

## **STRATEGIC PLAN – Updated December 12, 2017**

**VISION** - To be the trusted voice of the Saskatchewan beef cattle industry by striving to limit restrictions and expand opportunities.

**MISSION** - To develop and promote the success of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province.

### **CORE VALUES**

#### **A**ccountable

- Responsible to our stakeholders for our decisions
- Transparent

#### **C**ommitted

- Providing necessary time to issues
- Supporting board decisions
- Supporting Vision and Mission statement of SCA

#### **E**ffective

- Consistency in decision making
- Timely
- Prioritizing
- Organized
- Measurable results
- Teamwork
- Mutual respect

## KEY SUCCESS MEASURES

- ❖ Project results
- ❖ Trade advocacy
- ❖ Promotion results
- ❖ Financial results
- ❖ Results on action items
- ❖ Utilization of staff resources
- ❖ Producer feedback and engagement
- ❖ Resolutions at AGM
- ❖ Refund request levels
- ❖ Member participation
- ❖ Comparison to like organizations
- ❖ Feedback from government
- ❖ Actions on resolutions
- ❖ Done for industry lately
- ❖ Perception of industry

## **CORE STRATEGIES AND ACTIONS:**

### **Strategy #1: We will prioritize and develop research initiatives and establish ownership opportunities**

#### Actions:

- Research committee to have an annual review of research priorities
- Fund research projects that align with research priorities
- Improve adoption of advancements
- Provide a second Forage Research Chair
- Fund carbon sequestration research
- Advocate for Ag background on U of SK board of governors

### **Strategy #2: We will prioritize and advocate on industry competitiveness and other industry initiatives. (i.e. regulatory burden, labour, input cost)**

#### Actions:

- Improve forage and pasture crop Insurance for Saskatchewan
- Improve availability of workforce
- Ensure that species at risk regulation and legislation are not detrimental to producers
- Maintain industry competitiveness with programs and policies in other province and production types
- Support development and growth of Verified Beef Production Plus
- Advocate for optimal trade and market access
- Make Western Livestock Price Insurance Program a permanent program
- Advocate for Young Rancher transition program

### **Strategy #3: We will modernize and optimize communications to producers and consumers**

#### Actions:

- Create and maintain a member list.
- Press releases/Facebook posts/Tweets/Links
- Direct or flyer mail as needed

## **Strategy #4: We will develop a strategy to manage potential industry disasters**

Actions:

- o Review Right to Farm, Biosecurity, Farm Land Security Act and Farm Ownership, Animal Care and Environmental sustainability legislation in Saskatchewan

## **Strategy #5: We will run a professional and transparent organization.**

Actions:

- o Clear communications to members about finances.
- o Staff empowered and enabled to deliver on goals
- o Elections run professionally
- o Board members enabled and supported in developing policy and organization oversight