

# STRATEGIC PLAN

## MISSION

The expert voice of the U.S. spice industry in the global market.

## VISION

Ensure the supply of pure, safe spice, and shape public policy to advance the global industry.

### ADVOCACY

### FOOD SAFETY

### COLLABORATION

#### GOALS

**Representing U.S. industry interests & fostering regulatory compliance.**

**Proactively enabling food safety through research, education & collaboration.**

**Fostering an engaged and informed membership.**

#### BOARD-IDENTIFIED STRATEGIES

**Domestic:**

*Advance relationships with U.S. agencies to collaborate and influence.*

**International:**

*Build relationships and collaborate with industry stakeholders and global organizations.*

**Emerging Issues:**

*Continuously scan to identify opportunities and positively position the U.S. spice industry.*

**Expertise:**

*Support member compliance through ASTA's benefits, and resources.*

**Expertise:**

*Provide the tools and expertise to facilitate food safety understanding and compliance.*

**Horizon Scanning:**

*Maintain open channels to collect and proactively inform members of emerging food safety risks.*

**Global:**

*Collaborate with international organizations to identify and address food safety issues.*

**Engagement:**

*Harness member expertise to deliver value against industry priorities.*

**Leadership:**

*Develop the leadership necessary to achieve ASTA's mission.*

**Connectivity:**

*Facilitate robust and diverse networking opportunities for members.*

**Communications:**

*Produce timely and relevant industry-wide communications.*