

ANAC 2018-23 STRATEGIC PLAN



ANAC's 2018-2023 strategic plan consists of four pillars which will influence its actions over the next five years.

Pillar 1: Food Safety

Leveraging the Association's technical expertise to promote food safety is the first pillar of ANAC's plan. To accomplish this goal, several areas of focus have been identified. Firstly, the reduction of food safety risks associated with ingredients and feed manufacturing through traceability and accountability measures as well as a more proactive approach to identifying additional risks. A second area of focus is working closely with government representatives to ensure regulations are applied fairly and effectively throughout the feed chain by continuing ANAC's work in lobbying for a risk based approach to oversight in addition to providing input in support of scientifically justified standards. The final goal under this pillar is to influence and shape the regulatory environment to provide members with improved access to new ingredients and markets by working with Canadian and international authorities to develop more efficient procedures for approvals of products and ingredients.

Pillar 2: Communication

With significant changes underway for the feed industry, communication will be vitally important to ensure ANAC members are up to date on the information required to be compliant with regulations and competitive. For this reason, communication is the second pillar of ANAC's 2018 to 2023 strategic plan and includes the proactive development of resources for members. To that end, ANAC plans to develop a communications plan to identify the most effective means of ensuring member needs are properly addressed and that communication from ANAC is received in the most useable format for our industry. As well, ANAC's plan includes increasing the recognition of the benefits of purchasing feed and feed ingredients from ANAC members and the benefits of the FeedAssure® program in helping to ensure safe feed. Finally, ANAC staff will closely monitor government, industry, and media reports to remain informed of developments which could impact the industry and to identify information which is important for our members to receive and understand.

Pillar 3: Growth

To ensure the sustainability of the association for years to come as well as maintain a strong industry voice, growth has been identified as an important pillar for ANAC. The new strategic plan sets goals for recruiting new members in all membership categories as well as ensuring the satisfaction of current members. Increasing the representation of the number of tons of feed produced in Canada by ANA is a key desired outcome. Targets are also set for FeedAssure® to retain existing certified facilities and increase the number of facilities on the program.

Pillar 4: Strategic Resources

To ensure ANAC is able to achieve the ambitious goals set out in its strategic plan, the plan also takes into account allocation of strategic resources. Actions to increase revenue, maintain a reserve fund, and adequately budget for association activities to benefit members have all been included. In addition to funding, an assessment of human resource and expertise needs will also be conducted to identify any areas where continuous improvement must be made.

