**Advancing Agriculture in the States**

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NASDA believes in partnerships and coalitions with key stakeholders, legislators (state and federal), and trade associations (domestic and international). Budget allocation by NASDA aligns with key issues and is transparent, as are all of our programs.

NASDA’s tactics support the strategic initiatives, which carry out the business objectives of our mission statement and strategic intent statement.

**Mission Statement**

NASDA grows and enhances agriculture by forging partnerships and creating consensus to achieve sound policy outcomes between state departments of agriculture, the federal government, and stakeholders.

**Why?**

Because there are urgent key issues that we are all facing right now.

**How?**

- Identify the Focus
- Assemble the Team
- Nurture the Discussion
- Achieve the Results
- Communicate the Message

**What?**

NASDA offers a nonpartisan voice based on governance, prioritization, and focus on regulatory concerns.

**Where?**

NASDA works with state departments of agriculture across all 50 states in the U.S. and four territories.

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In the coming years, NASDA will be strategic about everything we do. To that end, hold us accountable for the following strategic intent statement:

To effectively serve consumers and stakeholders, NASDA will amplify its credible expertise in its unique nexus between industry and the federal government to influence priority policies and programs in agencies and Congress.

What being strategic means to us:

1. NASDA will define and pursue outcomes for NASDA's tier one policies that enhance return on investment for state departments of agriculture.
   - This means increasing NASDA's impact by leveraging the networks of state directors, secretaries, and commissioners of agriculture.

2. NASDA will increase and diversify its funding and resources.
   - This means enhancing our sponsorship system and offering a portfolio of services as a means of securing additional funding.

3. NASDA will create and maintain alignment between affiliate organizations, governance structure, staff, board, members, and allocation of resources.
   - This means our internal structure, affiliate relationships, and leadership development model have an established relationship management process which tracks implementation of the plan.

4. NASDA will increase its human capital capacity through improved member engagement and new partnerships.
   - This means having a robust engagement proposition for members and all partners – both traditional and non-traditional – that creates new venues for dialogue.

There is a corresponding action plan in place for each strategic initiative, led by a NASDA member “Champion”. To see these plans in action, visit www.NASDA.org.

Our momentum is growing. Are you on board?