

Council for Healthy Food Systems

3-YEAR STRATEGIC PLAN

Adopted October 2021

The Council for Healthy Food Systems' mission is to build community, educate policymakers, and inform the public on healthy food systems, namely diversified local and regional food systems that are healthy, safe, economically sound, and environmentally sustainable.

Our organization develops information to educate farmers, consumers, elected officials, and media on the systemic changes needed to establish healthy food systems, from the soil to the eater.

And we don't stand alone. We build partnerships with and among agricultural, civil, business, and community leaders to bring people together to solve the complex issues we face through systemic, transformative action.

GOAL 1: Educate farmers and consumers about what healthy food systems are and how to build them

Objective 1: Define what a healthy food system, from soil through production, processing, storage, distribution, consumption, and waste.

Objective 2: Provide training for farmers in regenerative farming and ranching, with an emphasis on both ecological and economic health. Steps will include:

- Produce and distribute videos from annual conference taken from presentations and from speaker and attendee interviews.
- Seek grant funding to offer workshops to farmers on production and direct-to-consumer marketing of meat, poultry, and eggs.
- Develop strategic partnerships with groups that are providing training in regenerative farming in order to build collaborations and broaden audience base.

Objective 3: Educate consumers on the interconnections among soil health, food quality, environmental concerns, economic development, and the need for systemic change. The desired result will be a strong base of informed consumers who can take action both in purchasing decisions and civic engagement. Vehicles of communication will include a bi-monthly e-newsletter on informed eating and informed activism, videos (produced at the annual conference or developed to address specific topics), and social media campaigns.

GOAL 2: Bring together organizations working on these issues to improve communications & build movement capacity

Objective 1: Convene meeting with allied organizations in connection with the annual conference, reaching out to groups within Texas, New Mexico, Louisiana, Oklahoma, and Arkansas.

Objective 2: Develop and host ongoing communications with and among those organizations, with specific objectives agreed upon by the collaborators.

Objective 3: Expand outreach and education to youth by collaborating with existing youth programs to help connect them with resources and to promote and expand their influence; and seeking funding to hire staff to coordinate youth programs and identify resources and curriculum.

GOAL 3: Build a sound financial and organizational structure

Objective 1: Complete a strategic plan with Board involvement and buy-in.

Objective 2: Produce an annual report that evaluates our work and our impacts.

Objective 3: Develop clarity in our relationship with Farm and Ranch Freedom Alliance.

Objective 4: Expand the Board by adding at least 4 Board members by 2023, including:

- People from underrepresented communities.
- People with skills in hosting fundraising events.
- Business leaders in alignment with CHFS' goals and values.
- People with philanthropic backgrounds as funders or fundraisers.

Objective 5: Increase funding to \$150,000 annually by 2025. This will be accomplished by:

- Applying for grants for Education and Collaboration Programs from family foundations and USDA.
- Creating a fundraising committee.
- Hosting special events and soliciting sponsorships for those events.
- Creating a fundraising plan based on donor research.
- Providing fundraising training to Board members.
- Involving Board members in fundraising projects.

Objective 6: Meet staffing needs to insure organizational sustainability.

- Raise Executive Director's salary to be more competitive with nonprofits of similar size.
- Hire one additional FTE staff (or multiple part-time contractors or employees) to assist with CHFS' expanded operations, especially special events, grants, and programming.