Strategic Plan – Defining Priorities

FMI 2019 strategic priorities by pillar

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.
   • 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.

4. Address the most pressing and emerging industry issues.
   • 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.

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.