

STRATEGIC PLAN 2023-2025



CORE STRATEGIES*

Measure and Report Progress Toward Goals and Targets

Drive Adoption of Sustainability Practices

Identify, Facilitate and Support Sustainability Research Priorities

Ensure Organizational Success

www.USRSB.org

**Unless otherwise stated, objectives for each core strategy are intended to be accomplished by 2025.*

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.



MEASURE AND REPORT PROGRESS TOWARD GOALS AND TARGETS*

STRATEGY
I

OBJECTIVES

1. Establish and publish baselines for each Goal and Target
2. Develop data collection and housing capabilities by 2024
3. Annually evaluate outcomes of progress and stated timelines, and plan accordingly

TACTICS

- Establish a data collection and housing working group
- Establish a subject matter expert panel to define baselines for

each Goal by sector and establish viable data streams or define a method for measurement, if not currently available

- Create annual report of status
- Create a communication plan related to Goals and Targets progress
- Develop data inventory system to track sources
- Communicate industry sustainability outcomes to value chain participants and targeted industry stakeholders

DRIVE ADOPTION OF SUSTAINABILITY PRACTICES

STRATEGY
II

OBJECTIVES

1. 90% of USRSB supply chain members have adopted and implemented two or more sector-specific sustainability practices, as identified in the U.S. Beef Industry Sustainability Framework
2. 25% of U.S. beef supply chain stakeholders have adopted and implemented two or more sector-specific sustainability practices, as identified in the U.S. Beef Industry Sustainability Framework

TACTICS

- Identify and build relationships with priority partners who can be influential in equipping and motivating stakeholders to adopt best practices (e.g., grazing management plans)

- Obtain financial resources to support outreach and/or adoption efforts for best practices and principles
- Develop a comprehensive and integrated communications plan to drive adoption
- Develop a more robust and compelling value proposition (including enhanced support, recognition and related resources) for USRSB recognized programs
- Create a mechanism for gathering more robust data and information from USRSB recognized programs

IDENTIFY, FACILITATE AND SUPPORT SUSTAINABILITY RESEARCH PRIORITIES

STRATEGY
III

OBJECTIVES

1. Catalyze research to measure and report progress towards Goals and Targets and to maintain continuous improvement
2. Grow credibility of the USRSB as a leader in science-based beef sustainability resources and research

TACTICS

- Convene a diverse group of subject matter experts, including USRSB membership and external experts, to conduct a gap analysis focused on USRSB high-priority indicators of sustainability
- Release a report from the gap analysis and publish findings in a peer-reviewed journal
- Create and publish a USRSB research agenda guided by the gap analysis

- Disseminate the USRSB research agenda to policy makers and major research funding sources
- Annually create an opportunity to present new sustainability solutions at the USRSB General Assembly Meeting to catalyze new technologies and ideas
- Support research proposals that align with the USRSB research agenda
- Solicit USRSB members to build an investment fund that could move the needle on pre-competitive research needs and leverage the fund to support needed research
- Cultivate collaborative relationships to identify funding opportunities, write and submit grants and handle the administration of grant funds

ENSURE ORGANIZATIONAL SUCCESS

STRATEGY
IV

OBJECTIVES

1. Ensure 70% of members identify the USRSB as being helpful in achieving their own sustainability objectives
2. Build organizational capacity with funding and staff
3. Continue to build USRSB credibility as the subject matter expert in beef sustainability

TACTICS

- Create a baseline for membership value proposition through membership survey
- Develop a member communication plan to aid in the amplification of the USRSB mission and vision
- Coordinate and execute biannual webinars or other educational opportunities for members
- Engage in educational outreach efforts on beef sustainability to community leaders, elected officials and agency representatives

- Collaborate with members to identify and secure new funding sources
- Develop targeted member growth goals
- Celebrate the 10-year anniversary of the USRSB and accomplishments to date
- Encourage and equip USRSB members to promote the work of the USRSB and the achieved outcomes
- Highlight member activities and progress via paid, earned and social media
- Leverage the USRSB General Assembly Meeting to convene thought leaders
- Collaborate with members to engage in leadership roles within other organizations and identify opportunities to collaborate with those organizations

*Goals and Targets refer to the USRSB High-Priority Indicator Goals and Sector Targets, published at [USRSB.org/Goals](https://www.usrsb.org/Goals) in April 2022.