



## 2016/2017 Strategic Plan Summary

**Consumer Access** *Objective: Make plant-based foods more accessible*

**RETAILER ENGAGEMENT PROGRAM** *to stock more plant-based foods and increase visibility*

1. Educate retailers about plant-based food categories and consumer trends
2. Engage retailers to make it easier for customers to locate plant-based foods
3. Create PBFA certification for retailers to promote plant-based foods
4. Develop partnerships with retailer dietitians and offer educational materials

**FOOD SERVICE PROGRAM**

1. Create training materials to increase plant-based menu items that incorporate members' foods in college and university dining services and offer trainings to chefs
2. Conduct outreach to college campuses to increase availability of plant-based foods
3. Create database of members' foods and recipes

**Policy** *Objective: Leveling the playing field, creating a conducive regulatory environment*

1. Update FDA labeling regulations to be friendly to plant-based foods
2. Remove/reduce anti-competitive advantages of meat, egg, and dairy industries
3. Update Dietary Guidelines for Americans to recommend reducing animal foods and increasing plant-based foods consumption
4. Improve federal school food guidelines to incorporate more plant-based options, including Child Nutrition labeling standards for approved foods in schools

**Public Relations** *Objective: Establish PBFA as go-to experts and leading authority on the plant-based foods industry*

1. Illuminate significant trends and promote benefits of plant-based foods
2. Conduct outreach to reporters and bloggers to promote policy priorities
3. Social media: Facebook, Twitter, Instagram, YouTube

**Membership** *Objective: Develop a diverse, active, and engaged membership*

**Fundraising** *Objective: Develop a diverse donor base and create revenue opportunities*