



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