

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