

Alberta Canola 5 Year Strategic Plan

2024/25 – 2028/29



Vision

Empowering the world's most successful canola growers.



Mission

To support the long-term success of canola growers in Alberta through research, extension, public engagement, and advocacy.



Strategic Principles:

- 1** | **Alberta Canola will be a grower centric organization** with a focus on engagement and meeting the needs of growers to ensure their long-term success.
- 2** | **Alberta Canola will ensure canola is recognized and valued** for being a safe and healthy product that is grown sustainably.
- 3** | **Alberta Canola will collaborate and build trusted partnerships** to market, educate, and share knowledge of agriculture through the efficient and effective delivery of programs to the public and stakeholders.
- 4** | **Alberta Canola's research and outreach programs will be innovative** and provide long-term value to growers.
- 5** | **Alberta Canola advocacy will ensure the voice of the growers are heard** as an integral component to policy development.
- 6** | **Alberta Canola governance will ensure the Board fulfills their fiduciary responsibility** and stewardship of the Commission with a high-level of engagement to deliver on the mandate and provide the oversight to protect the integrity of the Commission through compliance with Legislation, Regulation, Bylaws, and Policies.

Strategic Goals

2024/25 – 2028/29



Goal 1

Growers are engaged and realize the benefits and collective return on investment from Alberta Canola programs and services.



Goal 2

Alberta Canola is recognized as a trusted source for credible information on all aspects of canola in Alberta.



Goal 3

Operational effectiveness will be driven through professional development, innovation, open communication, collaboration, and use of current technology.



Goal 4

The Board governance model will be based on best practices to ensure the human and financial resources are available to achieve the Commission's mandate.



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