



Facing the Future

by **Brooke Byrd**

Beef Industry Long-Range Plan faces 2010.

DENVER, CO (Feb. 2, 2006) — Every five years, the beef industry creates a long-range plan with goals to accomplish by a specific year. The 2010 long-range plan was created to grow the beef industry and keep it viable.

Guiding principles when designing the plan, said Dee Lacey, Long-Range Plan group chair, included remembering that the beef industry is uniquely independent, yet interdependent on its members. Cow-calf producers, Lacey added, form the foundation of the beef production chain.

Because the beef industry faces intensified competition, changing consumers and other critical issues, the long-range plan is meant to mobilize industry members to prosper amidst competition.

The Beef Industry Long-Range Plan begins with one vision: "A beef industry that is profitable, growing and sustainable for future generations." The mission is to "mobilize all U.S. cattle and beef industry participants to prosper amid growing competition by solidifying U.S. beef's position as the world's most preferred protein."

The plan includes four priorities:

1) Create value through beef production.

2) Create growth through consumer markets.

3) Create sustainability through a favorable business climate.

4) Create opportunity through global competitiveness.

The ultimate goal of the plan is to achieve certain results by 2010. To succeed against domestic competition, one goal is to increase beef demand by 10%. Another is to establish a consumer satisfaction index by the end of 2006. To succeed against international competition, one goal is to increase U.S. beef exports from 1 billion pounds (lb.) in 2005 to 3 billion lb. by 2010. Another goal is to improve the balance of trade by becoming a net exporter in terms of value by 2010.

While some cow-calf producers have negative opinions of packers, "we've all got to survive within this industry," said Jackie Moore, Long-Range Plan group member. All facets of the beef industry need to present a united front to survive and grow.

"We've got to be proactive to make sure we win the battle of consumer confidence," said group member Steve Hunt. "We cannot have policies that place undue costs or burdens on our industry," Mike

Thoren added.

“We’re part of a global economy, and there’s nothing we

can do about it but participate,” Jack Hunt concluded.



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