January 2014 NISA Producer Board Meeting: Discussion Topics and Action Plan

1. Developed a plan for a long-term organizational structure and diversified funding
2. Developed action plan with clear quarterly goals
   a. Clarify NISA’s role as an entry-level crop-specific sustainability federation with grower groups and the supply chain
   b. Ensure startup and long-term funding stability
   c. Identify key staff additions and leadership
3. Improve the public face of NISA with upgraded website and other communications
   a. Clearly define NISA’s mission relative to other sustainability programs
4. Discussed outreach to other national sustainability initiatives and potential collaborations, when mutually beneficial
   a. Seek formal and informal ways to partner with other sustainability initiatives in a complementary tiered approach
5. Improve messaging to demonstrate NISA value in sustainability assessment
   a. Develop a donor and board membership packet
   b. Expand work with supply chain to meet their needs
   c. Continue outreach via webinars for larger groups of interest
6. Expand NISA membership
   a. Grow NISA through strategic additions of state and regional producer groups and others
   b. Encourage NGO, public agency, associate and producer member communication and support
7. Continue to expand field pilots among NISA's federation of organizations
   a. Publish NISA's novel statistical procedures in scientific journals and communicate value to potential producer and supply chain partners
   b. Continue to expand new regional commodity projects on a national basis