



2024-2027 Strategic Plan

Revision Date 2024 January 02

Our Vision A prosperous future for all Manitoba farmers.

Our Mission: Our core mission is to be the voice for farmers, addressing their most important issues. KAP is dedicated to leading progress, promoting transparency, and showcasing farmers' true impact and contribution to key audiences.

Our Values

Integrity

We speak and act with honesty and apply high ethical standards to everything we do.

Evidence Based and Solutions Oriented

We ensure that our decisions, advocacy and actions are grounded in factbased, reliable evidence. We take a proactive approach, focusing on finding solutions to challenges faced by farmers, rather than dwelling on problems.

Collaborative

We cultivate positive relationships with our members, stakeholders, and the broader community and cooperate with others to multiply the impact of our efforts.

Key Result Areas and Strategic Objectives

| Advocacy | Engagement and Outreach | Regulatory Modernization | Governance and Funding |
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| Provide a unified voice for Manitoba's farmers and advance the key policy objectives in the sector by working with members, stakeholders and all levels of government. | Develop a cohesive narrative centered on fostering trust in Manitoba farmers and in the agricultural community. This narrative will evolve over time to enhance relevance and establish robust connections among government bodies, the public, agricultural stakeholders, and Manitoba farmers. | Develop initiatives that will potentially mitigate regulatory risk related to further legislation and oversight for Manitoba farmers. | Develop and implement a plan that stabilizes KAP to ensure long-term delivery of value to its members. |
| <ol style="list-style-type: none"> Enhance government and industry relations. Build strategic coalitions to ensure unification on key issues. Educate key decision makers on the opportunities and challenges of modern agriculture. Facilitate cross-sectoral dialogue and partnerships to develop unified strategy and voice. | <ol style="list-style-type: none"> Build trust in Manitoba's farmers Establish KAP as a trusted authority with a clear value proposition. Explore modern, appropriate communication mechanisms to communicate with KAP stakeholders. | <ol style="list-style-type: none"> Lead FarmSafe Manitoba and develop tools and resources to promote safe and healthy farm operations. Implement the KAP labour strategy, by prioritizing collaboration with key stakeholders to support the development of a sustainable agricultural workforce. Lead and support the administration of the Manitoba Environmental Farm Plan. Build a strategy directed at sustainability and climate programs, aimed at meeting farmer, social and governmental policy objectives. Implement a system for foresight and prioritization of issues that KAP needs to focus on. | <ol style="list-style-type: none"> Modernize KAP's governance and develop systems that ensure compliance. Modernize KAP's structure and funding model to ensure that the organization is financially sustainable for the long-run and represents modern farming operations. |

Underpinned by Communication and Transparency:

We achieve our goals by ensuring communication and transparency are foundational to everything we do. We work to build trust, engage stakeholders, and ensure that the actions and impact of KAP are clearly understood.