



USRSB STRATEGIC PLAN

2026-2028

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.

CORE STRATEGIES

STRENGTHEN ROLE AS THE TRUSTED LEADER IN BEEF SUSTAINABILITY

SUPPORT PROGRESS ON SUSTAINABILITY GOALS THROUGH RESEARCH PRIORITIES

FACILITATE COLLABORATION AND RESOURCE SHARING



2026-2028

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STRATEGY 1

STRENGTHEN ROLE AS THE TRUSTED LEADER IN BEEF SUSTAINABILITY

OBJECTIVES

1. Strengthen internal communications and membership value proposition
2. Expand external communications and thought leadership
3. Empower volunteer leaders and supply chain partners as spokespersons for USRSB

TACTICS

- Host quarterly member webinars on industry-relevant topics
- Host quarterly working group and task force convenings for information sharing and collaboration
- Conduct membership assessment, focused on determining perceived membership value for each sector and work to build on and communicate those values
- Develop annual communications and event engagement plan focused on building increased awareness of resources and engagement opportunities
- Engage in and/or present at thought leadership events
- Promote relevant USRSB or partner events with industry thought leaders
- Develop resources for aligned communications on USRSB and hot topics in sustainability
- Establish communication training mechanism for USRSB members and leadership and host annual media training
- Build spokesperson repository
- Host first-time attendee convening at each annual General Assembly Meeting

STRATEGY 2

SUPPORT PROGRESS ON SUSTAINABILITY GOALS THROUGH RESEARCH PRIORITIES

OBJECTIVES

1. Monitor and report progress toward Goals and Targets*
2. Set research priorities and host subject matter expert (SME) convenings, annually
3. Raise awareness of the Research Roadmap† and USRSB supported projects

TACTICS

- Annually evaluate and publish progress toward Goals and Targets*, evaluate needs, and establish measurement and tracking plans
- Host at least one Goals and Targets-related convening per year
- Set annual research priorities, aligned with the Research Roadmap, and partner where relevant
- Host at least one SME convening per year, aimed at advancing research priorities
- Publish at least two updates per year on research progress
- Present on Research Roadmap efforts at four or more events, annually
- Update USRSB Supported Project page quarterly
- Highlight practical applications and relevant new science from Research Roadmap efforts and USRSB supported projects

STRATEGY 3

FACILITATE COLLABORATION AND RESOURCE SHARING

OBJECTIVES

1. Develop targeted outreach mechanisms to encourage uptake of beneficial tools and resources
2. Build consensus and raise awareness around actions to support reducing grazingland conversion
3. Facilitate cross-sector networking and learning opportunities

TACTICS

- Utilize working groups, members and technical advisors to develop and deliver an annual education and outreach plan
- Develop at least one new resource (module, handout or other educational asset) per year
- Host at least one annual convening aimed at consensus building around Grazingland Conversion
- Develop strategic plan and industry-relevant resources to build consensus and raise awareness around grazingland conversion
- Work alongside members to develop a list of at least 10 new stakeholders or entities to engage
- Host at least one convening per year facilitating cross-sector networking and learning

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

†Research Roadmap refers to the Sustainable Beef Research Roadmap, published at [USRSB.org/Our-Work/Sustainable-Beef-Research-Roadmap](https://www.usrsb.org/Our-Work/Sustainable-Beef-Research-Roadmap).