

The Process

This Strategic Plan over the next 3 years will increase attention by Board, Teams and Staff to measure program and activity accomplishments through the following...

- Using the Team purpose and audiences to determine if program/activity “fits” into the Teams area of focus.
- Establishing benchmarks and objectives to evaluate against as the Team determines the program/activity success.
- Accumulating basic data on participants through various collection tools that can be used for program/activity evaluation, future marketing and member profiles.
- Maintaining and tracking data in a consistent format and loaded into iMIS and spreadsheets.

What is the Brand of the Cook County Farm Bureau®?

“Farm. Family. Food.™”

We want to be known for the following attributes...

Accessible
Friendly
Professional
Established
Quality Product



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Cook County Farm Bureau®

Farm. Family. Food.™

Strategic Plan 2016-2018

Adopted: March 9th, 2016



Cook County Farm Bureau®
Strategic Plan 2016-2018

Big Picture

This Strategic Plan is the result of several months of effort by the Cook County Farm Bureau® Board of Directors. It is designed to serve as a guide for Board, Teams and Staff over a 3 year period and includes a desire to hone programming focus, establish benchmarks, and effectively evaluate activities against objectives.

The Board recognizes that the organization has limited funding, people and time and seeks to be prudent with available resources.

Mission Statement

"To serve **all our 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."



Teams

	Primary Purpose	Primary Audience
Commodities/Marketing Team	To help Farmer Members succeed financially in Cook County.	Farmers (Current and Prospective)
Public Policy Team	The need to engage and influence elected local, state and national officials.	All Members (A & M)
Member Relations Team	To recruit and retain Members through an increase in membership benefits/services.	All Members (A & M)
Public Relations Team	To improve the image of farmers through public outreach activities.	Primary purchasers of household food, products/general public
Ag Literacy Team	To teach primary and middle school students and teachers about farmers and agriculture.	Primary school (K-5 th) students/teachers Middle school (6 th -8 th) students/teachers

Membership recruitment and retention is an aspect of each Team.

Each Board Member, Team Member, and Staff Member needs to understand the basic membership guidelines, dues rates, benefits and services offered, etc. Each program and activity should be constructed and developed to encourage members to join Cook County Farm Bureau®, provide members an economic advantage, and to communicate to participants the value and importance of membership in the Cook County Farm Bureau®.