

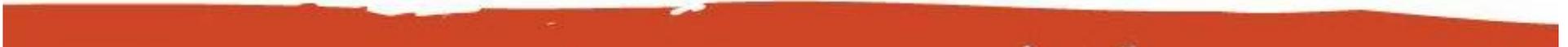
ASTA 2009
Annual Meeting and Trade Show

April 26-29, 2009
Loews Ventana Canyon Resort
Tucson, Arizona

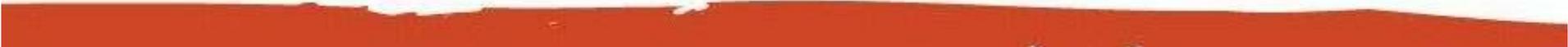


Looking to the Future

Ted Lupina,
Vice President / Secretary



Strategic Plan 2007-2010

- Clean, Safe Spice: Ensure clean, safe spice through education and standards.
 - Credibility: ASTA will become the known authority on “issues” impacting the spice industry.
 - International Dialogue: Facilitate international dialogue and exchange to work toward common goals benefiting the worldwide spice industry.
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Clean, Safe Spice

- Spice Learning Center
 - Prototype developed & standardized
 - Demonstrated to the Board
 - Spice List Prioritized
- Investigate Standards Development

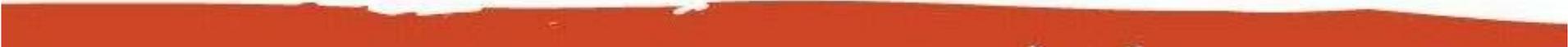
Credibility

- Enhance member communications through electronic newsletters & website
- Member visits
- Increase ASTA's visibility in legislative & regulatory areas

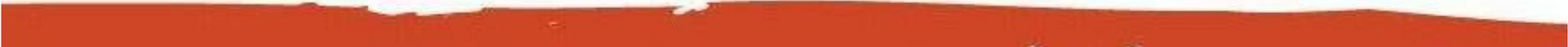
International Dialogue

- Position IOSTA as a viable organization with a mission, strong membership, regular meetings, ongoing initiatives and a rotating chair
 - Support Spices Board of India as new chair
- Strengthen relationships with other spice trade associations

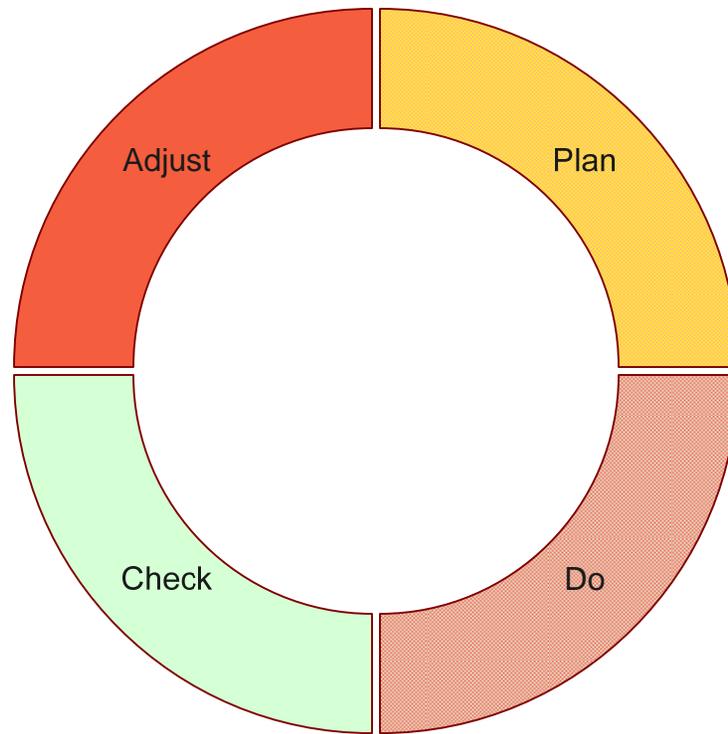
2009 Strategic Plan Development

- Met before the January Board Meeting
 - Used a facilitator
 - Reviewed current plan
 - Utilized pre-meeting input
 - Board
 - ASTA members
 - Tested through situational analysis
 - Draft reviewed
 - Finalized at the April 25, 2009 Board Meeting
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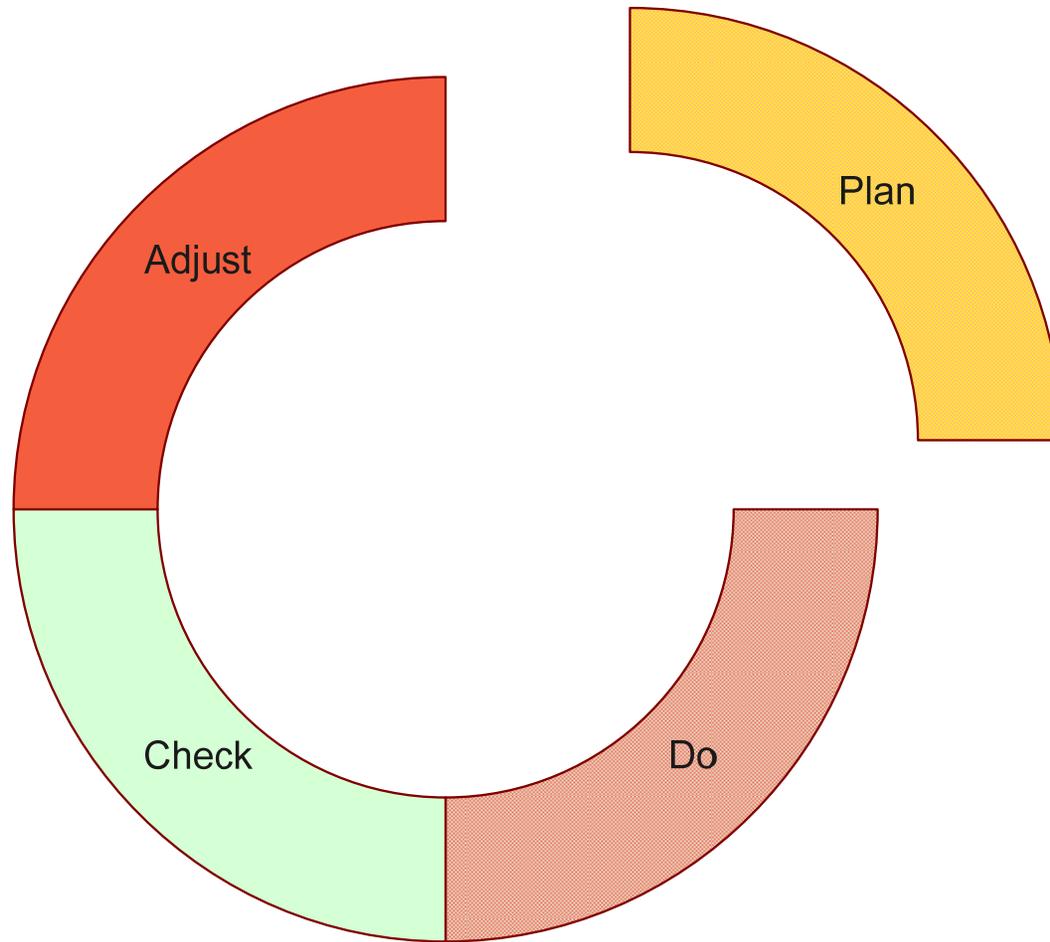
Strategic Planning Ground Rules

- Validate current plan
 - Formulate a clear vision of future challenges
 - Agreement to a vision
 - Identify goals
 - Identify clear influences
 - Focus and let go of non-priorities
 - Get consensus on who we are
 - Plan that will stand test of consensus
 - Generate 2-3 large strategic imperatives
 - Specific marching orders
 - Get a clear message
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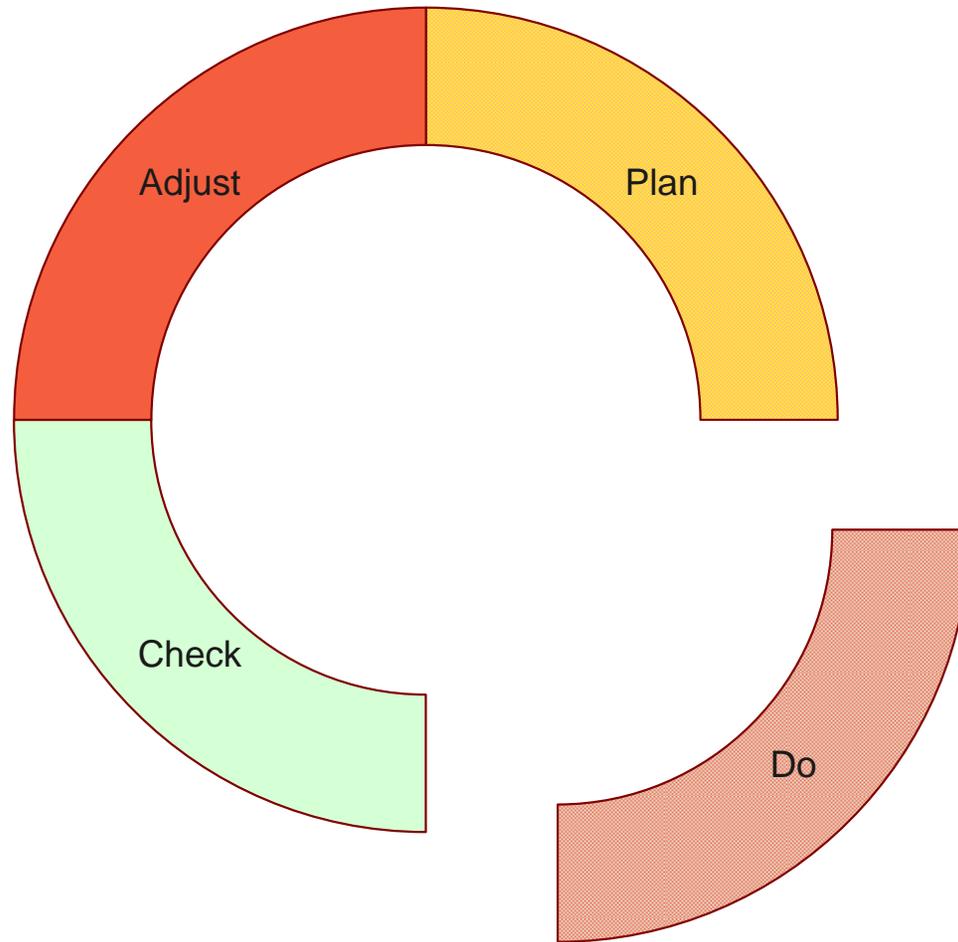
Cyclic Process



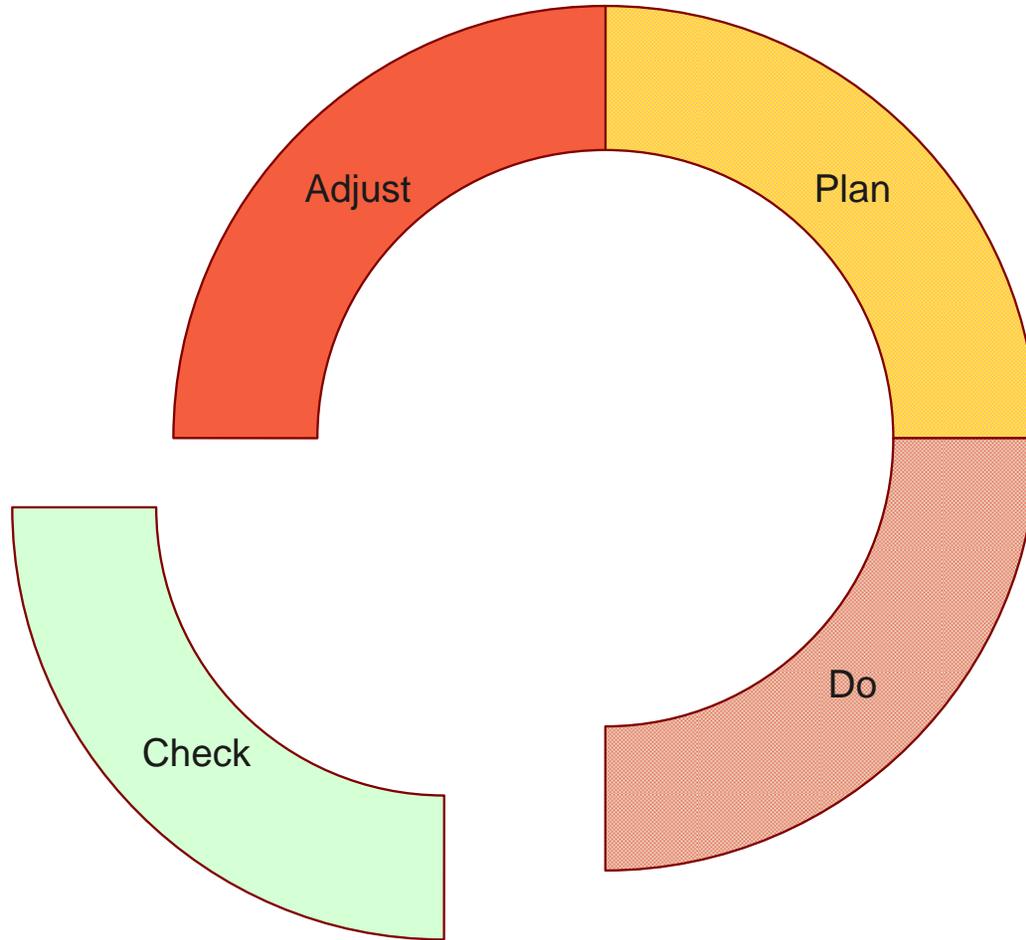
Retreat



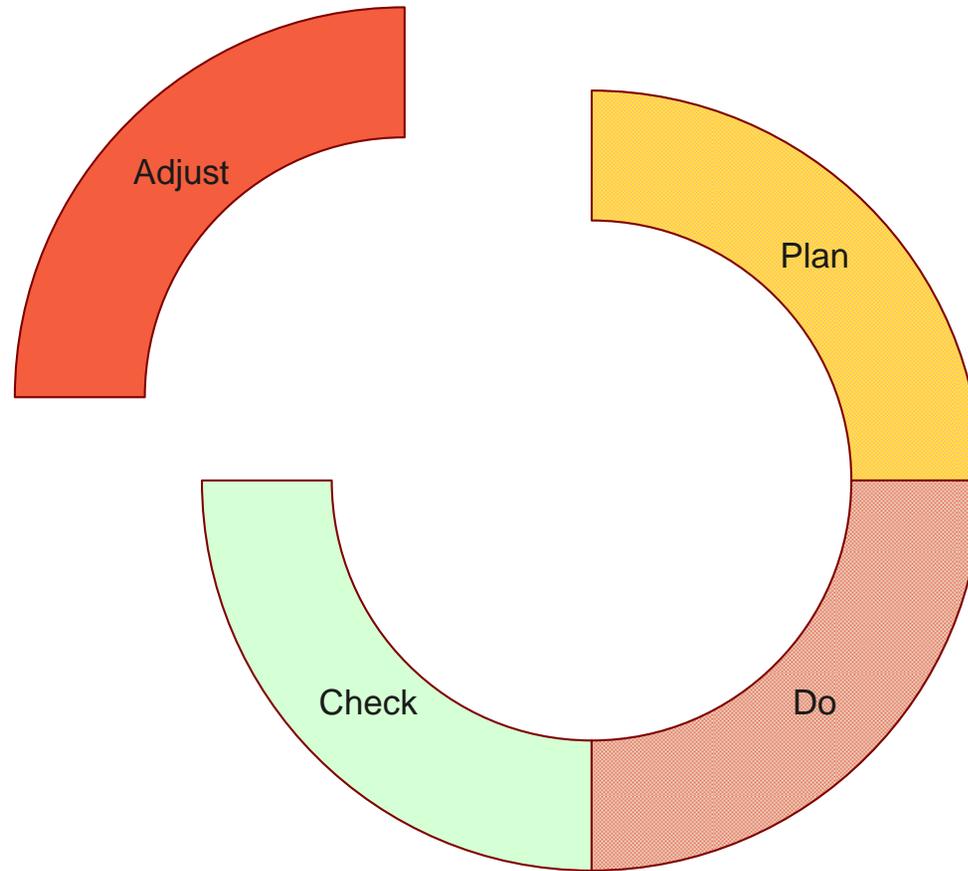
Implement the Plan



Measure Results Against the Plan



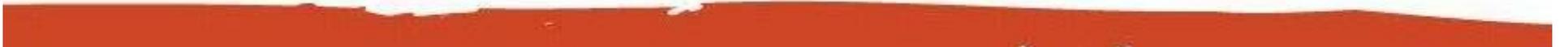
Analyze the Differences



Strategic Plan 2009-2012

- Influence Legislation and Regulations

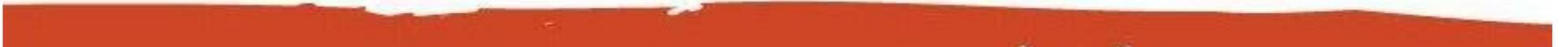
Utilize coalition memberships when possible to maximize impact on legislation and regulations and identify and respond independently to issues specific to the spice industry.



Strategic Plan 2009-2012

- Quality through Education

Ensure clean, safe spice throughout the supply chain by providing key audiences education or access to education.



Strategic Plan 2009-2012

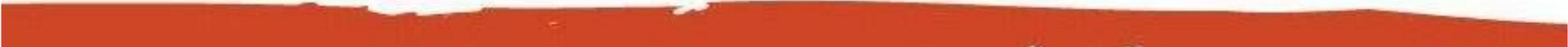
- Food Safety

Provide resources to support industry efforts to ensure food safety.

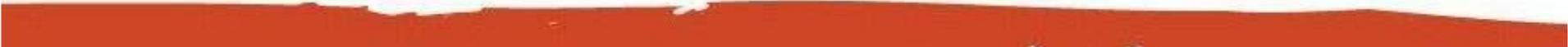
Influence Legislation and Regulations

- Monitor and analyze legislation that is introduced that impacts the spice industry
- Work with coalitions on general food safety and other legislation and regulations to ensure spice industry and import issues are addressed through the coalition position to maximize impact
- On issues specific to the spice industry, develop ASTA position and take appropriate action to advance
- Communicate ASTA activities to membership
- Establish relationships at key agencies to address spice industry specific issues as they arise

Quality through Education

- Establish committee to represent ASTA at IOSTA
 - Develop and implement plan to disseminate GAP Guide through IOSTA members.
 - Develop GMP Guide through IOSTA
 - Incorporate messaging on adulteration and pesticide residues in GAP and GMP Guides as appropriate.
 - Develop ASTA plan on traceability in source countries back to the field (in conjunction with possible mandates through food safety legislation) to present to IOSTA
 - Develop comprehensive ASTA message on competitive advantage of quality products relative to other source countries with farmers and throughout the supply chain to deliver at appropriate venues such as the World Spice Congress
 - Complete first priority spice modules in Spice Learning Center
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Food Safety

- Continue efforts to ensure the availability of ETO and communicate status to members
 - Provide forum for members to access information on microbial reduction techniques, including seminars, Web information, access to providers at trade show
 - Evaluate first year of check sample program with new provider and use member feedback to determine need and value of expansion
 - Ensure Analytical Methods are appropriately updated
 - Develop crisis management plan and communicate to members
 - Develop tools to educate members on how to comply with legislation and regulations as appropriate
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Summary

- Refocused / reaffirmed previous plan
- Developed measurables
- Developed timetable
- Plan will be reviewed each Board Meeting
- Plan will remain flexible

Thank You!

