

FOUNDATIONAL STATEMENTS

MISSION STATEMENT:

"To serve all members of the Cook County Farm Bureau with meaningful and beneficial programs that reflect our agricultural heritage"

VISION STATEMENT:

"Our vision is a future in which the people of Cook County recognize and value the importance and necessity of agriculture and agri-industry in our region"

BOARD INCLUSION STATEMENT:

"At our table – all are welcome"

VALUE PROPOSITION:

"Innovations, services, or features intended to make Cook County Farm Bureau attractive to members"

Affirmed



COOK COUNTY FARM BUREAU
BOARD OF DIRECTORS

STRATEGIC PLAN

2025 - 2028

AREAS OF FOCUS

ORGANIZATIONAL GOALS

1 MEMBERSHIP

- Member recruitment and retention
- Member benefits, discounts and programming
- “All are welcome at our table” – expand membership appeal
- Farmer direct to consumer marketing

2 PUBLIC OUTREACH

- Agricultural information communications
- Agricultural knowledge in consumers
- Agriculture literacy in schools

3 YOUNGER MEMBER ENGAGEMENT

- Leadership development
- CCFB Foundation resources and support

4 AGRICULTURAL ISSUES AND SUPPORT

- Lobbying and local affairs involvement
- Urban and innovative agricultural issues and support
- Political Action Committee outreach

5 GROWING AND DEVELOPING STRATEGIC PARTNERS AND STAKEHOLDERS

- Outreach regarding consumer information
- Membership development
- Policy implementation

ACHIEVING THE AREAS OF FOCUS/GOALS

With limited resources (time, people, money), the following priorities are identified in rank of importance to achieve the areas of focus and goals.

1. Member engagement
2. Ag in the Classroom presenters
3. Staff
4. Board of Directors
5. Member Services
6. Publications, website, social media communications
7. Foundation programming, growth, assets
8. Building and facilities
9. Affiliated company relations and connections
10. Volunteer recruitment/training
11. Conferences, conventions, training
12. Technology
13. Lobbying and problem-solving
14. Health and Safety – mental health
15. Political Action Committee - involvement and resources

CONCEPTS THAT WILL BE DEVELOPED THROUGH BOARD, TEAMS, STAFF

- Value proposition for Voting and Associate members
 - Area farmers need a voice
 - Government
 - The public
 - Advocate for modern agriculture
 - Landowner assistance and support
 - Farmer to consumer marketing support
 - Quality information- “go to” expertise -assist with issues
 - Expand member use of IAA Credit Union, benefits, discounts, farm insurance
 - Enhance programming around small farm/hobbies related to agriculture... Gardening, beekeeping, small farm beginners class, pollinator events, master gardeners, webinars/mini classes.
 - Expand programming and services around families and seniors
 - Analyze revenue potential for programming, access to services, benefits, programs
 - Broaden member use of IAA Credit Union, benefits, discounts, farm insurance, assistance with issues
- Broaden voting member eligibility definition
- Enhance staff focus in areas of membership advocacy and outreach, programming, membership benefits, social media, marketing, recruitment, communications with focus on farming and food
- Diversify organization’s approach to communications and increase organization’s public visibility
- Strengthen partnerships and seek new partners within communities of the county