

Strategic Plan 2015 – 2018

GROW LOCAL & ORGANIC

OUR VISION

Create a regional food system that is good for consumers, good for farmers and farmworkers, and good for the land.

OUR MISSION

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

OUR VALUES

We champion a food system that is secure and resilient.

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
- 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 policy maker encourages accountability from the field to the fork.

Committee Members

BOARD

Barbara Lawrence
Strategic Planning Chair • Winston-Salem, NC

Jerry Dewitt
Board Chair • Holly Springs, NC

Eric McClam
Urban Farmer • Columbia, SC

Aaron Newton
Lomax Incubator Farm, former board member
Concord, NC

Robert Turner Rockwell
Consumer • Charlotte, NC

Frachele Scott
Consumer • Durham, NC

Samantha Wallace
Publisher • Greenville, SC

STAFF

Roland McReynolds
Executive Director

Elizabeth Read
Communications and Development Director

Karen McSwain
Farm Services and Food Systems Director

Laura Wurts
(Former) Operations Director

Goals & Objectives

GOAL 1

Education

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.

OBJECTIVES

- Grow our signature events: Sustainable Agriculture Conference, Farm Tours, and Organic Commodities & Livestock Conference
- Serve new farmers, potential farmers and high school and college-age young people
- Engage diverse communities
- Aggregate, synthesize and make available key research to the public
- Document successful business models for organic/small scale/diversified farms and support producers' adoption of those models
- Support urban agriculture

GOAL 2

Policy & Advocacy

Increase influence and credibility as a partner in creating policy and protecting existing policies that benefit local and organic, small to mid-sized farms, and community-based food systems.

OBJECTIVES

- Influence local, state and federal policy and legislators in North and South Carolina
- Influence leadership, research and extension appointments and overall direction at agricultural research institutions
- Influence Natural Resources Conservation Service, Farm Service Administration, and Rural Development and Cooperative Extension offices
- Maintain leadership role in strengthening the network of Southeastern sustainable ag policy organizations

GOAL 3

Building Infrastructure

Improve local, organic, and sustainable food system infrastructure.

OBJECTIVES

- Implement key food system development goals set forth in the South Carolina study "Making Small Farms Big Business"
- Develop, systematize, and facilitate technical assistance for launching/supporting projects that meet members' needs, are member generated, and have a source of funding
- Support development of organic grain storage and distribution infrastructure in the Carolinas

GOAL 4

Quality Services

Ensure consistent, high-quality support and service throughout entire service area.

OBJECTIVES

- Maintain and enhance organizational expertise at assessment of food systems and member needs
- Support and develop staff capacity

GOAL 5

Governance & Board Development

Ensure governance is responsive to a growing organization and its strategic focus.

OBJECTIVES

- On a regular schedule, review and revise by-laws, policies and procedures in compliance with all legal and fiduciary responsibilities and best practices for nonprofits
- Ensure appropriate board committee structure, leadership roles, and board-staff relationships
- Ensure board members annually commit to a set of board responsibilities and a personal financial contribution commensurate with their ability to give
- Develop board leadership through excellent board orientation, regular training opportunities, and annual board evaluation
- Implement processes for assessing board composition, recruitment and succession

GOAL 6

Communications & Membership

Increase recognition of and engagement with our mission, programs and impact.

OBJECTIVES

- Understand membership needs, satisfaction, baselines, and trends
- Engage current farmer members
- Recruit additional farmer members
- Connect consumers and farmers
- Engage consumer membership
- Expand consumer member base

GOAL 7

Fund Development

Ensure sufficient financial support to meet strategic objectives.

OBJECTIVES

- Develop and implement annual development strategies
- Emphasize diversification of funding sources
- Establish an operating reserve of six months' worth of basic (i.e. non-grant) operating expenses