

ASTA 5-Year Strategic Plan 2025

Advocacy & Influence

Arena: The global marketplace, policymakers and consumers

Promote spice industry interests to key stakeholders and support the ability of the industry to operate effectively and safely

- **Government Representative:**

Advocate for policies that promote a robust spice industry.

- **Global Partnerships:**

Collaborate with global partners, coalitions, and NGOs on initiatives that advance the safety and sustainability of the spice trade.

- **Consumer Engagement:**

Promote the reputation and benefits of spices to consumers.

Food Safety & Global Standards

Arena: The global spice supply chain, from producers to end users, and international partners

Lead initiatives to foster global harmonization of spice standards, in service to food safety, sustainability and global trade

- **International Collaboration:**

Collaborate with industry stakeholders and partners to harmonize global spice standards.

- **Scientific Research:**

Collaborate with the scientific community, industry, and governments on research that advances clear and achievable standards.

- **Promote Compliance:**

Proactively identify emerging risks, develop solutions and tools, and provide education about compliance and safety issues.

Industry Growth & Development

Arena: ASTA members

Foster collaboration, education, and professional skill development and facilitate growth of the spice trade

- **Business Development:**

Enable business development through networking, trade events and cooperation.

- **The Next Generation:**

Cultivate leadership skills, knowledge transfer and networking for emerging leaders.

- **Foster Expertise:**

Publish timely and relevant industry-wide communications and provide education on critical market information and best practices.

ASTA Revenue & Resources

Arena: Expanding the capacity of ASTA, developing resources and staff.

Expand ASTA's ability to perform and advocate for the spice industry effectively, and achieve stated goals and initiatives

- **Financial Growth:**

Sufficiently increase annual revenue to enable and expand current and new initiatives.

- **ASTA Staff & Capabilities:**

Expand ASTA technical and administrative staff to support members and advance expanded goals.

- **Expand Membership & Global Outreach:**

Grow membership to include new global markets and segments.