



Indiana Farm Bureau®

2023 - 2026 STRATEGIC PLAN



OUR MISSION

To protect and enhance the future of agriculture and our communities.



OUR VISION

To cultivate a thriving agricultural ecosystem to strengthen the viability of Indiana agriculture.

SHARED VALUES

- Safe, plentiful food, fuel and fiber are vital to local and global economies and communities.
- Good stewardship of animals and the environment ensures our future.
- Scientific advancements help meet the needs of a growing world.
- A free enterprise system supports diverse agriculture and the autonomy of individuals to decide how to best use their resources.
- Nurturing our communities helps us cultivate a thriving ag ecosystem.

GUIDING PRINCIPLES

INTEGRITY

We are honest, transparent, and accountable.

STRATEGIC

We listen, prioritize and unify our efforts to proactively support the interests of the ag ecosystem.

PROACTIVE

We anticipate challenges and lead efforts to create positive results.

PARTNERS

We listen with respect, welcome different ag backgrounds and collaborate to find solutions.

Working together we will advocate.

Working together we will engage.

Working together we will add value by sharing knowledge.

Working together we will innovate and grow.

Together we will advocate.

We will shape public policy by listening to members through the grassroots policy development process, understanding future members' needs, activating our grassroots, engaging members and measuring outcomes.

To reach this goal, we should:

- Understand the issues important to members. Build a system that captures the opinions of the diverse segments of agriculture.
- Develop a public policy plan that enhances INFB thought leadership, engages more members, identifies how partnerships could enhance outcomes and establishes how INFB convenes policy discussions.
- Build flexible communications that share the value of the organization.
- Elect ag-friendly candidates and adequately fund AgELECT.

Together we will grow engagement.

We will grow the engagement of members and stakeholders throughout the ag ecosystem. We will welcome diverse agriculture backgrounds and engage through shared values.

To reach this goal, we should:

- Understand and grow engagement through new initiatives, clear metrics and effective communications.
 - Commit to strong board governance at all levels to encourage visionary leadership, board engagement and build leadership for the future.
 - Strategically cultivate partnerships within the ag ecosystem.
 - Support initiatives that share positive messages about agriculture.
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Together we will add value by sharing knowledge.

Our members have a thirst for unbiased information and INFB will be THE resource to share it. We will use partners, convene stakeholders and demonstrate thought leadership.

To reach this goal we should:

- Increase our understanding of members. Share information timely and adjust quickly to changing needs.
 - Identify and use varied, timely resources to deliver unbiased information, encourage sharing within the membership and feature subject matter experts to address critical issues.
 - Work with county Farm Bureaus to support their efforts to set goals and priorities. Identify how INFB can support these initiatives.
 - Create, evaluate, measure and share the value of our activities and programs.
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Together we will innovate and grow.

We will ensure organizational strength at all levels by fostering a welcoming culture of innovation, growth and value creation. We will drive organizational growth by using shared values to build broader awareness, advocacy and membership. We will understand the value of INFB initiatives to members and deliver a positive member experience.

To reach this goal we should:

- Create membership opportunities that defines value for each level.
- Ensure we have the resources to fund programs and activities. Evaluate alternative revenue sources, investment opportunities, efficiencies, and sponsorships.
- Create programming that grows the organization.
- Define goals and recommend continuation, enhancement, reduction or elimination of activities and programs.

Working together for a common purpose is critical to the success of Farm Bureau at all levels. Our organization relies on many stakeholders to achieve our mission and goals. The foundation of our new strategic plan is built around how we achieve more collaboratively and work together to identify how we achieve our goals. Our efforts to work together are built around grassroots engagement and advocacy. Grassroots means member engagement at the local level is used to recommend and act to influence positive outcomes for agriculture.