



BEEF INDUSTRY LONG RANGE PLAN

2026
THROUGH 2030

VISION

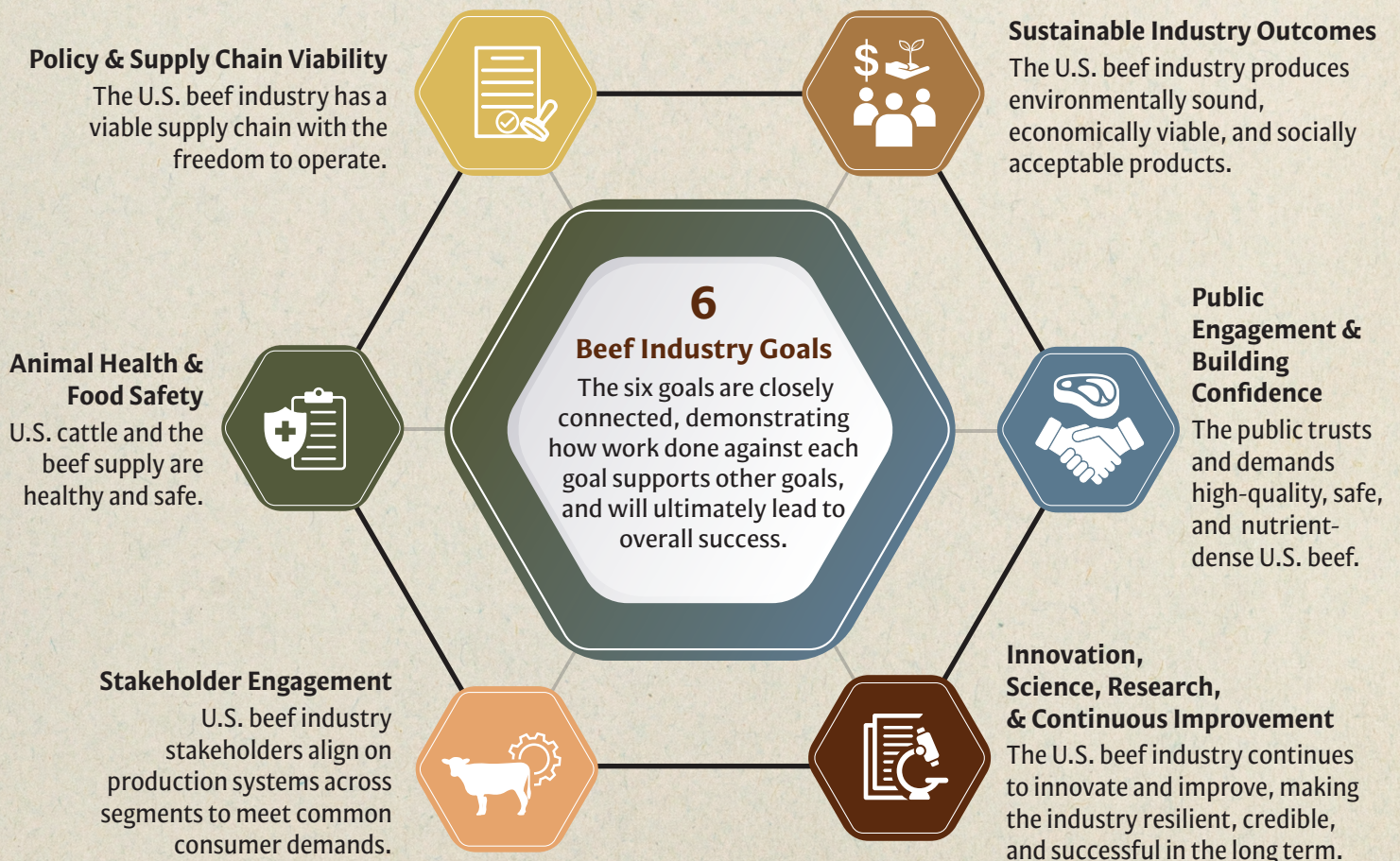
The U.S. beef industry thrives as the world's most trusted and respected provider of high-quality, safe, nutritious, and sustainable protein.

PLAN OVERVIEW

The Beef Industry Long Range Plan (LRP) is a forward-looking roadmap designed to guide the U.S. beef industry. It lays out clear goals to ensure the sector remains viable, trusted, and competitive in a rapidly evolving marketplace. Built on industry input and stakeholder consensus, the plan outlines strategic priorities and behavioral objectives.

MISSION

The U.S. beef industry provides sustainable, high-quality, and trusted beef that meets consumer demands worldwide.



6 Beef Industry Goals

The six goals are closely connected. Strong policy advocacy (Policy & Supply Chain Viability) supports research and innovation (Innovation, Science, Research, & Continuous Improvement), which drives sustainability (Sustainable Industry Outcomes) and builds public trust (Public Engagement & Building Confidence). Likewise, collaboration and animal health (Stakeholder Engagement/Animal Health & Food Safety) help the industry speak with one voice and respond quickly to challenges like disease or changing consumer demands.



Policy & Supply Chain Viability

This **GOAL** focuses on protecting the beef industry's ability to operate by reducing unnecessary regulations and enabling a supportive policy environment.

OBJECTIVES should target the behaviors of regulators, stakeholders, and partners to create conditions for industry success.

TACTICS should aim to educate policymakers, build alliances, and promote pro-growth legislation that ensures each segment of the supply chain can function efficiently and competitively.



Sustainable Industry Outcomes

This **GOAL** reflects the beef industry's commitment to continuous improvement in environmental stewardship, economic viability, and social responsibility. It supports science-based, producer-led practices that strengthen trust and ensure long-term market acceptance.

The **OBJECTIVES** are to proactively define sustainability in a way that reflect the reality of cattle production. The intent is not to impose outside standards, but to proactively define sustainability in a way that reflects the realities of cattle production.

TACTICS could include engaging sustainability influencers with ranchers.



Public Engagement & Building Confidence

This **GOAL** seeks to strengthen consumer confidence in high-quality U.S. beef by reinforcing its safety, nutritional value, and responsible production.

OBJECTIVES aim to have nutritionists, educators, chefs, and media promote beef across diverse markets.

TACTICS might emphasize trusted messengers, science-backed messaging, and point-of-sale storytelling to counter misinformation and reinforce demand.



Innovation, Science, Research, & Continuous Improvement

This **GOAL** underscores the importance of ongoing research, investigative science, and innovation to keep the beef industry resilient and competitive.

OBJECTIVES should focus on engaging researchers and coordinating across the supply chain.

TACTICS might include supporting research partnerships, aligning industry needs with public investment, and broadly sharing outcomes to foster continuous improvement.



Stakeholder Engagement

This **GOAL** focuses on improving collaboration across the beef supply chain to better respond to consumer expectations.

OBJECTIVES aim to strengthen alignment between producers, industry groups, and segments of the supply chain.

TACTICS might center on building communication platforms, fostering producer engagement, and increasing trust and transparency, etc.



Animal Health & Food Safety

This **GOAL** ensures the continued health and safety of cattle and beef through robust practices, technologies, research, and partnerships.

OBJECTIVES target improvements in producer behavior, regulatory standards, and public trust.

TACTICS should promote traceability, biosecurity, and science-based systems that protect animal health and welfare and reassure consumers that beef is safe.