



## Vision

Agriculture leading a growing and prosperous Iowa.

## Mission

To create a vibrant future for agriculture, farm families and their communities.

## Core Values

Integrity ~ Grassroots ~ Innovation

## 2018 - 2022 Goals

1. Support long term viability of agriculture, entrepreneurs and rural communities
2. Build understanding of the value of Iowa agriculture
3. Develop and engage the best agricultural leaders
4. Be the most influential policy advocacy organization in Iowa
5. Drive membership growth with increased emphasis on farmer members
6. Embrace technology to maximize member involvement and deliver efficient programming