

# Alberta Agricultural Products Marketing Council 2014 – 2017 Strategic Plan

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## **Vision:**

Empowered marketing boards and commissions strategically lead a prosperous agricultural industry in Alberta.

## **Mission:**

We empower marketing boards and commissions by advancing governance excellence, providing integrated policy advice, and administering effective legislation for the benefit of the agricultural industry and government.

## **Values:**

Our actions are directly influenced by our core values:

- We have a passion for agriculture.
- We value good governance as a key to effective organizations.
- We empower leaders to operate within a context of knowledge and best practices.
- We co-create solutions for collective impact.

## **Goals and Strategies for Success:**

We will focus on the following goals and supporting strategies to achieve our vision:

<b>Goal 1. Effective industry leadership and governance</b>
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### **Strategies:**

- 1a. Facilitate learning opportunities and skill development for industry and Government in the following areas: leadership and board governance, risk management, conflict resolution, stakeholder engagement, collective impact, succession planning and orientation, and integrated policy development.
- 1b. Model leadership and good governance.
- 1c. Develop strategies for cross-learning with sector and non-sector agencies.
- 1d. Provide relevant and respected resources, tools, input, and connections.

### **Key Performance Indicators**

- Industry Governance Excellence
- Council Board Performance
- Financial metrics

**Goal 2. Empowered decision-making supported by integrated policy and legislative frameworks for an evolving industry.**

**Strategies:**

- 2a. Develop options and advice for integrated policy, legislation and regulations.
- 2b. Ensure policy, legislation and regulatory compliance.
- 2c. Enhance the legislative and regulatory approval process.

**Key Performance Indicators**

- Empowered marketing boards and commissions
- Policy, regulatory and best practice influence
- Regulatory Compliance/Effectiveness

**Goal 3. Co-create options and solutions for collective impact**

**Strategies:**

- 3a. Identify overarching gaps and opportunities for the industry.
- 3b. Co-create options and solutions for improved organizational performance and industry profitability.
- 3c. Spearhead and facilitate cross-industry dialogues on common issues.

**Key Performance Indicators**

- Collective impact
- Owner alignment and engagement