



Strategic Planning Overview



Why CFVGA?



COLORADO
Department of Agriculture

Western Colorado
Horticultural Society



COLORADO AG COUNCIL

Good Question...

- * Already plenty of grower resources
 - Associations, education, government, industry, consumer, etc.
- * Each with *specific* strengths and capabilities
- * Some more developed than others
- * Some with *broad* focus; others *limited* focus
- * For associations, a *commodity-specific* focus
- * *All* growers facing common issues, needs, and opportunities



The Need



- * A **resource** for *all* produce growers
 - Big, small, conventional, organic, statewide
- * A **one-stop shop** for key needs
 - Expertise in food safety, water, immigration/ labor, market development
- * An organization that **you can count on**
 - That's dialed-in to ever-changing market conditions, regulatory requirements
 - Consolidates information and helps provide solutions quickly
 - Works on your behalf
 - Communicates *with you and for you*



Planning

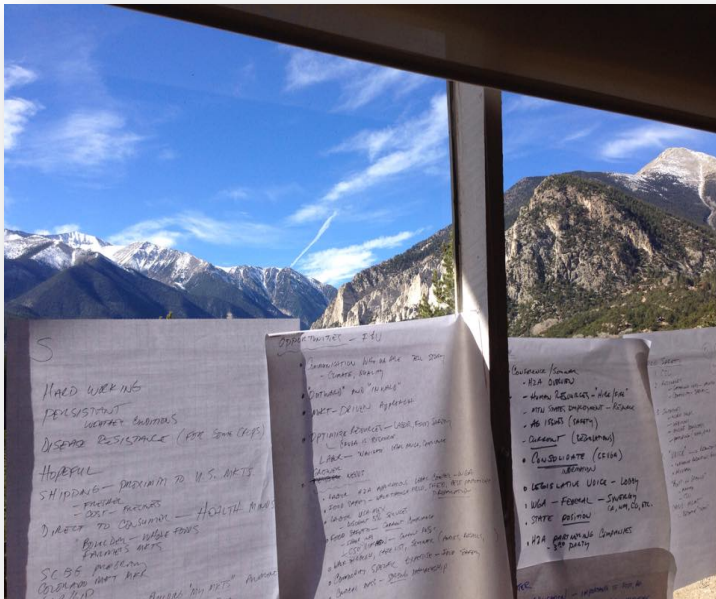


- * BOD Session – November 2014
- * Strategic Direction
 - Vision – who we are
 - Mission – what we'll do for growers
 - Plan – define focus and initiatives, association structure, budget

Here's our Vision...



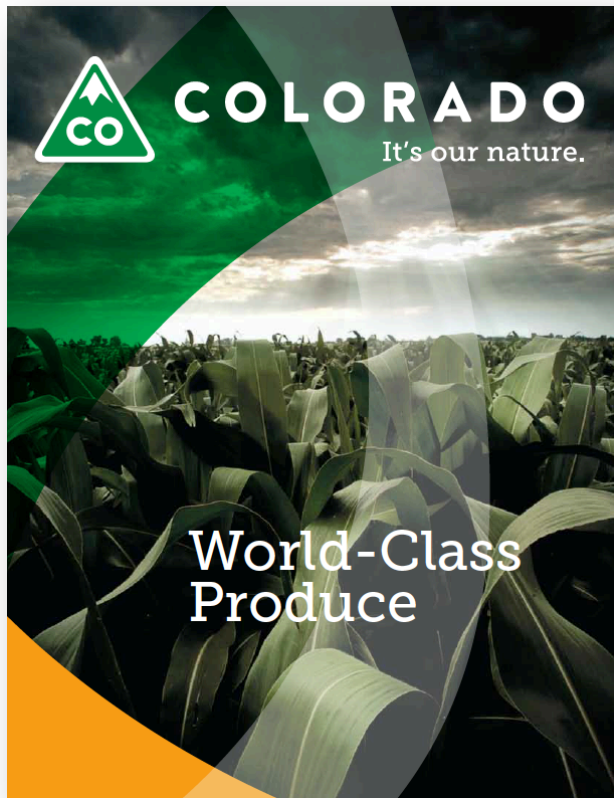
Our Vision



- ① **Resource.** CFVGA will be an active, robust resource to Colorado fruit and vegetable growers.
- ② **Consolidator.** We identify best practices, consolidate information for growers. We make things simple and easy. We're a **“one-stop-shop”** for (most critical) grower needs.



Our Vision



- ③ **Advocacy.** CFVGA is the “voice” for growers on the federal and state levels. This is ***two-way communication***: CFVGA lobbies “up” to state/federal government, and communicates/ informs “down” to the growers.
- ④ **Research.** CFVGA will conduct research to achieve our mission of being an effective resource for growers.



Our Vision



- ⑤ **Entrepreneurial.** CFVGA is a *dynamic* organization. We're focused on meeting grower needs quickly and effectively. CFVGA will constantly adapt and evolve to changing market conditions, best practices, regulation, etc. – *and ensure that our members are always getting value.*



Our Vision



- ⑥ **Market-Driven.** CFVGA will play an important role in helping our grower members *develop their brands and markets*. This includes facilitating domestic and export distribution, providing marketing support/resources, demand generation, supply improvement/crop determination, public/media relations, and more.



Our Vision



- ⑦ **Networking.** CFVGA will play an active role in bringing the fruit and vegetable industry (growers, partners, trade, suppliers, government, education) together to share resources, add member value, and more...



Our Vision



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- ⑧ **Partnering.** CFVGA will develop *partnerships with select organizations* in order to provide additional value to grower members. We identified three initial/primary partners:
- **CSU** (*research in food safety, labor, water, etc.*)
 - **CDA** (*legislation, markets, exports, food safety, etc.*)
 - **WGA** (*federal advocacy, labor/immigration, food safety, etc.*)



Our Vision

⑨ **Education.** CFVGA will educate growers and consumers and work in ***five key “pillar” areas:***

- Food Safety
- Labor Issues
- Water
- Nutrition Awareness
- Market Development





Our Mission



Growing Resources
Cultivating Success

Mission Statement:

CFVGA is the **go-to resource** for the Colorado fresh fruit and vegetable industry. We **connect** Colorado growers with industry, government, academia, and consumers to **strengthen and expand** the Colorado fresh fruit and vegetable industry.



Next Steps

We Need You, Your Input

- * Get Signed Up!
- * If you see a specific need in your area let us know
- * Watch for online questionnaires
- * Sign up for a committee
- * Become involved!

