

# Manitoba Crop Alliance

# STRATEGIC PLAN 2024-27

(YEAR 3)



MANITOBA  
CROP  
ALLIANCE

## Big Goal #1

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

### Step Goal #1

Reimagine our research extension system to enhance communication of research findings to our farmer members.

### Step Goal #2

Diversify our agronomy and extension outreach activities to increase engagement with our farmer members.

### Step Goal #3

Foster new collaborations and connections between MCA and the Manitoba agronomist community.

## Big Goal #2

**Strengthen research capacity for the benefit of Manitoba farmers**

### Step Goal #4

Protect and leverage historical and current MCA investments into plant breeding programs.

### Step Goal #5

Align and expand research partnerships to ensure reliable, sustainable investment in MCA's research priorities.

### Step Goal #6

Confirm the scope of MCA special crops market development activities undertaken on behalf of our farmer members.

## Big Goal #3

**Inspire areas for bold investments that facilitate historic initiatives**

### Step Goal #7

Establish deep organizational capabilities that ensure our farmer members are always at the heart of our work.

### Step Goal #8

Develop effective processes for identifying potential leaders to ensure MCA delegates and directors are equipped to overcome current and future challenges.

### Step Goal #9

Modernize our Advance Payments Program system to improve operational efficiencies and strengthen program delivery for our clients.

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