



# Pillars of Beef Chain Success

Executive Summary: The 2011 National Beef Quality Audit





Ask the right questions....

**Each and every participant in the beef supply chain needs to answer the following question....**



HOW DO I (WE) DELIVER BEST  
IN WORLD PRODUCTS AND  
SERVICES?

***Seriously, is anything else really worth the effort?***





## Key Action Steps....

- **Clarify the definition** of words, phrases and concepts that define value in the industry and then communicate them broadly (root cause of our communication problems within the supply chain and ultimately with consumers).
- Build a proactive strategy based on the recognition that **quality encompasses both product and process** (root cause of future demand loss).



# Key Action Steps

## Embrace Continuous Improvement

The productivity of people requires continuous learning, as the Japanese have taught us. It requires adoption in the West of the specific Japanese Zen concept where **one learns to do better what one already does well.**

*Peter Drucker*

**Intense Quality Focus:  
NO EXCUSES. JUST  
UNRELENTING EFFORT!**





# Comparison of top and bottom Employee Engagement quartiles

Factor	Difference
Absenteeism	37% less
Staff turnover	25% less
Safety failures	49% fewer
Quality failures (defect rate)	60% lower
Customer satisfaction	12% higher
Productivity	18% higher
Profitability	12% higher
<b>“Pride of ownership” = SUCCESS!!!!</b>	
Source- Gallup	



# Communicate the story







# It's time for courage not spin!

**We can't afford to be selectively transparent!**

We must evaluate decisions, processes, inputs and technologies by asking three questions.....

- a. Will this decision affect eating satisfaction?**
- b. Does this decision improve product integrity and thus consumer trust?**
- c. Will I be proud to make this part of the beef story?**



## Where from here....

- These results should be the central to the decision making of NCBA, CBB, the Federation of State Beef Councils and **all** who desire a dynamic and profitable beef supply chain in the future.
- The data set is large, complex, and detailed. Mining, understanding and leveraging the information for progress is essential.



“If we don’t take advantage of becoming customer-oriented, we’ll just be one more generation that missed the opportunity. The **food business climate is one of impatient customers and aggressive marketers.** What you decide here will determine the direction the industry takes.”

Chuck Schroeder, 2000



Two options in business....



**We can get it right!**

OR.....



**We can explain to customers,  
clients, and critics why we  
didn't!**





# The Choice Is Yours!



# Will you take the baton?





Executive Summary: The 2011 National Beef Quality Audit