



Massachusetts Food Association Strategic Plan 2022-2024

The Massachusetts Food Association represents and promotes the interests of the Commonwealth's grocery and supermarket industry and serves as its unified voice, advocating on behalf of its members and providing a balanced perspective and clear information regarding issues affecting both the industry and the public at large.

Administration/ Board of Directors

➤ **New Leaders Program (NLP)**

Create task force to set guidelines/programming

- Increase **MFA staffing** levels and training/expertise for easy transition
- Explore use of **interns** for special projects/summer
- Recommend **Rebrand** session for 2024 to include succession planning, etc.

Government Relations

➤ Continue **Critical Industry Issues Fund (CIIF)**

➤ **Increase outreach to legislators** via store tours, regional mtgs (tie in NLP)

➤ Continue **PAC** solicitation/expenditure plan

Membership

➤ Re-energize Membership Committee with identifying, **soliciting new** retailers/CPG companies

➤ Explore formalized **regional meetings** – tie in non-members, legislators, NLP

Communications

➤ Develop extensive **Public Relations campaign** showcasing MFA benefits (inc. access to emergency information)

➤ Expand use of **social media**

Convention/ Education

- Host **educational presentations** (webinars) on "hot" topics as they arise
- Continue to **grow convention**, using same winning formula (retool product rollout and 2022 theme)
- Explore “*Do Business in Massachusetts*” meeting