

**2016-2017  
Nebraska Beef Council**

**Mission Statement:**

***Strengthening beef demand in the global marketplace.***

**Overarching Principles:**

***Invest the money where the people are.  
Maximize checkoff dollars and support new ideas.***

**Strategic Priorities:**

**Drive Growth in Exports**

***Promote the Unique Attributes of U.S. Beef***

**Grow Consumer Trust in Beef and Beef Production**

***Ensure Antibiotic Stewardship  
Engage Beef Advocates***

**Strengthen Beef's Value Proposition**

***Measure and Improve our Sustainability  
Connect & Communicate Directly with Consumers  
Research & Communicate Beef's Nutritional Benefits***

***Based on the 2016-2020 Beef Industry Long Range Plan and approved by  
NBC Board of Directors – March 2016***