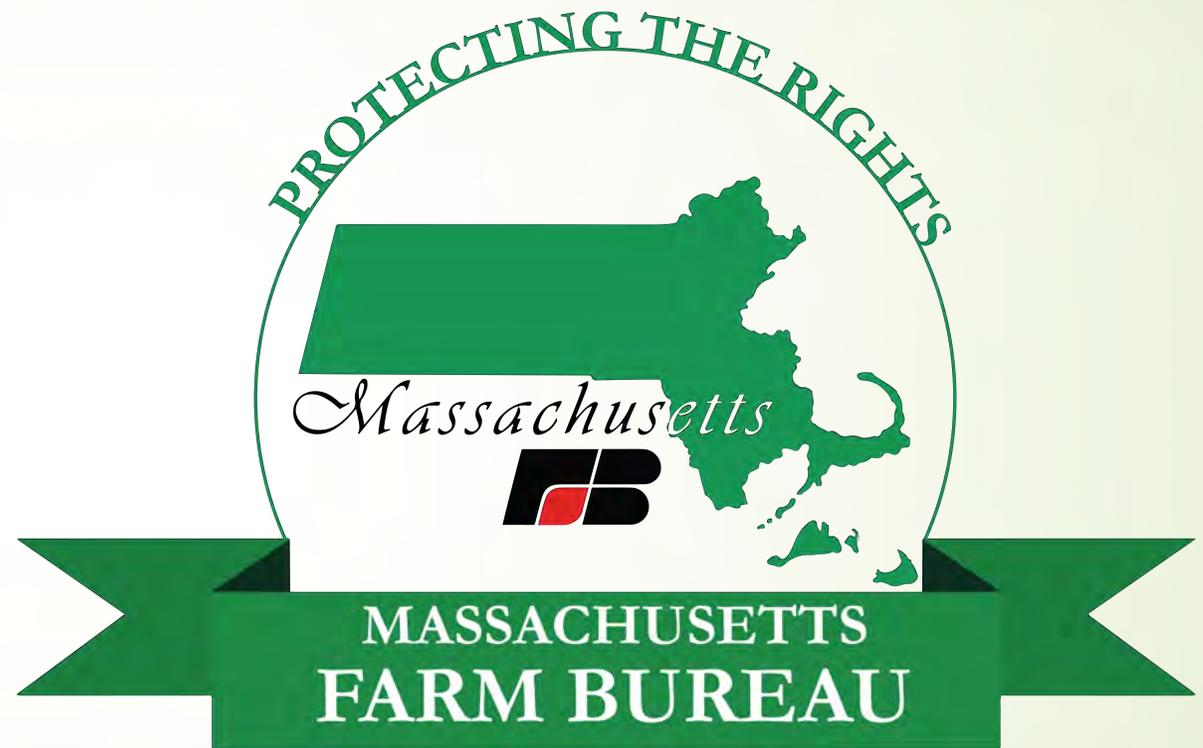


Massachusetts Farm Bureau Federation Strategic Plan

Mission Statement: Strengthen a diverse agricultural community by supporting and advocating for Massachusetts farm families.



MASSACHUSETTS FARM BUREAU FEDERATION STRATEGIC PLAN



Mission Statement: Strengthen a diverse agricultural community by supporting and advocating for Massachusetts farm families.

Vision Statement: Massachusetts Farm Bureau envisions a world with plentiful high-quality agricultural products, productive open land, and a robust and prosperous farming community. We are committed to working with like-minded groups to achieve these goals.

MASSACHUSETTS FARM BUREAU FEDERATION STRATEGIC PLAN



Core Values:

- Honesty & Integrity
- Responsible Stewardship
- Respectful Leadership
- Trust & Accountability

MASSACHUSETTS FARM BUREAU FEDERATION STRATEGIC PLAN



Goal Areas: Policy Development & Advocacy, Financial Strength Sustainability, Membership Engagement, Leadership Development, Inter-Industry Relationships, Public Relations & Branding

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Goal: **Policy Development & Advocacy** –

Massachusetts Farm Bureau Federation will advocate the policy developed by the delegate body and should be consistent with the mission and vision statements.

- Encourage member participation in the resolution process and legislative events.
- Focus delegate session on good debate and prioritization of resolutions.
- Remind members of our mission and vision.

MASSACHUSETTS FARM BUREAU FEDERATION STRATEGIC PLAN



Goal: **Financial Strength Sustainability** - Enhance long term financial stability through membership, investment portfolio, real estate and other services.

- Explore financial benefits of expanding rental properties and other revenue generating services.
- Review the membership categories. Consider hiring a consultant to increase membership.
- Within five years, operating budget will reflect only the use of investment earnings.

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Goal: **Membership Engagement-** Encourage member engagement, cultivate leadership development opportunities and promote active participation on committees.

- Develop training seminars and workshops for new members and potential leaders.
- Develop a protocol for welcoming new members.
- Develop a handbook for leadership to facilitate routine events.
- Examine committees of the Board of Directors. Give guidance to committees and restructure as necessary.

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*Goal: **Inter-Industry Relationships*** – Massachusetts Farm Bureau Federation will engage in regular communication with leadership of industry advocates to discuss policy similarities and differences.

- Discuss FB policy positions with industry partners by convening at least twice yearly round table discussions.
- Invite inter-industry partners to our annual meeting as guests. Additionally, attend and participate in their events.
- Evaluate MFBF role in Massachusetts Agriculture Day at the State House

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Goal: **Public Relations & Branding** - Grow Massachusetts Farm Bureau Federation's image as the voice of Massachusetts agriculture.

- Participate in agriculture and non-agriculturally focused events to increase the awareness and understanding of Massachusetts Farm Bureau Federation.
- Leverage social and print media to grow our image as the voice of Massachusetts agriculture



As an amendment, I move that the Board of Directors meet at least once per year specifically to review the progress and produce specific details as to how to accomplish the general headings of the Strategic Plan. This Strategic Plan to be the only agenda item for such meetings.