

# American National CattleWomen

## Long Range Plan

### ANCW PURPOSE

Empower women who share a passion for the beef community

### ANCW MISSION

A beef community dedicated to growing beef demand through education and development

### ANCW VISION

To inspire dedication and responsibility in the beef community

2021-2025



**Beef Industry Long Range Plan:** To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.

**Beef Industry Long Range Plan Mission:** Ensure the long-term prosperity of the U.S. beef industry by sustainably producing the most trusted, highest quality and consistently satisfying protein for consumers around the world.

**ANCW**

American National CattleWomen, Inc.



## LONG RANGE PLAN

### ORGANIZATIONAL

- ◆ OBJECTIVES
- ◆ STRATEGIES
- ◆ GOALS

#### Beef Promotion

- ◆ Promote the role of beef in a healthy diet with resources available
- ◆ Share the advantages of beef compared to alternative proteins through publicity
- ◆ Capitalize on engaging consumers in a memorable beef eating experience
- ◆ Promote positive stewardship and animal care through effective programs

#### Legislative

- ◆ Track the specific number of contacts made by our members to federal/state elected officials
- ◆ Quarterly updates provided by legislative committee
- ◆ Action items sent in a timely fashion
- ◆ Create a podcast/YouTube video on how to reach elected officials

#### Education and Development

- ◆ Implement a resource library for members and affiliates
- ◆ WIRED Program -
  - Increase attendee reach by 25%
  - Increase number of events to an average of 4 per year
  - Increase funding sponsorship by 10%
- ◆ CBAP Program -
  - Increase number of applicants by 50%
  - Increase number of impressions by 25%
  - Increase funding/sponsorship by 10%
- ◆ WILD Program -

#### Membership

- ◆ Build on grassroots foundation to impact the increase in membership
- ◆ Execute core values to build integrity, loyalty, focus and representation
- ◆ Grow new members to comprise of 5% our overall membership
- ◆ Implement tracking system to measure