Strategic Plan: Approved 2019

We have defined priorities within each of the strategic pillars to strengthen focus on what matters most to the industry.

1. **Lead the food industry to anticipate and address the collective needs of consumers**
   - Effectively communicate the role of FMI in the food industry
   - Update and modernize brand and messaging to reflect FMI’s mission and strategy

2. **Increase breadth and depth of membership and industry engagement**
   - Expand into targeted membership categories in a focused way
   - Track member engagement and satisfaction holistically to ensure FMI is providing maximum value
   - Leverage other industry association partners to advance members’ interests and priorities

3. **Advocate, collaborate, and educate to deliver the core value proposition**
   - Define FMI’s role on common “future of work” topics
   - Inspire members to enhance their health and well-being strategies
   - Identify high priority emerging issues on behalf of members

4. **Address the most pressing and emerging industry issues**
   - Refine the existing plan for each FMI function delivering on FMI’s value proposition
   - Ensure continual and differentiated delivery of valuable products and services to every member

5. **Innovate operating model as catalyst for value delivery**
   - Ensure the FMI Board is a body that can prioritize and make good governance decisions
   - Evolve FMI’s roles, related responsibilities, and accountability metrics
   - Enable value delivery through continued sound financial practices