

Minnesota Association of Wheat Growers						
Mission: Building opportunities for wheat growers to increase profits						
ACTION AREA TIME PERIOD	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Cross-Cutting Principles
	MEMBERSHIP	GOVERNMENT RELATIONS	COMMUNICATIONS	RESEARCH	OPERATIONAL	
ONGOING	<i>Increase Numbers & Engagement</i>	<i>Be The Voice of MN Wheat Farmers</i>	<i>Tell Wheat's Story</i>	<i>Support MWR&PC</i>	<i>Maintain & Improve Internal High Standards</i>	← PARTNERING OPPORTUNITIES IN ALL → ← EDUCATIONAL POSSIBILITIES IN ALL → ← DEMONSTRATE ENVIRONMENTAL STEWARDSHIP IN ALL →
			<i>Maintain Excellent Existing Programming</i>		<i>Staff & Board Development</i>	
					<i>Board Governance</i>	
YEAR 1 (FY2019)	<ul style="list-style-type: none"> - Report MAWG membership #. - Identify current MN wheat farmer #. - Increase MAWG membership by 5%. 	By 3/30/2019, bring 40 MAWG members to MN State Capitol.	<ul style="list-style-type: none"> - Evaluate/inventory current programming/events - Increase MAWG social media/new media presence. - Create a communications plan and identify funding sources & partners for implementation. 	Maintain/increase AGRI funding to remain in farming research & development areas	<ul style="list-style-type: none"> - Review, approve & implement strategic plan - Communicate plan to staff. - Complete Ex. Dir. hiring process - Update Board Orientation book - Communicate plan to partners as appropriate 	
YEAR 2 (FY2020)	By 2020, develop Ag student membership category and promote in 2020. (e.g. 25/yr)	<ul style="list-style-type: none"> - Develop 2nd annual opportunity for members & leaders to visit St.Paul - May include hosting/co-hosting legislative reception/meeting. - Host legislator/agency roundtable w/ 'digital' option. 	<ul style="list-style-type: none"> - <u>Cut 1</u> program or event. - <u>Add 1</u> new program or event. - By 1/2020, communicate w/ Ag group farmer leaders about meeting to build relationships. - Invite MN Ag group farmer leaders to meet at 2020 Prairie Grains Conf. 	Maintain and/or increase federal funding for scab research & protections	<ul style="list-style-type: none"> - Annually update & maintain MN wheat statistics including # of farms & acres to aide in other action areas. - Communicate strategic plan to members. - Review/update plan and evaluate Year 1 objectives. 	
YEAR 3 (FY2021)	Increase MAWG membership 10% over 2019 baseline.	<ul style="list-style-type: none"> - Distribute/deliver new wheat scab video to all legislators. - Distribute new wheat scab video to congressional & USDA leaders/staff as appropriate. - Assess MAWG's role in trade & market dev. to seek new opportunities. 	<ul style="list-style-type: none"> - By 2021, create brief instructional video on the importance of wheat scab w/possible release at Prairie Grains Conf. - Create a brief "Importance of MN Wheat" video with farmers 'humanizing' their stories, wheat's importance 	Keep the risk of scab a high priority and in forefront to drive funding for research & protections	<ul style="list-style-type: none"> - Review/update plan and evaluate Year 2 objectives. 	
YEAR 4 (FY2022)						