



**Oregon Tilth Strategy
2009 - 2014**

Double in five years to expand support of Vision and Mission

Differentiate on Quality

Expand services to CEs and members

*Vision: We envision a world
where agriculture
and food systems work
for the benefit of peoples and
the environment.*

Executive

- Develop and ensure collaborative execution of OT strategy
- Select and develop strategic partners aligned with the OT Vision and Mission
- Optimize use of Bequest Funding
- Expand strategic services to CEs and members

Certification

- Leader in quality and valued accreditations
- Industry positioning for opportunities and response to threats
- Focused growth, account management, geographic expansion and niche selection
- Selective synergistic acquisitions

Research & Advocacy

- Provide cohesive research agenda, data, and support on behalf of OT client base
- Financial support partner

Education

- Expansive education provided on the “Why” and the “How” of sustainable agriculture
- Education reaches both the consumer back yard garden and the commercial, institutional arena

People

- OT is the leader in employing and advancing exceptional qualified people ensuring future leaders of OT
- Org structure empowers people to reach strategic goals

Communication

- Expand external and internal awareness of programming
- Linkage to current trends (ie green, clean energy) with progressive communication formats

Technology

- Scalable and innovative technology provided to meet the business needs
- Provide meaningful metrics, analysis, and data

Finance

- Support the growth strategy with pertinent, timely information, effective systems, and analysis
- Fiduciary guidance of strategic investment and financial policies

Mission: Oregon Tilth, Inc. is a 501(c)(3) nonprofit organization that supports and promotes biologically sound and socially equitable agriculture through education, research, advocacy, and product certification.