

Strategic Plan



Strategic Plan

1 - Stakeholder Engagement

2 - Mission Statement

- Facilitate the growth and development of a hazelnut industry through advocacy, education, information sharing, research initiatives, collaboration and support for the entire value chain

3 - Vision Statement

- Help to lead the development of a sustainable hazelnut industry that provides a premium and profitable product that is sold in and exported from Ontario.

Strategic Plan

4 - Analysis

- i) Information Gathering (Internal and External sources)
- ii) Environmental Scan (SWOT and PESTO)

5 - Critical Issues Identified

- i) Technical Knowledge
- ii) Industry Knowledge
- iii) Board Cohesion
- iv) Funding

Strategic Plan

6) Strategic Goals and, 7) Action Plans

- i) Supply Chain Assessment

- ii) Cultivar and Data Selection

- iii) Industry Statistics and Data

- iv) Market Development

- v) Organizational Capacity and Memorandum of Understanding

Strategic Plan - Progress...

Goal 1 & 4 - Supply Chain Model & Market Development

New Canadian Agricultural Partnership grant for the OHA

- 2 year project
- Develop a Supply Chain Assessment and Marketing plan for Ontario Hazelnuts
- Kim Earls to take the lead on the project

Strategic Plan - Progress...

Goal 2 - Cultivar Data & Selection

2016 Trial Grower

2020 - 2025 Hazelnut Cultivar and EFB Special Initiatives project has just been approved.

Strategic Plan - Progress...

Goal 3 - Collect Industry Stats and Data

- Compile existing data
- Identify additional data to be collected
- Streamline processes
- Create a schedule for CRM collection

Strategic Plan - Progress...

Goal 5 - Organizational Capacity & MOU

- Our Memorandum of Understanding expired in September, 2019
- Work with Ferrero

Strategic Plan - Summary

- We have laid the groundwork
- We need to continue down the path and see it through
- We will need everyone's support to be successful

Thank You!