



AgGateway's 2016-2018 High Level Strategy

Revised: April 2016

Vision:

AgGateway will be the trusted source for enabling eAgriculture

Trusted Source:

- Recognized, neutral, trusted, reputable, expert
- Technology clearinghouse for third party and AgGateway developed enabling resources

eAgriculture

- Electronic exchange of any information necessary to conduct business and support safe, efficient, and sustainable agriculture
- From the suppliers' suppliers to the customers' customers

Mission:

To promote, enable and expand eBusiness in agriculture

2016-2018 High Level Strategy

To achieve the AgGateway vision, the organization must:

- Expand eAgriculture across a broader scope within the industry
- Articulate a powerful message about what we are trying to achieve and the value for the members, the industry
- Grow membership and increase engagement of members
- Continuing to evolve to meet challenges and remain relevant (& sustainable)

2016-2018 Strategic Objectives:

1. Create and implement a plan to broaden the scope of eAgriculture by 2018
2. Develop and implement a multi-year marketing plan to communicate a powerful message regarding the benefits and value of eAgriculture and AgGateway resulting in x% membership growth, y% retention, and z% satisfaction by 2018
3. Develop and expand a repeatable process to acquire, onboard, engage and maintain new and existing members by 2018
4. By 2018 ensure business excellence and build industry value through regular alignment of internal goals and strategies with market and member needs

2016 Strategic Objectives:

PROMOTE: Objective 1 for 2016: Establish benchmarks for the measurement parameters membership growth and member retention and develop multi-year plan to communicate a powerful message regarding the benefits and value of eAgriculture and AgGateway by 01 Nov 2016. Implement 2016 preliminary plan developed in December 2015.

GROW & ENGAGE: Objective 2 for 2016: Evaluate current processes and develop a membership growth and engagement plan, which addresses acquisition and onboarding of new members and engagement, and maintenance of all members by September 2016. Implement new plan beginning in Q4 2016.

BUILD VALUE: Objective 3 for 2016: As a first step towards ensuring business excellence, implement the approved OSWG recommendations so AgGateway is set up to operate as recommended for 2017. Evaluate prior strategic plans effectiveness to identify potential areas of improvement.

The original Objective 1 - Defining AgGateway's current scope and determining a desired increase for the three years ending in 2018; designing a plan to accomplish that increase, and beginning the plan's implementation, was deemed to be the least important of the Strategic Objectives or in some cases would not even make the list of activities to complete. Although this is the case, the tactics supporting this objective were prioritized as important and can apply to one or more of the objectives above. As a result we include them in the 2016 tactical plan.

Critical Success Factors:

- Increased marketing and communication
- Membership growth and active participation of membership
- Engagement with existing and development of new relationships with allied associations and other relevant groups
- Regular review and definition of Agriculture “future state”
- Effective metrics to measure performance
- Adoption of industry standards & guidelines and eBusiness implementation in all councils
- Organizational financial stability with a dues structure appropriate to member value supporting AgGateway’s vision
- Succession planning for AgGateway leadership
- Adoption of global standards and implementation