

American Spice Trade Association



**President's Report
2006 Annual Meeting
Amelia Island**

ASTA Strategic Plan

- 1. Transform ASTA into an industry driven association.**
- 2. Diversify revenue so that the revenue from membership dues is no more than 60% of the total revenue.**
- 3. Establish clean, safe spice as ASTA's top priority and deliver programs and actionable information to assure such.**
- 4. Position ASTA as the resource on spice industry issues.**

1. Transform ASTA into an industry driven association.

- Develop member/non-member inclusion policy
- Define value proposition for members and non-members
- Define industry needs
- Evaluate ASTA programs vs. industry needs

2. Diversify revenue so that the revenue from membership dues is no more than 60% of the total revenue.

- Evaluate pricing structure of all ASTA programs and products
- Develop tiered pricing structure for members/non-members
- Evaluate feasibility of trade show at annual meeting
- Begin non-member participation at annual meeting

3. Establish clean, safe spice as ASTA's top priority and deliver programs and actionable information to assure such.

- Identify means to improve regulatory efforts and develop plan to get buy in of clean, safe spice program with U.S. Government
- Increase emphasis on education related to adulteration
- Complete evaluation of contracts, laboratory approval program, commodity tracking, arbitration process, cleanliness specifications and sampling methods
- Establish definition and strategy for facility audits
- Develop criteria and educational program for facility audits
- Identify auditors or auditing body to be used for program

4. Position ASTA as the resource on spice industry issues.

- In conjunction with efforts related to clean, safe spice, identify means to enhance ASTA's standing with the U.S. Government
- Research options for regulatory compliance and harmonization to facilitate trade worldwide
- Strengthen alliances with other spice and trade associations



Thank You!