

STRATEGIC PLAN

of the
Association of American Plant Food Control Officials
*(Initially facilitated on August 4 – 5, 2011,
and then again on October 10 – 11, 2016)*

THE PLAN

Association of American Plant Food Control Officials
(Responsibility of the Long Range Planning Committee)

ASSOCIATION OF AMERICAN PLANT FOOD CONTROL OFFICIALS

Mission Statement

“The mission of the Association of American Plant Food Control Officials is to establish uniform standards that promote consumer protection, environmental stewardship, and provide a forum to achieve regulatory consensus.”

Strategic Objectives

- I. Serve as the leading platform for collaboration on issues, involvement, and participation.
- II. Become the global information resource for the plant food regulatory industry.
- III. Provide innovative and financial resources to maintain and advance the long term viability of the association.

STRATEGIC OBJECTIVES AND GOALS

- I. Serve as the leading platform for collaboration on issues, involvement, and participation.**
 - A. Develop proactive and strategic implementation methods of recruitment efforts for the association and encourage state directors to bring their laboratory personnel to association functions ... on-going
 - B. Develop a concise and easy to understand document that educates new industry and other stakeholders on the typical regulatory process that represents most states, then prioritize its use ... on-going
 - C. Develop a strategy for mentoring new members and developing leadership ... by January 1, 2017
 - D. Migrate association “information” to the website ... on-going

- E. Effectively communicate core principles of the association to stakeholders; to include consumer protection, promote scientific excellence, etc. ... on-going
- F. Explore and potentially pilot an educational research paper seminar at one of the two association meetings provided annually. If successful, determine frequency. Develop criteria, selection committee, contest, etc. and appoint working group by summer 2017.

II. Become the global information resource for the plant food regulatory industry.

- A. Identify new and creative methods to keep the model bill in front of state and federal decision – makers ... review twice annually
- B. Encourage all states to adopt pre-emption laws and regulations to promote commerce and uniformity ... on-going
- C. Develop and encourage the use of a collaborative notification system (*ie. list serve*) when new ingredients are introduced into the marketplace AND scientific approaches and methods being employed to justify use ... initiate the process at the administrator seminar in the Fall of 2017
- D. Appoint a task force to explore, collect, and propose industry – wide guidelines that considers product use, storage, setbacks, labelling, etc., yet allowing for flexibility of use given variables in each state and within each industry ... on-going
- E. Develop processes and justifications the association can use to encourage respective plant food regulatory state agencies to better interact with state fertilizer trade associations and other like agencies on selective subjects, thereby having greater access to proposed legislation in each state AND elevating their potential participation in AAPFCO activities ... on-going
- F. Explore additional efforts to expand the reach and prominence of AAPFCO into global platforms ... address twice annually

III. Provide innovative and financial resources to maintain and advance the long term viability of the association.

- A. Appoint a task force to explore, strategize, and be creative at developing new revenue streams for the association ... on-going