNCIL GUIDING PRINCIPLE:

The Idaho Beef Council strives to be a respected and trusted beef marketing organization accountable to all Idaho beef producers and responsible for ensuring effective and efficient use of checkoff funds.

IDAHO BEEF COUNCIL OBJECTIVES:

- Grow consumer trust in beef and Idaho beef production
- Expand consumer understanding of the heritage and commitment to sustainability of Idaho's multi-generational family farms and ranches
- Increase demand for Idaho and Pacific Northwest beef in both domestic and key export markets
- Strengthen producer communications about IBC and identify new opportunities to elevate its collaboration with other Idaho agricultural organizations
- Actively engage in national beef industry organizations to provide leadership, share input and represent the Idaho beef industry



• IDAHO BEEF COUNCIL • CORE STRATEGIES

- 1. GROW CONSUMER TRUST IN IDAHO BEEF PRODUCTION**
- 2. PROMOTE AND DRIVE DEMAND FOR IDAHO BEEF**
- 3. DRIVE GROWTH IN BEEF EXPORTS FROM THE PACIFIC NORTHWEST TO BENEFIT IDAHO**
- 4. ENHANCE THE AWARENESS OF IBC AND ITS BEEF CHECKOFF INVESTMENTS**

To achieve its objectives, the Idaho Beef Council will focus on four core strategies. Each strategy includes broad initiatives that guide program development and investment priorities. These initiatives are intended to provide direction without prescribing specific tactics or projects; not all initiatives may be implemented during the plan period.

GROW CONSUMER TRUST IN IDAHO BEEF PRODUCTION

- Align and collaborate with traditional and non-traditional partners to share the positive story of beef cattle production in Idaho
- Communicate the heritage, iconic imagery and commitment to sustainability of Idaho's multi-generational family farms and ranches
- Increase consumer understanding of how beef is raised on Idaho's private and public lands
- Educate consumers on animal care programs such as Beef Quality Assurance

PROMOTE AND DRIVE DEMAND FOR IDAHO BEEF

- Promote beef as part of a healthy, sustainable, high protein and nutritious diet
- Create a memorable beef experience through innovative marketing
- Leverage authentic consumer touchpoints where attention is most engaged
- Develop a more interactive and exciting beef purchasing experience
- Promote more affordable cuts of beef with key partners
- Focus marketing efforts on state-wide and high-growth urban markets, to maximize reach and impact
- Engage consumers through foodservice, retail, health and nutrition initiatives

DRIVE GROWTH IN BEEF EXPORTS FROM THE PACIFIC NORTHWEST TO BENEFIT IDAHO

- Target key export markets where Pacific Northwest beef has strong growth potential and in-country opportunities
- Collaborate with Idaho and Pacific Northwest beef companies that are active in export markets
- Partner with Pacific Northwest State Beef Councils, and U.S. Meat Export Federation, where appropriate, to invest in export research, marketing and education programs

ENHANCE THE AWARENESS OF IBC AND ITS BEEF CHECKOFF INVESTMENTS

- Strengthen relationships and partnerships with other Idaho agricultural organizations such as Dairy West, Farm Bureau, Idaho Rangeland Resource Commission, auction markets, brand board, cattle associations, etc.
- Increase communications with the industry about IBC's initiatives, Beef Checkoff investments and results



For more information, visit Idaho Beef Council online at www.IDBeef.org, or call (208) 376-6004