

Purpose:

To serve as the recognized “go-to” organization providing a unified voice on behalf of the total animal agriculture industry on farm animal care and production.

Mission:

The Animal Agriculture Alliance is an industry-united nonprofit organization that helps bridge the communications gap between farm and fork. We **CONNECT** key food industry stakeholders to arm them with responses to emerging issues. We **ENGAGE** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **PROTECT** by exposing those who threaten our nation’s food security with damaging misinformation.

Action Plan:

Building on the Alliance’s 28-year history of cultivating relationships across the food chain and its issue expertise, the Animal Agriculture Alliance continues to be uniquely positioned to coordinate the industry’s strategic efforts to provide a unified voice on behalf of America’s farmers, ranchers and food producers with a goal of preventing further encroachment of negative policies banning or restricting modern agriculture practices.

With input from our members, a three-year strategic plan was crafted as a team effort by all Alliance staff members, reviewed by the executive officers, and then approved by the Alliance Board of Directors. Following is a summary overview of the Alliance’s goals and objectives through fiscal year April 30, 2018 to help us be the “go to” organization providing a unified voice to bridge the communication gap.



Goal: To increase the Alliance’s brand value among agriculture and food industry stakeholders.

- Objective 1:** Ensure financial stability: achieve annual income of \$1 million and build a reserve.
- Objective 2:** Ensure at least 95% member retention rate.
- Objective 3:** Increase Stakeholders Summit attendance, reach, impact and profitability.



Goal: To ensure balance to news stories and issues presented in public venues by providing a unified voice.



“The more farmers I met, the more appreciative I was of their hard work and dedication to their animals, land, employees and community. The more I learned, the more I wanted to share the story of agriculture with others.”
- Allyson Jones-Brimmer, Membership and Marketing Manager

Objective 1:

Increase traditional media interactions / media presence with a 10% overall increase each year.



“ I wanted a career working on behalf of the men and women that showed me what it meant to not only work hard, but work with a true passion and love for what they do every day. I wanted to have that same passion and I knew I could find it in agriculture.”
- Casey Whitaker, Communications Coordinator

Objective 2:

Maintain growth on social media platforms with a 10% increase overall each year.



Goal: To ensure a proactive, unified and strategic approach to engagement on relative issues.



“I couldn’t be more proud to continue to have the privilege of working on behalf of America’s amazing farmers, ranchers and all of the stakeholders who help produce our nation’s food and fiber.”
- Kay Johnson Smith, President and CEO

Objective 1:

Strengthen and expand issues management efforts, recognition in issue expertise and engagement of stakeholders.



“Our mission of bridging the communication gap between farm and fork is personal to me because so many of my friends and family members depend on this vital industry that we all love: animal agriculture.”
- Hannah Thompson, Director of Communications

Objective 2:

Grow Alliance College Aggies Online Program by increasing participation by 10% each year and evaluating effectiveness.

To achieve each of the goals and objectives above, specific tactics, timelines and measurables have been outlined in detail.

For more information about the Alliance or for a full copy of the current Strategic Plan, please contact Allyson Jones-Brimmer, Alliance Membership and Marketing Manager, at AJonesBrimmer@animalagalliance.org.