



## CERTIFIED ORGANIC ASSOCIATIONS OF BC

### VISION

Toward an organic British Columbia

### MISSION

To cultivate a resilient organic movement in British Columbia

### GUIDING PRINCIPLES

**SUPPORTIVE:** We support and advocate for the organic sector.

**TRANSPARENT:** We demonstrate accountability and act with integrity.

**RESPECTFUL:** We consider the needs of all those in the food/agricultural system, and work to include them in our deliberations.

**FORWARD-LOOKING:** We work to build a resilient future for the organic sector.

**INNOVATIVE:** We develop new and creative paths for continuous improvement in our organization and the organic sector.

**COLLABORATIVE:** We work with each other, government, and other organizations to maximize impact.



The Certified Organic Associations of British Columbia is an umbrella association representing organic certifying agencies in the province. The COABC Strategic Plan 2018-2023 sets out a vision for COABC's next five years and identifies actions needed to turn that vision into reality. The Strategic Plan is both a map and a compass, guiding COABC priorities and allocation of resources. It is a "living document;" the COABC Board will re-visit the plan annually and make any adjustments required by changing circumstances.

THANK YOU TO OUR STRATEGIC PLAN FUNDERS:



### COABC ALSO AFFIRMS THE PRINCIPLES OF THE INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS (IFOAM):

**PRINCIPLE OF HEALTH:** Organic agriculture should sustain and enhance the health of soil, plants, animals, humans and the planet as one and indivisible.

**PRINCIPLE OF ECOLOGY:** Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

**PRINCIPLE OF FAIRNESS:** Organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.

**PRINCIPLE OF CARE:** Organic agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

## STRATEGIC GOAL A

### ADMINISTER THE ORGANIC ACCREDITATION PROGRAM IN BC, AND SUPPORT THE CERTIFICATION BODIES AND THE CERTIFICATION SYSTEM IN AN EFFECTIVE MANNER

#### OBJECTIVES

1. Maintain a robust and transparent accreditation system.
2. Support Certification Bodies (CBs).
  - a. Provide a Transitioners's Toolkit outlining best practices.
  - b. Develop regular training opportunities for Verification Officers.
  - c. Assist with timely interpretation of standards.
  - d. Provide regular and accessible education and networking opportunities for Certification Committees, CB administrators, and representatives from the Accreditation Board.
  - e. Create an accessible brand names list of approved inputs.
3. Work to improve and update organic standards.
  - a. Identify opportunities to expand scope of certification.
  - b. Foster innovation in certification.
  - c. Support engagement and feedback between CBs and federal technical committees.
  - d. Support mentoring and succession planning for all federal representatives, including technical committee members.
  - e. Uphold COABC principles with rigour and commitment.

## STRATEGIC GOAL B

### ENGAGE WITH CONSUMERS, GOVERNMENT, & ORGANIZATIONS TO INCREASE THE DEMAND FOR ORGANIC, ITS AVAILABILITY AND ITS PROFILE

#### OBJECTIVES

1. Develop a comprehensive communications strategy to communicate the value of organic.
  - a. Develop and communicate a clear & succinct value proposition for organic.
  - b. Tell positive stories of organic and proactively respond to negative press and misinformation.
  - c. Communicate the meaning and value of transitional organic.
  - d. Joyfully, boldly, & loudly advocate for COABC's well-articulated position (outside the sector).
  - e. Work with established educational programs and campaigns to include an organic component.
  - f. Provide materials and methods to members and stakeholders so they can engage in effective public education.
  - g. Modernize the Checkmark logo and develop strategy to increase awareness of BC organic.
2. Develop the organic sector by strengthening connections with other relevant organizations.
  - a. Evaluate current organizational relationships and explore new opportunities, including with non-aligned entities.
  - b. Develop strategies to strengthen & future-proof organizational relationships.
3. Continue to foster an open and productive relationship with all levels of government.
  - a. Promote organics and advocate for support.
  - b. Communicate government activities and policies to the organic community.
4. Broaden organic perspectives on land, food, and trade.
  - a. Advocate for protection of foodlands.
  - b. Learn about and embrace Indigenous perspectives, including Indigenous food sovereignty.
  - c. Develop policy papers on land, food, and trade.

## STRATEGIC GOAL C

### FACILITATE AND PROVIDE OPPORTUNITIES FOR SUPPORT AND EDUCATION TO MEMBERS OF THE ORGANIC SECTOR

#### OBJECTIVES

1. Identify and communicate the needs of COABC member-operators and CBs.
2. Drive the development of a province-wide organic extension model for B.C.
  - a. Authorize and support other aligned organizations to lead the development of an organic extension model that will provide a comprehensive applied research, support and knowledge mobilization program for organic and transitional producers, processors and new entrants.
  - b. Maintain 2-way communication between this new entity and COABC member-operators.
3. Provide relevant education and training for members of the organic sector.
4. Identify and address the changing needs of the sector catalyzed by the new provincial organic regulations.

## STRATEGIC GOAL D

### MAINTAIN A STRONG, SUSTAINABLE, REPRESENTATIVE ORGANIZATION

#### OBJECTIVES

1. Enhance COABC governance.
  - a. Restructure Board of Directors.
  - b. Support the Core Review process.
  - c. Enhance recruitment, training and succession planning for COABC Board, Accreditation Board, senior staff, and representatives to federal committees.
  - d. Increase leadership capacity within the organic sector by supporting the transfer of COABC principles, knowledge and history to the next generations.
2. Enhance COABC Operations.
  - a. Conduct Core Review and implement recommendations.
  - b. Assess IT systems and implement recommendations (security, website, database, online tools).
  - c. Complete Change Management initiative, including development of COABC database.
  - d. Ensure adequate funding for current strategic goals, and plan for future resiliency.
    - i. Increase revenues through new ideas such as expanding scope, selling data, and selling Checkmark logo.
    - ii. Review certification fees, and communicate rationale with transparency.
3. Support all other strategic goals.