**AgGateway draft Vision, Mission and Value Statements**

*Board approved 8-28-20*

AgGateway Vision

*(Rallying cry, aspirational future state)*

[Board mostly liked “universal connectivity”, and staff added the concept of value]

**Universal connectivity to transform data into value**.

AgGateway Mission

*(How to pursue the vision in near term)*

**To develop the resources and relationships that drive digital connectivity in global agriculture and related industries.**

AgGateway Organizational Value Statements

*(The principles or standards by which your organization abides. They are non-negotiable criteria for decision-making in the organization.)*

**Integrity:** We provide a transparent, impartial, inclusive and safe (anti-trust compliant) environment in which our members can collaborate.

**Collaboration:** We foster a productive, collaborative environment where all members have an equal place at the table.

**Innovation:** We pursue creative, workable and globally consistent solutions to our members’ digital challenges, providing value to our members’ businesses and the industry as a whole.

**Leadership and Expertise:** We seek to provide the highest level of expertise, thought leadership and insight on the latest standards and solutions, and relevant connections and collaborations with other organizations to lead the way in digital agriculture.

**Service:** We strive to provide the highest level of service to each of our members by anticipating industry needs, strategically prioritizing activities, and rapidly responding to member input.

**Commitment:** We are deeply committed to driving digital solutions as rapidly and efficiently as possible for the benefit of the industry. We foster that same spirit of commitment within our membership.

###