



Ohio Cattlemen's Association

2020-2023 Strategic Plan

Adopted August 13, 2020

Vision

Maintain profitability and growth of Ohio's beef industry

Mission

Member focused and issue driven to represent the business interests important to Ohio's cattle families.

Advocacy

Serve as the voice of Ohio's cattle industry to advance the interests of OCA members and work to enhance the business climate necessary for industry profitability and growth. Demonstrate value by keeping members informed on legislative and regulatory issues and successfully delivering on industry priorities. Encourage member engagement in the policy process at the state and federal level and grow OCA's influence and lobbying efforts.

Leadership

Serve as the trusted leader and respected source of industry information for Ohio's cattle and beef industry. Develop the current and future leaders of Ohio's cattle industry. Foster youth development opportunities through association programs.

Education

Provide educational programs for OCA members to strengthen their individual businesses and the cattle industry. Collaborate with others to facilitate professional and industry enhancement opportunities. Incorporate sustainability practices into educational programs to improve the environment and preserve opportunities for future generations.

Excellence

Create a growing organization that effectively serves the needs of its members by combining the financial, volunteer and staff resources to successfully deliver on OCA's mission. Align talents and skills of professional staff with the strategic priorities of the association. Maintain financial integrity and stewardship and utilize technology to maximize efficiency in management and governance.