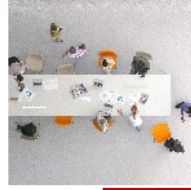




Vision

- Innovation to secure a prosperous and sustainable northern beef industry.



Mission

- Through participative and collaborative approaches, add value and drive a focus on research, development, adoption and education that connects to and benefits the northern beef industry.



Values

- **Customer Focus:** We actively listen to industry and RD&A provider/funder needs and facilitate strategic initiatives and collaborations that deliver results to meet industry's expressed needs.
- **Respect:** We value knowledge, experience, insights and co-learning.
- **Teamwork:** We achieve more when we actively participate and collaborate.
- **Integrity:** We build trust by listening, exchanging ideas, open communication and building professional relationships.