

# **EFO's Strategic Business Planning Process**

**Stop, Start, Continue**

**Farmers' Input - Roundtable Discussion**

# **EFO's Business Planning Process**

The Business Planning process is a critical driver for EFO and all of its stakeholders

We are all committed to its ongoing effectiveness

# What makes up the plan

The plan sets out the organization's

- Mission
- Means of Delivery
- Values
- Vision to 2020
- Environmental Scan
- Key Result Areas

# MISSION

- We provide customers with a supply of safe, high-quality eggs at a fair price and a return to egg and pullet farmers achieved through fair farm pricing, within a stable national supply management system.

# MEANS OF DELIVERY

Egg Farmers of Ontario:

- Allocates pullet and laying hen quota within national guidelines;
- Manages the production and pricing of eggs through a cost of production system; and
- Stimulates the market's demand for eggs through research and promotion.

# **Based on those elements, the Plan:**

- Defines EFO's goals and direction;
- Outlines allocation of staff time and resources to reach those goals; and
- Provides a way to evaluate success and provide accountability for deliverables in the plan.

# The Six Key Result Areas

- The plan is organized around six Key Result Areas (KRAs).
- These are the areas that EFO must be successful in to meet its mission and values.
- The KRAs become the focus of EFO staff department work plans.

# KEY RESULT AREA 1:

DEALING WITH THE OPPORTUNITIES

RELATED TO FAIR FARM PRICING

## **Strategic Objective:**

To ensure the viability of the egg and pullet industry at the provincial and national level.

(13 goals in 2019 draft)



# KEY RESULT AREA 2: MANAGING THE EGG AND PULLET SUPPLY

## **Strategic Objective**

To improve the management of Ontario's egg and pullet supply, in response to the changes taking place at the national level.

(19 goals in 2019 draft)

KEY RESULT AREA 3:  
PROMOTING THE FARM FAMILY

**Strategic Objective:**

To illustrate the positive relationship between the farm family, the pullet, the hen, the egg and the consumer at every opportunity.

(6 goals in 2019 draft)

## KEY RESULT AREA 4: PROMOTING THE PRODUCT

### **Strategic Objective:**

To ensure Egg Farmers of Ontario anticipates, understands and responds to consumer concerns about egg quality and food safety through the promotion of the goodness of eggs (i.e., protein, safe, healthy and good value).

(8 goals in 2019 draft)

## KEY RESULT AREA 5: PRACTICING SOCIAL RESPONSIBILITY

### **Strategic Objective:**

To ensure a comprehensive, integrated commitment to social responsibility that helps assure the long-term social license of egg and pullet farms to grow and prosper in Ontario through the consistent demonstration of Egg Farmers of Ontario's commitment to do "what is right" in all aspects of its operations.

(5 goals in 2019 draft)

## KEY RESULT AREA 6: ENSURING GOOD GOVERNANCE

### **Strategic Objectives:**

To continue improving Egg Farmers of Ontario's governance in managing issues, making decisions, communicating and managing information.

To ensure Egg Farmers of Ontario is supported by human resources with the most appropriate profile of knowledge and skills.

(13 goals in 2019 draft)





# Your job here today

- Start
- Stop
- Continue
- Table group discussions
- Report back summary of issues raised
- Choose a recorder and spokesperson for your group

