

Manitoba Crop Alliance

STRATEGIC PLAN 2024-27



MANITOBA
CROP
ALLIANCE

Big Goal #1

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

Step Goal #1

Equip MCA staff to better understand the most effective ways to engage with our farmer members.

Step Goal #2

Conduct audience research and generate ideas for engagement and awareness that can be implemented through our communications frameworks.

Step Goal #3

Identify strategic communications initiatives informed by training and research that directly address the needs of our farmers members.

Big Goal #2

Discover and fund ground-breaking research.

Step Goal #4

Identify key priorities for investment to build Manitoba research capacity.

Step Goal #5

Secure north/south partnerships to develop mutually beneficial research collaborations and investment opportunities.

Step Goal #6

Expand the Research on the Farm program.

Big Goal #3

Explore areas for bold investment that unlocks hidden potential and fuels historic progress.

Step Goal #7

Conduct a study to identify value-added opportunities in Manitoba that would open new markets for MCA commodities.

Step Goal #8

Increase support to consumer outreach initiatives that educate and inspire the next generation.

Step Goal #9

Conduct a "hopes and dreams" assessment with our partners in research and market development to highlight future opportunities for investment.

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