



# 2023 – 2027 Strategic Plan

**Our Mission:** *Provide cost-effective applied agricultural research, demonstrations, and extension for producers to facilitate greater returns to farms by providing economically and scientifically sound information that enables our clients to make informed decisions.*



## Renowned Crop, Forage and Livestock Research & Innovation Centre



## Respected, Unbiased Information Exchange



## Forward-Thinking, Highly Engaged Board, Staff, and Membership



## Experts at Measuring and Communicating our Impact

Key Initiatives

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| <ul style="list-style-type: none"> <li>➤ Secure Permanent GRO Base of Operations and Develop Capital Asset Plan</li> <li>➤ Re-engage Crop, Forage &amp; Livestock Committees</li> <li>➤ Expand On-Farm, Field-Scale Research</li> <li>➤ Maintain Innovative Priority Small Plot Research</li> <li>➤ Expand PSI, Commission, and Association Partnerships</li> </ul> | <ul style="list-style-type: none"> <li>➤ Revitalize Marketing, Communications &amp; Information Exchange Initiatives</li> <li>➤ Host Meaningful Information Exchange Events               <ul style="list-style-type: none"> <li>○ Field Days</li> <li>○ Pasture Walks</li> <li>○ Living Labs</li> <li>○ School Tours</li> <li>○ Mental Health</li> <li>○ Online Learning Series</li> </ul> </li> <li>➤ Host Community Engagement Events</li> </ul> | <ul style="list-style-type: none"> <li>➤ Implement Board Succession Plan</li> <li>➤ Develop Board + Staff Orientation Package</li> <li>➤ Implement Annual Staff Performance Plans</li> <li>➤ Implement Strategy Health Checkpoint Reviews</li> <li>➤ Execute Producer Outreach Initiatives</li> </ul> | <ul style="list-style-type: none"> <li>➤ Share Strategy and Gap Funding Requirement with Key Funders</li> <li>➤ Build Impact Measurement Capacity and Capability</li> <li>➤ Implement Testimonial System and Process</li> <li>➤ Leverage Charitable Status to Drive Increased Funding</li> </ul> |
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Success Measures

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| <ul style="list-style-type: none"> <li>• Sustained, long-term funding</li> <li>• Sought-after by industry, post-secondary, government, producers, and commissions for leading research</li> <li>• Credible, high-quality research methods and data</li> <li>• Undeniable part of local producer success</li> <li>• Ever-evolving, innovative research portfolio that does not fear failure</li> </ul> | <ul style="list-style-type: none"> <li>• Majority of work is openly shared with producers</li> <li>• Relevant and unbiased research and extension portfolio</li> <li>• Increased producer attendance and referrals</li> <li>• Sought-after by leading minds and reputable speakers</li> </ul> | <ul style="list-style-type: none"> <li>• Enthusiastic, innovative long-term staff (5+ years)</li> <li>• Enthusiastic, innovative Board; competition for Board seats</li> <li>• Regular influx of new Board members with fresh ideas</li> <li>• GRO is a career destination, not a stepping stone</li> <li>• Increased producer attendance and engagement</li> </ul> | <ul style="list-style-type: none"> <li>• Strong, enduring funder relationships</li> <li>• Financially sound, with a positive outlook</li> <li>• Increased, diverse funder base</li> <li>• Increased county support</li> <li>• Increased multi-year funding agreements</li> <li>• Robust measurement and communication systems + processes</li> </ul> |
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