

# 2015-2016 Ag Retail Council Strategic Plan Last Updated January 2016

**Mission:** The Ag Retail Council's mission is to be the champion for the retailer in eAgriculture.

## **2015 Ag Retail Council Goals:**

1. Actively recruit new members
2. Identify top 3 Pain Points and Actions for Resolution
3. Engage AgGateway environments that aligns and provides value to Ag Retail members
4. Continue to seek opportunities to align closer with associations to promote the benefits of AgGateway and Ag Retail

## **Objectives & Tactics:**

- Goal #1: Actively recruit new members
  - Objective – Obtain 3 New Active Members
    - Tactic
      - Utilize existing members to help suggest/recruit New Active Members for participation in Ag Retail Council activities by end of Q1 2016
      - Update any current Ag Retail publications for needed distribution by end of Q2 2016
        - Invitations for potential members to MYM a good opportunity
- Goal #2: Identify top 3 Pain Points and Actions for Resolution
  - Objective – Identify top 3 Pain Points and develop Action Plans to move forward with possible resolutions
    - Tactics
      - Create Task Force to identify top 3 Pain Points by Jan 2016
      - Develop Action Plan for each of the Pain Points by end of Q1 2016
      - Get Ag Retail member approval and develop plan for execution on resolution steps by July 2016 (MYM activity)

- Goal #3: Engage AgGateway environments that aligns and provides value to Ag Retail members
  - Objective – Engage xx % of Ag Retail Members to participate in AgGateway Councils, Committees and Projects
    - Tactics
      - Identify and Measure current activity by Ag Retail members in AgGateway environments by end of Q1
      - Create dashboard to show Ag Retail involvement by June 2016 (MYM)
      - Develop plan to achieve xx % engagement by July 2016 (MYM activity)
- Goal #4: Continue to seek opportunities to align closer with associations to promote the benefits of AgGateway and Ag Retail
  - Objective – Continue to work with ARA, State Associations
    - Tactics
      - Identify current contacts with ARA and State Associations by end of Q2 2016
      - Identify different topics that need to be shared with these groups by end of January 2016
        - Tonnage Reporting
        - AIDC
        - Data Standardization
        - Open Access to GLN
          - Easier process for GLN creation