Carolina Farm Stewardship Association Strategic Plan 2011 – 2014

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Guiding Values

As an organization, we champion a food system that is secure and stable. We respect the role of the farmer, processor, distributor and consumer in the system. We support efforts to provide consumers healthy, safe, quality food. These efforts include promoting organic standards, preserving non-genetically modified seeds and heritage breeds and recovering locally-adapted breeds and seeds. We revere our natural resources and are responsible for protecting these resources for future generations. We believe providing resources for the producer, purchaser and policymaker encourages accountability from the field to the fork.

Mission

CFSA advocates, educates and builds connections to create sustainable food systems centered on local and organic agriculture.

Goals and Strategic Objectives

CORE PROGRAMS		
EDUCATION	**POLICY/ADVOCACY**	**BUILDING INFRASTRUCTURE**
Goal 1: Increase knowledge, understanding and commitment in all aspects of organic, local and sustainable food and agricultural systems, among farmers, the general public, and food system actors	**Goal 2: Increase influence and credibility as a partner in creating policy, and protecting existing policies, that benefit local and organic, small to mid-sized farms.**	**Goal 3: Improve local, organic, and sustainable food system infrastructure**

ORGANIZATIONAL DEVELOPMENT	
QUALITY SERVICES	**GOVERNANCE & BOARD DEVELOPMENT**
Goal 4: Ensure consistent, high-quality, comprehensive support and service throughout entire service area, considering opportunities for expansion as appropriate.	**Goal 5: Ensure governance is responsive to a growing organization and its strategic focus**

SUSTAINABILITY		
MEMBERSHIP	**COMMUNICATIONS/ MARKETING**	**FUNDRAISING**
Goal 6: Substantially expand membership and meet or exceed members' expectations for services	**Goal 7: Increase awareness and visibility of programs, and communicate our position as an organization with local, regional and national influence**	**Goal 8: Ensure sufficient financial support to meet strategic objectives**

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