

# VISION FOR THE FUTURE

*The volunteer members of the Board of Directors of the San Diego County Farm Bureau strive to make the organization highly valuable to members and the entire agricultural community. Part of this value added service comes from strategic planning. In addition to all the work SDCFB is already doing, the following strategic plan goals and objectives for next twelve months have been set.*

## Goal # 1

### *Help Members With Regulatory Challenges*

- Assist members with permitting and compliance processes.
- Document all permit requirements relating to farming.
- Identify codes related to farming.
- Continually educate the regulators on how SDCFB members are affected by their proposals.
- Work towards a better share of NRCS, UCCE, APCD, FSA, and other funding in San Diego.

## Goal # 2

### *Get More Political Influence*

- Improve contacts and relationships with elected officials including working proactively with California Farm Bureau Federation and American Farm Bureau Federation on legislation impacting San Diego agriculture.
- Identify and meet regularly with regulatory officials and provide with education on local farming.
- Offer farm tours to legislators.
- Create alliances with reporters who have an interest in covering agriculture.
- Provide training for board members on effective meetings with legislators.

## Goal # 3

### *Gain Membership*

- Give new members a strong personal welcome.
- Assist members with writing grant requests (possibly fee based).
- Tell better stories about FB value and services.
- Develop Hispanic (and other cultures) outreach.
- Assist members who are challenged by language barriers.
- Create a value statement on how the FB enterprises add value to membership beyond dues.

## Goal # 4

### *Maintain and Increase the Financial Strength of SDCFB*

- Pursue grants that create FB income and that can benefit FB members.
- Prioritize income producing education events that also meet members' needs.