

STRATEGIC PLAN 2020-2022



CORE STRATEGIES

Promote Adoption of Sustainability Framework

Establish Industry Sustainability Targets

Build Awareness with External Stakeholders

Ensure Organizational Success

ABOUT US

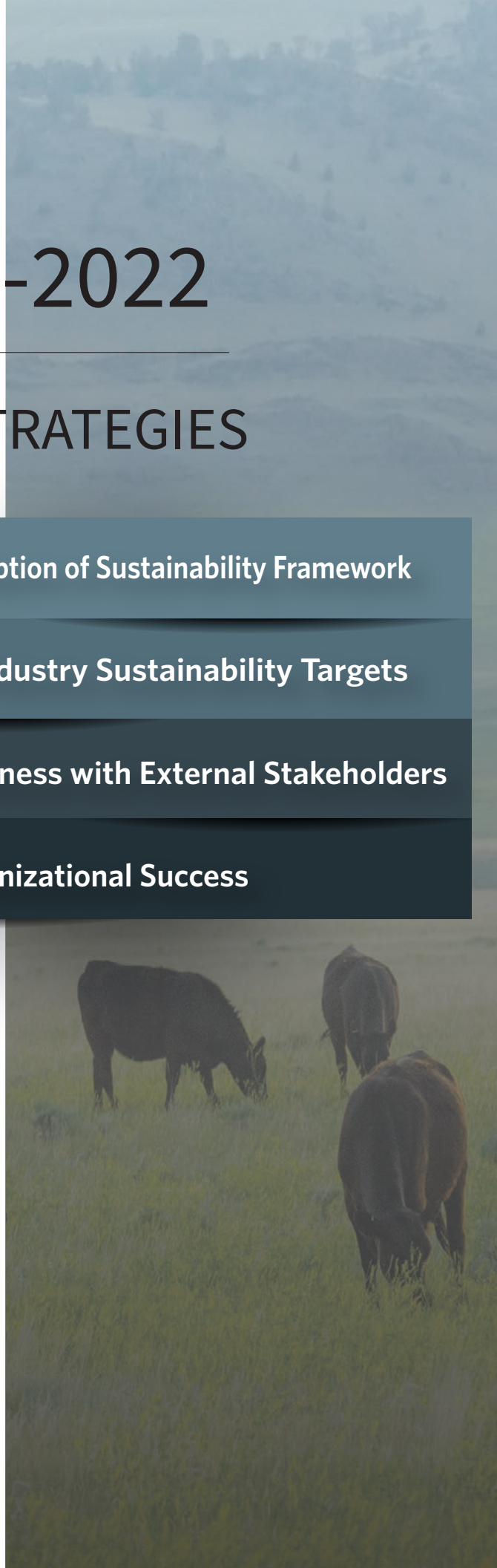
Mission

Advance, support and communicate continuous improvement of sustainability across the U.S. beef value chain.

Vision

The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.

www.USRSB.org



PROMOTE ADOPTION OF SUSTAINABILITY FRAMEWORK

STRATEGY

1

GOALS

- Reach 300,000 producers with messaging campaign through trade media
- Achieve utilization of self-assessment tools by 1,000 users
- Recognize 10 industry programs that align with the Framework
- Complete development of an outreach program for the four value chain sectors

INITIATIVE

- Develop messaging campaign to encourage uptake of resources through trade media and social platforms
- Maintain and expand online platform for USRSB resources
- Utilize user feedback to enhance self-assessment tools
- Encourage and track member-uptake of Framework
- Conduct a triennial review of indicators and metrics in the Framework
- Solicit project proposals around specific sustainability objectives
- Leverage existing industry awards programs to showcase sustainability

ESTABLISH INDUSTRY SUSTAINABILITY TARGETS

STRATEGY

2

GOALS

- Develop U.S. beef value chain goals for each of the six high priority sustainability indicators
- Collaborate with value chain stakeholders to develop sector-specific targets for one or more metrics to support the value chain goals

INITIATIVE

- Convene industry stakeholders to define long-term, results-based value chain goals
- Promote use of the Framework to make progress on sector-specific targets
- Identify internal and external projects and partnerships to help achieve goals
- Develop methodology for calculating goals and targets progress
- Support animal identification and traceability to help measure improvements in sustainability goals and targets

BUILD AWARENESS WITH EXTERNAL STAKEHOLDERS

STRATEGY

3

GOALS

- Collaborate with five external organizations to highlight beef sustainability
- Convene 20 thought-leaders at stakeholder events

INITIATIVE

- Identify key external events for USRSB to participate
- Organize and host a thought-leader forum
- Utilize outreach program modules to develop additional USRSB spokespersons
- Develop and update communication plans and media packages

ENSURE ORGANIZATIONAL SUCCESS

STRATEGY

4

GOALS

- Increase gross revenue 10% year-over-year
- Engage 5 members in leadership roles
- Grow USRSB members by 25% in the cow-calf, retail and civil society constituencies

INITIATIVE

- Develop a three-year revenue enhancement strategy
- Establish work groups and committees to execute core strategies
- Grow leadership and future Board members through leadership program
- Develop member recruitment plan for targeted constituencies
- Annually quantify the scope of the beef industry represented by USRSB members