



## Strategic Plan Summary – 2018

### Policy Agenda

- A. Labeling / Statement of Identity
  - 1) Defeating the Dairy Pride Act
  - 2) Standards Committee work to create consistent names for:
    - a. Milk alternatives
    - b. Cheese and other dairy alternatives
    - c. Meat alternatives (2019)
- B. Farm Bill platform
  - 1) Support specialty crops
  - 2) Support other plant-based ingredients
  - 3) Support organic crops
  - 4) Support subsidy reform for animal feed crops
  - 5) Support checkoff program reform
  - 6) Oppose insertion of “Dairy Pride Act” or similar language
- C. Dietary Guidelines for Americans: Support plant-based emphasis
- D. Support reform of checkoff programs for animal products
- E. Climate change: be a resource for action plans at state and local levels

### Consumer Access

#### Retailer Engagement Program

- 1. Education on trends, opportunities, category dynamics, terminology
- 2. Engage retailers to make it easier for consumers to locate plant-based foods, e.g., increased visibility with signage, align proper merchandise with signage
- 3. Develop partnerships with retailer dietitians, create educational materials

#### Certification Program

Work with third-party certifier, [NSF](#), to create a robust program that would offer companies a PBFA-defined, “plant-based” seal of for their products.