



Strategic Plan—Executive Summary

The Ohio Agribusiness Association (OABA) is a trade association originally established in the late 1800s to represent the best interests of businesses that serve Ohio agriculture. Businesses who make up OABA membership are in manufacturing, wholesale, and retail and represent business sectors ranging from agronomic inputs (seed, plant food, crop protection), livestock feed and nutrition, grain marketing, insurance, equipment to financial services. With over 250 members and with a board that includes members or employees of OABA members, OABA is the leading advocate for Ohio agribusiness.

OABA's Mission

The leading advocate for Ohio agribusiness by creating a sustainable business climate through collaborative policy leadership, continuous education and effective communication

OABA GOALS

1. Become the authority on legislative and regulatory issues affecting our members
2. Deliver effective and dynamic education to attract, retain and develop talent
3. Produce and broadcast timely and quality communication
4. Increase revenue through broadening and diversifying our membership

KEY PERFORMANCE AREAS

BECOME THE AUTHORITY ON LEGISLATIVE AND REGULATORY ISSUES AFFECTING OUR MEMBERS

- Establish contact relationships with key legislators and regulators
- Influence policy that is supportive to OABA members
- Educate and promote industry positions

DELIVER EFFECTIVE AND DYNAMIC EDUCATION TO ATTRACT, RETAIN AND DEVELOP TALENT

- Deliver quality and timely education programs relevant to the talent development of our members (curriculum centers on government compliance, business management, technology transfer)
- Establish OABA internship program

PRODUCE AND BROADCAST TIMELY AND QUALITY COMMUNICATION

- Position OABA as relevant partner in supporting member success and sustainability
- Rebrand OABA to create new look reflective of new mission
- Develop and distribute timely and compelling communications to targeted audiences
- Develop communities—social

INCREASE REVENUE THROUGH BROADENING AND DIVERSIFYING OUR MEMBERSHIP

- Increase membership
- Increase dues and revenues
- Build a reserve