## Vision:
Maintain profitability and growth of Ohio’s beef industry.

## Mission:
Member focused and issue driven to represent the business interests and way of life important to Ohio’s cattle families.

### Advocacy/Representation

Serving as the voice of Ohio’s beef industry to advance the interests of our members in areas important for a profitable and growing beef community, by:

- Encouraging member engagement in the regulatory and legislative process and increase association lobbying efforts
- Seeking new allies through relationship building with like-minded organizations
- Influencing and monitoring state and federal legislation and regulations and identifying priority issues
- Demonstrating value to members regarding advocacy efforts

### Communication/Information

Serving as the respected authority and “go to” place for information regarding the beef industry, by:

- Cultivating media relations and maintaining a readiness to respond to crisis
- Providing focused member communications
- Developing and educating future leaders, members and Board of Directors
- Speaking for the Beef industry in Ohio

### Membership & Youth Development

Creating a growing membership organization through strong programs for recruitment and retention with preferred member benefits and youth opportunities, by:

- Increasing grassroots policy input
- Developing retention plans to keep loyal engaged members
- Implementing recruitment plans to gain new members
- Coordinating ongoing youth development programs
- Focusing efforts on engaging young producers to bridge youth programs into OCA
- Creating education programs for members
- Cooperating with educational entities to facilitate professional and industry enhancement opportunities

### Sustainability

Preserving opportunities for future generations with the highest integrity, by:

- Maintaining a commitment to family and community
- Maintaining and improving land and environment
- Promoting food safety
- Fostering livestock welfare
- Promoting the responsible use of technologies to maximize industry efficiencies
- Developing decisions based on sound science and research
- Promoting economic viability

### Organizational Effectiveness

Combining the financial, volunteer and staff resources to effectively deliver on OCA’s mission, by:

- Aligning talents and skills of professional staff with the strategic priorities of the association
- Maintaining financial integrity and stewardship
- Utilizing technology to maximize efficiency in management and governance
- Developing opportunities for staff professional development

### Ohio Cattlemen’s Foundation

501 (c) (3) non-profit, public charity advancing the future of Ohio’s beef industry

- Developing expanded marketing for Foundation donors
- Coordinating Foundation fundraising events
- Increasing beef license plate sales
- Growing leadership development programs for next generation

Adopted June 13, 2017