

STRATEGIC PLAN 2020 – 2025

Roadmap to a Sustainable Future: Executive Summary

Mission		Vision		
NFL Canada is a leader in “teaching teachers” with science-based, curriculum-aligned plant nutrient resources, programs and initiatives. We work collaboratively to demonstrate the role of nutrients in plant production & promote sustainable agriculture and environmental stewardship.		The soil beneath our feet is the foundation for achieving world food security. By leading the development and delivery of plant nutrient educational programming we ensure Canadians are informed and contribute solutions that sustainably grow healthy plants and protect our land, air and water for future generations		
Core Values				
Passion: Our team operates with a positive attitude and an energetic commitment in connecting the education system with the agricultural industry	Life-Long Learners: We leverage the extensive knowledge and expertise in our network to deliver the highest quality programs, while operating with an open mind to continuous improvement	Accountability: As a non-profit we are ethically responsible for executing our mission while meeting the needs of our stakeholders internally and externally	Stewardship: We act and educate in ways that protect our land, air and water for future generations	Integrity: Our strong morals for delivering quality, science-based programming builds trust and fosters positive relationships across the nation
Pillars of Success				
Quality Programs: Science-based resources and initiatives that are connected to curriculum and offer modern, hands-on interactions to engage and empower youth (“NFL Programs”). 4R Nutrient Stewardship , soil health, climate change, water security, agricultural best practices, innovation and technology will be at the forefront of resources deployed. NFL Programs will address misconceptions and promote best practices.	Collaborative Partnerships: Continuously build shared value relationships with educators, industry, government and non-profit organizations, specifically focusing on the agriculture and plant nutrient sector, environmental and horticultural groups and Indigenous & Northern Affairs, to strengthen our credibility and ensure the adoption of our resources.	Effective Outreach: Seek diverse communication opportunities to educate, engage and inform youth, teachers and the Canadian public about NFL Programs. NFL communications will scale our reach and frequency for the greatest impact and most effective uptake.	Organizational Excellence: An educational non-profit organization that is unbiased, dynamic, innovative and responsive in order to best meet the needs of industry and society. All operational components of NFL, from the Board of Directors to Committees, Executive Director and Regional Managers, strive to be active, efficient & responsible contributors to NFL Programs.	
Plan Highlights				
Growing suite of programs & resources for each grade K-12, plus ongoing education of teachers.	New student engagement tools to build on Journey 2050 sustainability & stewardship resources.	Growth in national and regional partnerships, recognition and financial support.	Excellence in communications including French and English web-based materials, localized programming and social media and sharing platforms.	
Measuring Progress				
Year-over-year increases in students reached, teachers engaged, materials downloaded, learning gardens.	Growth in regional representation, teacher presentations and organizational partners in each province and territory.	Sustainable financial and organizational plans including Board succession, continued transparent audited annual budget.	Annual communications audits, analytics and web-based reporting.	