



## DRAFT STRATEGIC PLAN 2017 – 2019

**MISSION** - We are a community dedicated to the prosperity of Maine's grocery and food producer industry through excellence in advocacy, business development, and education.

**VISION** - The Maine Grocers & Food Producers Association is the leader in the advancement of Maine's grocery and food producer industry.

**BENEFIT STATEMENT** – The association provides members opportunities to improve and grow their business operations.

### **ADVOCATE STRATEGIC GOAL #1**

Represent the interests of Maine grocers, food producers and their industry partners at local, state and federal levels.

Establish legislative policy.

Lead and participate in coalitions.

Strengthen and continuously grow the Government Relations Committee.

Maintain working relationships with the National Grocers Association and the Food Marketing Institute.

### **COMMUNICATE STRATEGIC GOAL #2**

Maintain and disseminate essential industry resources.

Enhance website.

Enhance social media platforms to build awareness which cultivate relationships with businesses and like-minded organizations.

Develop content that businesses will thank the MGPPA for.

Publish timely information to educate and inform members, government, and the public.

Highlight value of food industry contributions to the Maine economy.

### **LEAD ~ PARTNER STRATEGIC GOAL #3**

Offer exceptional and unique educational programs and events.

Develop strategic alliances that compliment and further the mission.

*Food for Thought Forum*

*Maine Food Means Business Summit*

*Meet & Greets*

Mentor and cultivate relationships that inspire and motivate.

Strengthen and grow member benefits.

### **OPERATIONS STRATEGIC GOAL #4**

Maintain the necessary human and financial resources to grow the association.

Activate board directors to advance the interest of the association and the membership.

Targeted membership recruitment.

### **GUIDING PRINCIPLES**

- Provide vision and leadership
- Explore issues, solicit input and strive to achieve best outcome for the industry
- Respond to members' needs
- Facilitate open and respectful dialogue
- Champion Maine's food industry