

Nebraska Craft Brewery Board

Vision: Grow the agricultural diversity and economic development impact of the Nebraska brewing industry.

Mission: Work in collaboration towards a profitable, sustainable future that advances the interests of Nebraska's growers, brewers, distributors, retailers and allied trade. Promote and market "Grow Local, Brew Local, Buy Local." Support advocacy, business development, education and research that will enhance the economic condition of the agriculture and brewery industry in the state of Nebraska.

Goal	Objective	Action Steps
Organizational Development of Nebraska Craft Brewery Board	<p>Develop a strategic plan</p> <p>Organize, set NCBB goals and priorities for the next three years and establish time frames to for accomplishment</p> <p>Develop/implement action plan to establish/refine processes and procedures, public awareness and accomplishments that support and are consistent with strategic goals</p> <p>Identify duties and responsibilities of the NCBB</p> <p>Provide report and update of activities and accomplishments</p>	<ul style="list-style-type: none"> Establish vision, mission and board goals Establish objectives, action steps and prioritize Identify metrics to measure success of the goals Track projects, tasks, timelines, etc. Create NCBB logo, brand and messaging Market and promote the beer industry in Nebraska Market and promote agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry Develop and maintain programs for the research and advancement of the beer brewing process. Fund programs and experts in the field of beer brewing and business development Create public benefit through the development of new job opportunities in Nebraska beer Industry Establish a public forum for manufacturer or producer to discuss board policies and procedures Keep minutes, books and records Authorize/approve expenditure of funds collected Serve as advisory panel to Nebraska Liquor Control Commission Adopt and promote rules and regulations
Maintain and Enhance Financial Viability and Revenue of the Craft Brewery Board	<p>Develop financial plan</p> <p>Review and approve the fiscal reports</p> <p>Increase awareness; buy-in 100% of brewers</p> <p>75% of the funds granted/25% reserved</p> <p>Explore other funding sources</p>	<ul style="list-style-type: none"> Publish an annual report on or before January 1 Collect/compile reports for board-funded projects Explore additional funding sources; and identify matching funds (i.e. grants; Hop Association, CBA, Distributors) Analyze other state-based organizations/non-profit membership associations

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Market and promote the beer industry in Nebraska.	Stimulate local economy development and tourism by highlighting Brewers and industry	<ul style="list-style-type: none"> • Develop Brewer Tourism strategy • Identify current brewers/growers, in clustered tourism areas • Explore existing marketing tools available • Develop and maintain website • Develop brand recognition for Nebraska beer • Create promotional materials, brochures, displays • Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts • Advertise at tradeshow/festivals/brewery tours
Market, promote and diversify agricultural products and their byproducts grown and produced in Nebraska for use in the beer industry.	<p>Stimulate local economy development and tourism by highlighting Growers and industry</p> <p>Explore USDA tourism/value added agriculture grants</p> <p>Look into export opportunities</p> <p>Growers</p> <ul style="list-style-type: none"> • Yeast • Barley • Wheat • Hops • Honey • Fruit 	<ul style="list-style-type: none"> • Develop grower tourism strategy • Identify current brewers/growers, in clustered tourism areas • Explore existing marketing tools available (NDA, SARE, partner with UNL) • Develop/maintain website; FAQ's for growers • Develop brand recognition for Nebraska growers • Create promotional materials, brochures, displays • Coordinated marketing and advertising campaigns that promote and highlight Nebraska craft brewer's talent and locally sourcing efforts • Advertise at tradeshow/festivals/harvest tours
Develop and maintain programs for the research and advancement of the beer brewing process.	<p>Improve quality, efficiency and profits through education and collaboration</p> <p>Fund research projects – share research with public</p> <p>Support Nebraska Brewer and Grower Conferences and Trade Shows</p>	<ul style="list-style-type: none"> • Support production research projects that build support and knowledge for brewing beer (i.e. workshops, classes, certification, etc.) • Research yeast development • Research hop variety development conducive to midwest growing region
Identify experts in the field of beer brewing and business development.	<p>Maintain and increase partnerships in the Industry. Build deeper insight and knowledge about supply chain</p> <p>Understand how each link affects the other</p>	<ul style="list-style-type: none"> • Define industry needs/develop cost effective strategies to improve value/benefits to all members • Develop FAQ/Brochure for brewers and growers (entering the business, equipment needs, what to avoid, challenges, requirements, NLCC) • Identify mentors in the Nebraska and Midwest industry • Engage with UNL/Extension, NHGA, NCBG, NDA

Goal	Objective	Action Steps
	<ul style="list-style-type: none"> • Breeding Programs/ Growers/Processing • Distribution • Breweries • Feedback/ Forecasting • Sales/Supply Management • Plan/procurement 	and other entities/ organizations that impact Nebraska beer industry
Create public benefit through the development of new job opportunities in Nebraska beer industry	Job Creation: <ul style="list-style-type: none"> • Brewery production • Taproom/ restaurants • Distribution • Agriculture production • Processing production • Allied trade • Retailers 	