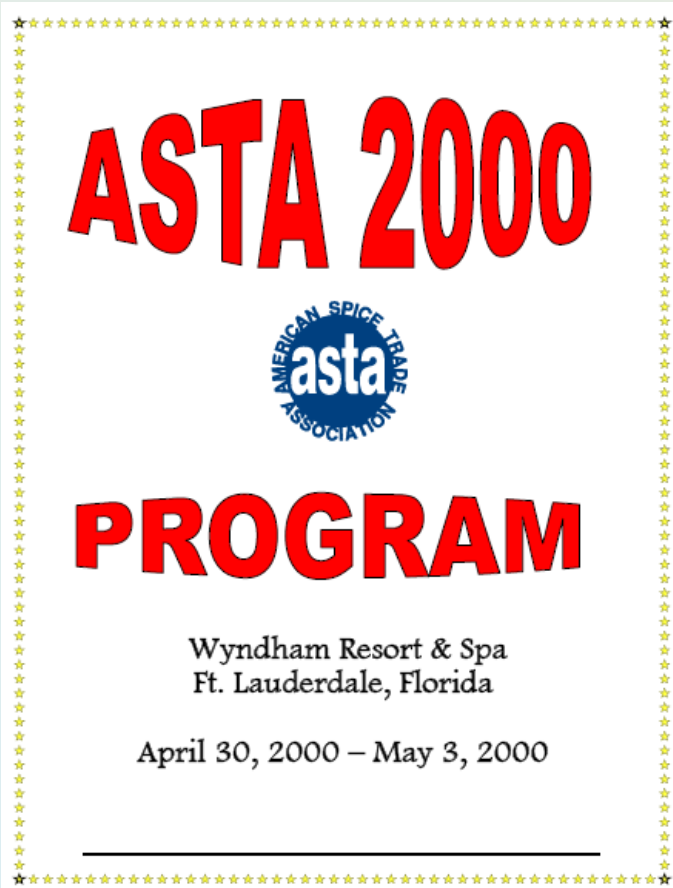




2013-2016 Strategic Plan

Gaspare Colletti
Cell Foods Inc.

2000



- Y2K
- International Member cat.
- 220 members
- Operating out of NJ
- Strategic plan goal - Premier Spice Authority by regulators and legislators
- Price of pepper \$3.00 lb CAD

2001-2013

Succession of major events

- 9/11
- Asta move to Washington
- Bioterrorism legislation
- Major food scares and recalls world wide
- FSMA
- Price of pepper is \$3.00

2013



Review of Asta strategic plan

- Board and staff met in January 2013
- Was our strategic plan still valid given today's heightened emphasis on food safety?
- Yes, but some revision needed.

2013-2016 Strategic Plan

New mission statement

- Asta, the voice of the US spice industry
- Works to ensure the supply of clean, safe spice,
- Shape public policy on behalf of the global industry,
- And advance the business interests of its members

2013-2016 Strategic Plan Goals

Strong Association

- Strengthen our resources to effectively represent the spice industry
- Grow membership
- Plan for succession in key leadership positions

2013-2016 Strategic Plan Goals

Strong Association

Advocacy

- Monitor and shape US policy issues affecting the spice industry
- Change FDA's perception of spices as a food safety risk
- Engage with implementation of FSMA

2013-2016 Strategic Plan Goals

Strong Association

Advocacy

Food Safety

- Provide resources to support industry efforts ensuring clean, safe spice
- utilize global alliances like IOSTA to reach the entire supply chain
- Communicate spice industry risk mitigation within the food industry

2013-2016 Strategic Plan Goals

Strong Association

Advocacy

Food Safety

Education

- Ensure clean, safe spice throughout the supply chain by providing education
- Identify and develop educational topics which can be disseminated via Web-inars

Strategic Goals



Strong Association

Advocacy

Food Safety

Education