



## 2018-2020 Strategic Plan Summary

### Mission

Grow Food Northampton's mission is to promote food security by advancing sustainable agriculture in the Northampton, Massachusetts area.

### Guiding Principles

Grow Food Northampton engages diverse populations and partners. We will:

- have a diverse board
- include marginalized voices in decision-making
- deepen partnerships with existing partners
- create partnerships with community organizers
- reach out to organizations in lower income areas to explore partnerships

Grow Food Northampton increases access to local food and land. We will:

- be open and accessible to everyone
- develop a clear vision of what happens on the farm to guide its use and development

Grow Food Northampton is a hub for education, food access, sustainable management, and community building. We will:

- model sustainable land management
- foster use of our land in diverse ways by diverse users
- serve as a hub for quality education programs
- optimize the distribution and impact of the food grown on our farm
- build community on and off the farm

Grow Food Northampton has a clear vision supported by our programs and brand. We will strive for:

- all board members being able to clearly communicate the "brand"
- all stakeholders understanding our mission and where they fit in
- broad public understanding of our programs and mission
- all programs directly supporting the mission
- evaluation of new opportunities for consistency with mission and their ability to reach new audiences with our story, or broaden and diversify audiences

Grow Food Northampton is a well-run organization. We will:

- be a great place to work
- have an active, diverse board
- be financially sound
- respect partners and stakeholders
- be uniquely suited to deliver our programming