Beef Improvement Federation
Mission, Vision and Core Strategies
*(10/25/21)*

**Mission: Advancing the beef industry through genetic improvement.**

***Vision: Drive the improvement of efficiency, profitability and sustainability of beef production.***

Core Strategy: Provide platforms for industry outreach and engagement.

Core Strategy: Provide uniform guidelines for beef genetic improvement.

Core Strategy: Foster the community of scientific advancements in beef cattle genetics.

**Core Strategies**

**Core Strategy: Provide platforms for industry outreach and engagement.**

1. Produce annual Symposium (ongoing)
	1. Bring forward the latest scientific, cutting-edge research.
	2. Evolve breakout sessions to foster robust discussion and debate.
	3. Coordination of event planning and financial balance between BIF staff and host entity. (Board to address staff needs)
	4. Disseminate Symposium Proceedings and content (synopsis, videos – need clarity on what’s offered)
	5. Explore Customer Relations Management? (CRM) system to allow users to receive updates?
2. Create Foundational BIF materials for all breed assns. and breed improvement committees (new)
	1. Date: 6/30/22 Owner: Regional Secretaries, Spangler, Weaber
	2. On-boarding process about BIF structure and purpose (fact sheets, orientation tips, etc.)
	3. Principles of genetic improvement for use by breed associations, customer service reps, universities, extension, etc.
	4. How to help producers understand and sort through multiple evaluation tools

**Core Strategy: Provide platforms for industry outreach and engagement.**

1. Enhance digital presence (new)
	1. Date: 10/30/22 (cost estimates, scope), site update by 6/2023? Owner: Angie and Board
	2. Update BIF website to be the premier resource for digital content distribution
	3. Timeline, Cost, Daily management and content update
2. Host industry-wide resources/content that need a long-term home (new)
	1. Date: pending website ability and third party needs Owner: Board
	2. Ex: BIF instead of universities or research entities? Needs board approval before taking on a topic.
	3. Web-based, continual exploration of services that need a home

**Core Strategy: Provide uniform guidelines for beef genetic improvement.**

1. Support continual science-based updates to Guidelines for Uniform Beef Improvement Programs
	1. Standing committee reviews
	2. Consider change in title of Uniform Beef Improvement Programs
	3. Date: Midyear 2022 Owner: Board
2. Provide open access to data through website

**Core Strategy: Foster the community of scientific advancements in beef cattle genetics**

1. Prioritize genetic research opportunities (new)
	1. Date: June 2023 Owner: Committee selected by Board (include external partners?)
	2. Committee (that is engaged with stakeholder groups) to draft plan for board review/action.
	3. Committee maintains catalog (minutes) of topics discussed and shares annually.
	4. Board to annually set research priorities and establish a communication/outreach plan (public policy industry orgs, land grant universities, government agencies, breed assns., private entity research groups)
2. Cultivate the next generation of: (renewed focus)

Date: October 2023 Owner: Program Committee and Board

* 1. Genetic experts
		1. Shark Tank Concept (new for 2024 Symposium), BIF scholarship, student exposure.
	2. Beef cattle breeders, key influencers and thought leaders
		1. Emerging leadership spotlight, other programs to engage younger/new producers, etc.
		2. Breed associations, NAAB (strong outreach to producers at grassroots), others to extend BIF brand/message.