

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)
 - A. Bring forward the latest scientific, cutting-edge research.
 - B. Evolve breakout sessions to foster robust discussion and debate.
 - C. Coordination of event planning and financial balance between BIF staff and host entity. (Board to address staff needs)
 - D. Disseminate Symposium Proceedings and content (synopsis, videos – need clarity on what's offered)
 - E. 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)
 - A. Date: 6/30/22 Owner: Regional Secretaries, Spangler, Weaber
 - B. On-boarding process about BIF structure and purpose (fact sheets, orientation tips, etc.)
 - C. Principles of genetic improvement for use by breed associations, customer service reps, universities, extension, etc.
 - D. How to help producers understand and sort through multiple evaluation tools
3. Enhance digital presence (new)

- A. Date: 10/30/22 (cost estimates, scope), site update by 6/2023? Owner: Angie and Board
 - B. Update BIF website to be the premier resource for digital content distribution
 - C. Timeline, Cost, Daily management and content update
4. Host industry-wide resources/content that need a long-term home (new)
- A. Date: pending website ability and third party needs Owner: Board
 - B. Ex: BIF instead of universities or research entities? Needs board approval before taking on a topic.
 - C. 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
 - A. Standing committee reviews
 - B. Consider change in title of Uniform Beef Improvement Programs
 - C. 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)
 - A. Date: June 2023 Owner: Committee selected by Board (include external partners?)
 - B. Committee (that is engaged with stakeholder groups) to draft plan for board review/action.
 - C. Committee maintains catalog (minutes) of topics discussed and shares annually.
 - D. 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

 - A. Genetic experts

1. Shark Tank Concept (new for 2024 Symposium), BIF scholarship, student exposure.
- B. 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.