

CFA - Strategic Plan 2023-2027

<i>Vision</i>	<i>Mission</i>	<i>Guiding Principles</i>	
We are the national voice of Canadian producers committed to enabling their success, which will benefit Canada and the world.	To promote the interests of Canadian agriculture producers, through leadership at the national level, and to ensure the continued development of a trusted, and sustainable agriculture sector in Canada.	The Canadian Federation of Agriculture is committed to working to achieve a thriving and sustainable agriculture sector in Canada, which delivers real social and economic benefits across the country. Earning and maintaining public trust in the agriculture sector, through our words and actions, is vital to the CFA and its members.	
<i>KRA 1</i> POLICY, ADVOCACY AND GOVERNMENT RELATIONS	<i>KRA 2</i> COMMUNICATIONS	<i>KRA 3</i> MEMBERSHIP AND PARTNESHIPS	<i>KRA 4</i> MODERN AND EFFECTIVE ORGANIZATION
<i>Desired Outcome</i> The CFA is recognized by governments as the organization that is to be consulted on all agricultural issues for their considered policy input.	<i>Desired Outcome</i> The CFA is a primary and trusted source of information on federal agricultural issues to members, partners, collaborators, and media. The CFA is a proactive communicator of critical issues, keeping stakeholders informed in a timely fashion.	<i>Desired Outcome</i> All agricultural commodity groups, provincial, general farm organisations and agricultural suppliers are active members or strong partners of CFA	<i>Desired Outcome</i> The CFA is recognized as the Canadian agriculture organisation to partner with, consult and work for. A financially sound organisation, with excellent and knowledgeable staff, that achieve superior results.
GOAL To be the primary voice and reference for Federal agricultural policy through productive relationships with government departments to provide credible policy advice and response that benefits CFA members and Canadians.	GOAL To enhance communications with CFA members, governments and media to provide timely and valued information and advice.	GOAL To increase membership and partnerships resulting in increased capacity to achieve goals and remain a trusted collaborator with all partners.	GOAL To increase human resource capacity at all levels in CFA, while reinforcing the organization’s financial position.
<i>Objectives</i> 1.1 By monitoring the national and global to global environment for emerging agricultural issues; 1.2 By collaborating with partners to determine the CFA role in addressing issues – where it is to lead and where it is to support; 1.3 By being a respected and influential voice for agriculture agri-food issues and policy response; 1.4 By maintaining informed and qualified staff and Directors able to provide quality information and contribute to informed, thoughtful debate; 1.5 By influencing governments for the betterment of Canadian producers; 1.6 By developing and maintaining strong relationships with policy-makers, regardless of party affiliation.	<i>Objectives</i> 2.1 By hiring and retaining staff that are experienced and talented communicators; 2.2 By maintaining a variety of communications channels to reach audiences; 2.3 By delivering consistent messaging to and from all our member and partners; 2.4 By establishing CFA as the go-to source for agricultural information, both for members and external audiences; 2.5 By supporting members in joining the conversation and presenting a unified view of the sector.	<i>Objectives</i> 3.1 By increasing membership and partners through targeted engagement strategies that focus on the value of the CFA 3.2 By defining and fully leveraging the role of partners; 3.3 By providing financial support and mentorship for new Board members; 3.4 By ensuring that membership fees are fair for all members from large to small organisations.	<i>Objectives</i> 4.1 By modernizing governance policies and procedures; 4.2 By improving Board member support in the performance of their duties, including onboarding and development; 4.3 By building and supporting Board capacity so that more directors play a larger role in communications; 4.4 By maintaining high performing CFA staff, with high retention rates; 4.5 By increasing sponsorship to fund CFA activities and enhance capacity.