

# 2018 ASTA Strategic Plan

## **ASTA Vision**

To contribute to global agriculture and food security by creating an environment where each ASTA member company has the opportunity to create an innovative, sustainable and successful business.

## **ASTA Mission**

ASTA's mission is to be an effective voice of action in all matters concerning the development, marketing and movement of seed, associated products and services throughout the world. ASTA promotes the development of better seed to produce better crops for a better quality of life.

## **1. Domestic Policy**

**Objective:** Be a respected voice on domestic policy issues impacting the seed industry. Continue to grow and enhance the ASTA comprehensive government affairs program and regularly engage and communicate with members and stakeholders on federal, state and local issues. Determine action on active issues – where does ASTA lead, support or monitor.

**Goal #1:** Enhance ASTA's relationship with strategic legislators. Identify key legislation that either directly or indirectly impacts the seed industry.

**Goal #2:** Identify key regulations and policies that either directly or indirectly impact the seed industry. Drive science-based and efficient regulatory policies, and determine action on active issues.

**Goal #3:** Advocate for agricultural program funding to support the advancement of the seed industry.

**Goal #4:** Continue to enhance partnerships with academia, organizations and other associations key to ASTA's member companies.

**Goal #5:** Assure ASTA is a primary resource and, where appropriate, a primary point of contact as an information source on the state and local levels.

**Goal #6:** Aggressively address state and local issues that may confront the seed industry.

**Goal #7:** Gather and distribute policy information among stakeholders to ensure consistent messaging of seed industry positions and policies.

## **2. Innovation**

**Objective:** Strive to develop a domestic and international environment that facilitates innovation throughout the seed industry.

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**Goal #1:** Establish a domestic policy environment that fosters innovation and ensures broad access to innovative tools for the seed sector.

**Goal #2:** Facilitate alignment among countries on science-based, consistent policies.

**Goal #3:** Enhance proactive outreach, engagement and transparency activities to build consumer trust of new seed industry innovation.

**Goal #4:** Increase outreach and understanding of seed industry IPR and innovation, including emerging technologies.

## **3. Communications**

**Objective:** Establish ASTA as the leading voice for the US seed industry, demonstrated by its position as the go-to source on seed issues for consumers, ASTA members, member organizations, legislators, regulators, media, and other stakeholder groups.

**Goal #1:** Establish ASTA Brand Awareness

**Goal #2:** Implement a Strategic Issues Management Plan

**Goal #3:** Coordinate messaging around seed innovation and industry issues

## **4. Intellectual Property Rights**

**Objective:** Advance the use and respect of intellectual property rights (IPR) protection for the seed sector globally.

**Goal #1:** Promote the adoption and enforcement of intellectual property rights laws and regulations for the seed sector globally.

**Goal #2:** Facilitate policy development regarding access to technologies and germplasm for the seed industry.

**Goal #3:** Advocate for improved processes and additional capacity within the existing US intellectual property rights programs for the seed industry.

**Goal #4:** Develop and deliver effective education materials on the value and mechanisms of intellectual property rights protection in the seed industry.

## **5. International**

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**Objective:** Improve the opportunities for ASTA member companies to do business in international markets.

**Goal #1:** Improve the business environment for ASTA member companies in key markets.

**Goal #2:** Address operational issues affecting the global movement of seed.

**Goal #3:** Promote the development and global alignment of policies among governments and stakeholders.

**Goal #4:** Through strong member engagement, represent the US seed industry at international and regional seed meetings and within intergovernmental organizations.

### **6. ASTA Membership & Internal Matters**

**Objective:** Maintain and grow strong plans for: membership retention, engagement and recruitment; meetings structure and management; and human and financial resource management to ensure the key issues of membership are addressed through a sound association foundation.

**Goal #1: Membership –** Recruit, retain, engage, empower and grow ASTA membership – providing the highest standard of industry support to effectively represent the seed industry at the state, national and international levels.

**Goal #2: Meeting Activities –** Strive to produce meetings that provide networking, educational, leadership and learning opportunities to the industry. Evaluate ASTA meetings on an ongoing basis to determine to best format and content.

**Goal #3: Human & Financial Resources –** Continue to monitor the financial health and staffing needs of ASTA to make sure the appropriate resources are available to address the initiatives of the strategic plan. Have a fluid succession plan in place to maintain a seamless staffing performance model.