



2023 – 2027 Strategic Plan

Our Mission

Conduct relevant crop, soil health and livestock research and demonstration trials to enhance production, while protecting the environment. Extension events to deliver new and improved management practices, dissemination of research data and emerging information are at the heart of our mission.



Renowned Soil and Crop Research



Renowned, Impactful, Producer-Driven Extension



Thriving Organization, with a Cohesive, Engaged, Forward-Thinking Board and Staff



Experts at Measuring our Impact and Telling our Story

Key Initiatives

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| <ul style="list-style-type: none"> ➤ Develop a Feed and Forage Lab Center of Excellence ➤ Identify, confirm, and execute more On-Farm Research <ul style="list-style-type: none"> ○ Producer Outreach Program ○ Living Labs ○ Organic Research ➤ Expand Post Secondary Institute Relationships ➤ Increase Producer-led Research | <ul style="list-style-type: none"> ➤ Host On-Site Research Tours ➤ Host On-Farm Field Tours ➤ Host Producer Specialist Events (such as grazing and livestock) ➤ Host Mental Health Events ➤ Host On-Farm Climate Action Fund Events ➤ Confirm and Communicate Subject Matter Experts | <ul style="list-style-type: none"> ➤ Develop 5-Year Financial Forecast and Funding Plan ➤ Implement Annual Plan Review ➤ Implement Annual Staff Performance Plans ➤ Implement Standard Project Proposal Process ➤ Develop Future Board and Staff Candidates | <ul style="list-style-type: none"> ➤ Confirm and Implement Testimonial Strategy ➤ Build Impact Measurement Capacity and Capability ➤ Launch Media Campaign & Engage REDI to tell MARA Story ➤ Launch Agriculture in Classrooms Program ➤ Share Strategy and Gap Funding Requirement with Key Funders |
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Success Measures

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| <ul style="list-style-type: none"> • Drives reliable, sustained funding • Addresses today's challenges • Highly respected by producers, academia, funders, and Gov't • Research frequently applied on farm, with high on-farm uptake • Yearly increased research plots | <ul style="list-style-type: none"> • Frequently applied on farm, with high on-farm uptake • Highly engaged, vibrant membership • High and broad community engagement and support • Extensive partner and subject matter expert network | <ul style="list-style-type: none"> • Fun, desirable place to work, with low staff turnover • High energy, dedicated Board; competition for Board seats • Highly desired work destination for agriculture students • Financially sound, with a positive outlook | <ul style="list-style-type: none"> • Positive feedback + quantifiable producer testimonials • Strong, enduring relationships with key funders • Positive, improving youth consumer perception • Influential beyond our region |
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