

# WHO IS OABA?



The Ohio Agribusiness Association (OABA) is a trade association established in the late 1800s to represent the best interests of businesses serving Ohio agriculture.

OABA member companies and their employees are committed to supplying modern agriculture with the basic needs and essential support necessary to grow Ohio's number-one industry. Our membership includes businesses in manufacturing, wholesale and retail, which represent business sectors including agronomic inputs (seed, plant food, crop protection), livestock feed and nutrition, grain marketing and operations, insurance, equipment and financial services.

With more than 240 members and a board including members or employees of OABA members, OABA is the leading advocate for Ohio agribusiness.

## OABA'S MISSION STATEMENT

Advocating for Ohio agribusiness by creating a sustainable business climate through collaborative policy leadership, continuous education and effective communication.

## OABA GOALS

1. Educate, engage and influence public officials and strategic partners on policy issues affecting our membership.
2. Deliver effective and dynamic education to attract, retain and develop talent.
3. Produce and broadcast timely and quality communication.
4. Increase association revenues to more effectively meet members' needs.



## KEY PERFORMANCE AREAS

**Educate, engage and influence public officials and strategic partners on policy issues affecting our membership.**

- Establish and maintain strong relationships with key legislators and regulators.
- Influence policy that is supportive to OABA members.
- Educate and promote policy positions through industry collaboration and leadership.

**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.
- Identify and establish new programs and/or activities to engage the next generation of agribusiness employees.

**Produce and broadcast timely and quality communication.**

- Develop and distribute timely and compelling communications to targeted audiences.
- Enhance social media efforts to engage consumers in conversations related to the industry.
- Evaluate and update the current website to provide a more useful, engaged experience for the user.

**Increase association revenues to more effectively meet members' needs.**

- Retain and grow our membership.
- Diversify our revenues.
- Grow our reserves.