

# Letter from the Chairperson Northern Uganda Pig Farmers Cooperative Society

To all NUPFCS Members and those interested in pig farming.

This document contains what the board has identified as goals for the next few years. A lot of work went into this Strategic Plan, but it isn't worth the paper it is printed on if we don't put these words into action. The board, along with our Executive committee, are committed to doing just that. However, we are only a small group and if we are to really make an impact for our industry, we need your help. We would like to encourage you to be involved by serving on a committee, attending a meeting, or just simply providing us your feedback and suggestions. I am excited about all we have accomplished and where we are going.

## **Strategic Plan 2020-21**

- **Goal #1: Increase organizational visibility that results in being a trusted, respected, credible source of information.**
  - a. NUPFCS will identify pork producers in the country
  - b. NUPFCS will work to increase membership numbers, representing producers of all sizes
  - c. NUPFCS will increase allied industry membership to create a stronger network of advocates for the swine industry
  - d. NUPFCS will work to increase positive public image recognition & build relationships with media contacts
  - e. NUPFCS will work with youth swine & livestock organizations
- **Goal #2: Increase organizational visibility with governing entities that results in being a trusted, respected, credible source of information that allows to be proactive verses reactive.**
  - a. NUPFCS will actively work to improve collaboration with other stakeholders to present a unified voice for agriculture in Uganda
  - b. NUPFCS will continue to be active members of statewide organizations that have the potential to impact pig farming in Uganda
  - c. NUPFCS will create, maintain and share data, statistics, and economic impact of pork in Uganda through fact sheets
- **Goal #3: Education of youth as well as current and future producers to ensure long-term sustainability of the pork industry in Uganda.**
  - a. NUPFCS will ensure long term sustainability of the pork industry in Uganda through education of current and future pig farmers.
  - b. NUPFCS will work with youth to create potential employees and lifetime supporters of the industry
  - c. NUPFCS will work to expand areas that can be supported by Operation Main Street Speakers across CO through training and outreach.
- **Goal #4: Reach out to consumers with a unified voice to communicate sustainable pig farming and the nutritional value of pork.**
  - a. NUPFCS will identify & evaluate advertising possibilities focused on lifestyle identified
  - b. NUPFCS will identify events with appropriate audiences to spread positive pork messaging