



Big Goal #1

Innovate our communications program to increase awareness and engagement with our farmer members

Step Goal #1

Identify opportunities for innovation within our communications program that will drive engagement and awareness among our farmer members.

Step Goal #2

Prioritize and implement communications innovations.

Step Goal #3

Develop a framework for assessing the success of communications innovations.

Big Goal #2

Strengthen research capacity for the benefit of Manitoba farmers

Step Goal #4

Secure new research partnerships with Manitoba post-secondary institutions.

Step Goal #5

Actively engage in strategic plant breeding programs in Manitoba.

Step Goal #6

Assess current fulfillment of MCA research priorities to identify and address gaps.

Big Goal #3

Explore areas for bold investments that facilitate historic initiatives

Step Goal #7

Develop and execute a targeted advocacy plan focused on research investment.

Step Goal #8

Identify areas of investment that advance the management skills and knowledge of our farmer members.

Step Goal #9

Identify opportunities for leadership training investment in our farmer members.

Note: Big Goals apply to the full length of the strategic plan. Step Goals are annual benchmarks that apply to year two of the plan only.