



IOWA BEEF INDUSTRY COUNCIL

STRATEGIC PLAN
2025-2030



STRATEGIC PLAN OVERVIEW

MISSION

The Iowa Beef Industry Council is dedicated to expanding consumer demand for beef, strengthening beef's position in the global marketplace and improving producer profitability.

PURPOSE

The Iowa Beef Industry Council (IBIC) was created in 1970 by cattlemen as a marketing organization for the Iowa beef industry. IBIC is funded by the \$1-per-head National Beef Checkoff Program and the \$0.50-per-head Iowa State Beef Checkoff. Checkoff dollars are invested in beef promotion, consumer information, research, industry information and foreign market development, all with the purpose of strengthening beef demand.

STRATEGIC PRIORITIES

1. Grow consumer trust in beef production.
2. Drive growth in beef exports.
3. Improve the business climate for beef (e.g., sustainability/regenerative ag messages, driving value for beef).
4. Promote and capitalize on the multiple advantages of beef.
5. Be innovative in programming, decision-making, outreach and research.
6. Foster understanding and support for the checkoff.

STRATEGIC PLAN GOAL (2025-2030)

To create a multiyear, measurable plan that strives to expand and increase consumer demand for beef, improve producer profitability and opinions of the beef checkoff, and strengthen beef's position and perception in the marketplace.

KEY AUDIENCES

Primary

- Consumers
- Future consumers (youth)
- Healthcare professionals and the health market industry
- Producers

Secondary

- Activists
- Environmentalists
- Food influencers
- Media
- Collaborative partnerships

OBJECTIVES, STRATEGIES and TACTICS



OBJECTIVE 1: Identify and refine the key consumer and producer audiences for IBIC and ensure alignment of programs and services with these core audiences.

Identify and refine core audiences (1.1) – Conduct comprehensive market research through surveys and focus groups to identify three key consumer and three primary producer audiences. Gather feedback from these audiences to ensure alignment with programs and services.

Analyze, modify and enhance offerings to align with audience needs (1.2) – Assess the effectiveness of current programs and services with core audiences. Determine which programs to continue and/or improve or add new programs to align with needs.

Become more innovative with information sharing (1.3) – Utilize a variety of communication methods to provide relevant information to consumer and producer audiences on program highlights or changes.

OBJECTIVE 2: Enhance the recognition and perceived value of IBIC and promote beef as a healthy, sustainable food choice among stakeholders, consumers and the broader communities (including export markets).

Produce and deliver new and unique annual marketing campaigns (2.1) – Strengthen social media performance and improve website engagement through specific page revisions to measure analytics. Distribute educational materials through community/statewide events, schools and producer/consumer programs throughout the year.

Enhance influencer partnerships (2.2) – Identify and collaborate with a diverse group of influencers that align with target audiences to drive increased consumption based on the core factors – taste, quality protein and ease of preparation. Work with producers to serve as storytellers and share positive production practices.

Create innovative outreach to youth and young adults (2.3) – Develop and implement interactive educational programs, including engaging videos and social media content. Partner with local schools and youth organizations to further IBIC’s reach to youth and leverage county cattlemen’s groups.

Boost role with direct-to-consumer and e-commerce marketing (2.4) – Provide an online resource of producers marketing sales to consumer, educate producers on appropriate marketing protocols, and educate consumers on advantages of beef as a high-quality protein source from local and retail markets.

Collaborate with industry partners on efforts to increase exports (2.5) – Cultivate existing relationships and develop new relationships with industry partners willing to invest resources in promoting Iowa and marketing Iowa and U.S. beef.

OBJECTIVE 3: Ensure the IBIC and its stakeholders are prepared to effectively respond to and manage crises impacting the beef industry.

Create robust crisis preparedness and readiness tools (3.1) – Develop and implement a comprehensive crisis management plan that is reviewed annually. Organize crisis simulation exercises with staff and key stakeholders and develop a crisis communication toolkit to distribute to staff, stakeholders and producers.

OBJECTIVE 4: Utilize modern storytelling techniques and modernize the image of beef producers to engage and educate consumers with fact-based information about the beef industry.

Feature farmers and highlight beef as a sustainable and nutritious food choice through digital content creation (4.1) – Produce and publish videos and articles that are distributed throughout a large network of online and print media channels that feature Iowa producers.

Use multimedia campaigns to amplify storytelling and the “faces” of beef production in Iowa (4.2) – Launch media campaigns that highlight the diverse demographics of farmers and showcase the family aspects of beef producers.

Promote animal welfare, safety, sustainability and land conservation (4.3) – Produce and share content highlighting the beef industry’s commitment to proper animal care and sustainable production practices. Collaborate with stakeholders and organizations that showcase these practices utilizing a variety of communication techniques.

OBJECTIVE 5: Educate consumers on different beef cuts and provide affordable, efficient meal ideas for home cooking among target audiences.

Bring beef directly into consumers’ homes (5.1) – Review current beef cut guides and recipe books targeted to consumers; include segmentation to different audiences. Enhance the IBIC website for ease of navigation for consumers to find the information they are looking for.

Teach consumers how to effectively cook with beef (5.2) – Host fabrications and cooking demonstrations with educators and/or consumers both in-person and online to showcase the wide variety of recipes. Work with local and regional retailers on a more interactive beef purchasing experience.

OBJECTIVE 6: Enhance the value of the beef checkoff program through focused research and improving producer sentiment.

Advance timely research initiatives (6.1) – Allocate appropriate portion of the annual budget to fund research projects that explore innovative solutions and improvements to the beef industry. Utilize producers and key stakeholders to provide input on timely topics to invest in; communicate these initiatives to prospective research entities.

Communicate and share research results with producers (6.2) – Develop a comprehensive communication plan with producers via website, online videos, researcher interviews and print media to share results and application of production research projects. Utilize programs such as Masters of Beef Advocacy (MBA) and Beef Quality Assurance (BQA) to increase producer sentiment on the value of these programs for increased consumer perception of the beef industry.

OBJECTIVE 7: Provide healthcare professionals and those within the health markets with accurate and up-to-date nutritional information about beef and seek to increase beef as a dietary recommendation.

Strive to increase reach and penetration into the healthcare professional’s market (7.1) – Provide healthcare professionals with accurate and up-to-date nutritional information on the healthy aspects of beef. Partner with national beef organizations to utilize printed and online materials that can be distributed to healthcare professionals and patients.

Serve as a resource for expertise and ongoing education (7.2) – Host in-person and/or online workshops and webinars led by nutrition experts to provide in-depth information on the role of beef in a balanced diet. Work with regional and national partners to develop necessary resources (website, print, social media) to market the health advantages of beef in a balanced diet.