

VISION

We are a force for truth –
a reasoned, non-partisan voice for the agriculture community to the public.

PURPOSE

The purpose of AAW is to unite women's agricultural organizations and individuals to communicate with one another and with other consumers to promote agriculture for the benefit of the American people and the world.

OBJECTIVES

1. To educate our members to the important issues involving the agricultural industry.
2. To use this knowledge to provide the industry with a strong public relations outlet.
3. To influence policy and legislation that is of concern to the agricultural industry.
4. To serve as a communications link-up for farm and ranch women and organizations interested in the well being of the agricultural industry.
5. To promote educational programs to advance the interests and welfare of agriculture.

Plan of Action

Adopted November 8, 2007

By AAW Board of Directors

The President, assisted by the Executive Committee, will assign the following tasks to work groups or leadership positions. They will determine the critical steps, responsible parties, resources and information needed to completion a timeline and measures of success.

Not all proposed tasks can, or should, be implemented immediately or at the same time, and some tasks for the purposes may be delayed, or eliminated all together, when boards become fully informed of the budgets, time requirements and human resources proposed in the "Plan of Action." It is also expected that plans and priorities will change as frequently as circumstances and new knowledge make change appropriate.

The Plan of Action progress and priorities should be reviewed annually. The President, assisted by the Executive Committee, will determine the review process for the Board of Directors.

PLAN OF ACTION

OBJECTIVE 1 – EDUCATE OURSELVES

1. Develop and provide information about women in agriculture to AAW members
2. Host and otherwise facilitate high-quality forums and events for members and member prospects to advance AAW purposes, i.e. annual convention, symposium, regional meetings.
3. Maintain and evaluate print and electronic newsletters plus include member testimonials or Profiles.
4. Surface leadership development topics and host training events in conjunction with AAW Activities.
5. Sponsor AAW members in leadership development opportunities and training.

OBJECTIVE 2 – BE A STRONG VOICE FOR AGRICULTURE TO THE PUBLIC.

1. Identify consumer interests in agriculture through market analysis, focus groups, industry input
2. Develop messages to respond to target audiences (opinion leaders)
3. Develop **or provide for members to participate in** a speakers bureau that is nationally known and respected
4. Use multi-media approach to distribute messages, including social media such as maintaining a Facebook page.
5. Develop a marketing and promotion campaign (American Grown -Goodness) to promote U.S. grown products and access advertising dollars
6. Build media access and relationships
7. Record leadership resumes/biographies of AAW members

OBJECTIVE 3 – INFLUENCE POLICY AND LEGISLATION FOR AGRICULTURE

1. Annually define our position statements on legislative and regulatory policy.
2. Provide access to policymakers at annual Fly-In to Washington, D.C. and other activities
3. **Maintain a grassroots advocacy system as part of the AAW website.**
4. Individually join groups outside agriculture to make sure the agriculture viewpoint is represented accurately in their policy decisions affecting the agriculture industry
5. Develop and maintain relationships with agri-business entities that are able to influence the success of agribusiness, i.e. boards, alliances/coalitions, and advisory councils
6. Annually facilitate project(s) for joint benefits between agribusiness partners
7. Annually identify key industry issues through Special Interest Groups (SIG's). Develop position statements talking points and presentations that can be presented at the local, regional or National levels.

OBJECTIVE 4 – PROVIDE NETWORKING AND OTHER OPPORTUNITIES FOR FARM, RANCH AND AGRIBUSINESS WOMEN AND ORGANIZATIONS

1. Define and market benefits of AAW membership
2. Support AAW leaders with clerical support
3. Develop and maintain a virtual office of all AAW members and affiliates and potentials, event calendars, project database and organization's capabilities likely to affect the public's understanding of agri-business
4. Support a mentor program between novice and experienced leaders.

OBJECTIVE 5 – PROMOTE PROGRAMS THAT EDUCATE ABOUT AGRICULTURE

1. Support Ag in the Classroom presentations and educational materials as local level initiatives.
2. **Provide activity books for elementary grades and develop other educational resources for K-12, for access by affiliates, members and educators.**
3. **Develop an outreach program to the secondary and collegiate level to provide educational resources, in particular for young women interested in careers in agriculture.**
4. **Support other good programs to educate students about agriculture, such as Provider Pals and CropLife Ambassadors.**

Current Plan of Action

PURPOSE 1 – CONSUMER UNDERSTANDING

1.1 Define Intended Understandings

To 3 -Task 1.1.1 Define our position statements on legislative and regulatory policy

To 2 -Task 1.1.2 Identify consumer interests in agriculture through market analysis, focus groups, industry input

To 2 -Task 1.1.3 Develop messages to respond to target audiences (opinion leaders)

1.2 Develop ways and means for communicating AAW's intended understandings

To 3 -Task 1.2.1 Provide access to policymakers at annual Fly-In to Washington, D.C. and other activities

To 2 -Task 1.2.2 Develop a speakers bureau that is nationally known and respected

To 2 -Task 1.2.3 Use multi-media approach to distribute messages

To 2 -Task 1.2.4 Develop a marketing and promotion campaign (American Grown - Goodness) to promote U.S. grown products and access advertising dollars

To 5 - Task 1.2.5 Support Ag-in-the Classroom presentations and educational materials as local level initiatives

1.3 Serve as a respected and convenient source of information about women in agriculture

To 2 -Task 1.3.1 Build media access and relationships

To 1 - Task 1.3.2 Develop and provide information about women in agriculture to AAW members

To 3 - Task 1.3.3 Individually join groups outside agriculture to make sure the agriculture viewpoint is represented accurately in their policy decisions affecting the agriculture industry

PURPOSE 2 – NETWORKING

2.1 Develop and maintain awareness of and the ability to communicate with all entities about to influence the success of the agribusiness

To 3 - Task 2.1.1 Develop and maintain relationships with agri-business entities that are able to influence the success of agribusiness, i.e. boards, alliances/coalitions, and advisory councils

To 3 -Task 2.1.2 Annually facilitate project(s) for joint benefits between agribusiness partners

To 4 -Task 2.1.3 Define and market benefits of AAW membership

2.2 Network within our membership

To 4 - Task 2.2.1 Develop and maintain a virtual office of all AAW members and affiliates and potentials, event calendars, project database and organization's capabilities likely to affect the public's understanding of agri-business.

To 1 -Task 2.2.2 Host and otherwise facilitate high-quality forums and events for members and member prospects to advance AAW purposes, i.e. annual convention, symposium, regional meetings.

To 1 - Task 2.2.3 Maintain and evaluate print and electronic newsletters plus include member testimonials or Profiles.

PURPOSE 3 – LEADERSHIP

3.1 Provide leadership development opportunities and training to AAW members

To 1 - Task 3.1.1 Surface leadership development topics and host training events in conjunction with AAW Activities.

To 3 -Task 3.1.2 Annually identify key industry issues through Special Interest Groups (SIG's). Develop position statements talking points and presentations that can be presented at the local, regional or National levels.

To 1 - 3.1.3 Sponsor AAW members in leadership development opportunities and training.

3.2 Leadership in action

To 4 - Task 3.2.1 Support AAW leaders with clerical support

To 2 - Task 3.2.2 Record leadership resumes/biographies of AAW members

To 4 - Task 3.2.3 Support a mentor program between novice and experienced leaders.