



NEBRASKA BRAND COMMITTEE STRATEGIC PLAN 2022



The 1941 Legislature created the Nebraska Brand Committee which is a totally self-supported cash fund agency, and its mission is accomplished under the authority of Nebraska Livestock Brand Act.

The purpose of the Nebraska Brand Committee is to protect Nebraska brand and livestock owners from theft of livestock through established brand recording, brand inspection and livestock theft investigation.

The Nebraska Brand Committee is a non-code agency administrated by 5 Committee Members that are appointed by the governor and approved by the Legislature.

MISSION

To be the leader in animal ownership verification for Nebraska's #1 Industry.

VISION

By cultivating people, leadership and new technology the Nebraska Brand Committee will be the leader in inspection, recording and policing for the livestock industry.

Nebraska Brand Committee will pursue our vision by:

- Implementation and completion of electronic reporting system.
- Executing new methodologies for brand inspection to include current and emerging technologies.
- Provide continuing outreach and education.
- Foster a unified culture built on trust and integrity within the agency.
- Creating additional value of services to all segments of the livestock industry.
- Cultivating our relationships with state leadership, agencies, and industry partners.

THE GOALS SET BY THE NEBRASKA BRAND COMMITTEE TO ACCOMPLISH OUR VISION

1. Protection of the use of hot iron and freeze brands as prima facia evidence.
2. Continue to develop and enhance the electronic reporting system.
3. Analyze, monitor, and manage the budget to maintain a fiscally viable agency.
4. Enhance education and communication strategies.
5. Increase employee retention rate.
6. Development and implementation of an E-Inspection system.