



American Meat Science Association

AMSA Strategic Plan 2020-2023

Mission

Cultivate a global community of professionals and students to discover, apply and communicate meat science and technology.

Vision

An organization recognized for its unmatched competence and commitment to attracting and developing meat industry leaders and providing science-based meat research and information.



Values

Community

We believe in cultivating a network of domestic and international members who share expertise and passion for meat science. We value active participation and engagement of our members and welcome collaborative relationships with other groups and organizations.

Knowledge, Science and Objectivity

We value independent, deliberative, science-based decision making in the development of policy, application of technology and management of our organization. We strive to be an independent, objective and credible voice for meat science and technology.

Diversity and Inclusivity

We value diverse backgrounds, cultures and thinking and strive to create a welcoming and inclusive environment.

Tradition

We value and celebrate the history and traditions of AMSA while fostering an environment of innovation and positive change.

Core Strategies

1. Attract, develop and connect meat science talent
2. Provide value to the international meat science community
3. Assert our scientific leadership
4. Differentiate, communicate and deliver expanded member value
5. Diversify and strengthen our organizational funding model

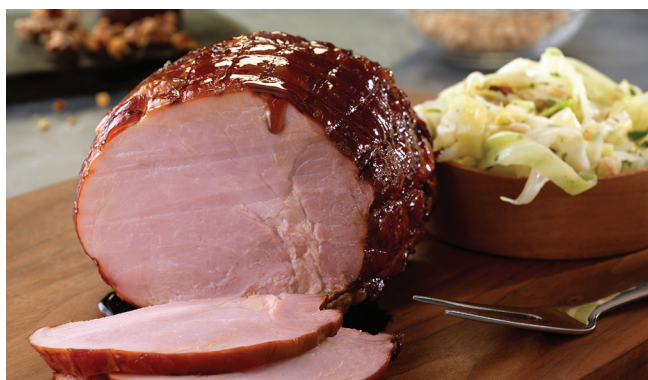


Core Strategy 1

Attract, Develop and Connect Meat Science Talent

Initiatives

- Grow student interest through a broader offering of in-person and virtual events to encourage meat industry involvement and promote continued engagement in AMSA as they transition into their careers.
 - Develop networking opportunities, programs and platforms to connect industry, academia, government and students.
 - Develop, upgrade and promote AMSA educational and leadership development programs for students and young professionals.
 - Develop, track and communicate metrics that generate increased awareness of the value and impact of student engagement in meat science programs and activities.
- Introduce young agricultural enthusiasts (members of 4-H, FFA and other youth organizations) to opportunities in the meat, livestock, allied and protein industries.
- Cultivate relationships with meat science programs at additional post-secondary educational institutions including HBCU's, technical schools and junior colleges.
- Work closely with university and academic communities to address the future of meat science research and graduate student funding.



Core Strategy 2

Provide Value to the International Meat Science Community

Initiatives

- Highlight the programs, activities and achievements of AMSA members around the globe through AMSA publications and platforms.
- Develop a plan for building cooperative working relationships with other meat science organizations around the globe.
 - Explore new platforms and delivery approaches to broaden the utilization of AMSA content and grow international participation.
 - Evaluate AMSA's membership structure and benefits to increase international participation.
 - Create an international meat science directory and survey AMSA and ICoMST participants to identify the interests and needs of the global meat science community.
 - Engage with international universities that have meat science programs to identify best practices and cultivate collaborative opportunities.
- Develop programming customized to the needs of international graduate and postdoctoral students.
- Broaden the scope and reach of *Meat and Muscle Biology* by encouraging publications from international authors and promoting the journal around the globe.

Core Strategy 3

Assert Our Scientific Leadership

Initiatives

- Equip influencers and key stakeholders with accurate information relative to the scientific definition of meat and the value of meat in the diet.
- Engage and collaborate with industry groups to identify critical policy, regulatory and labeling issues. Leverage the expertise of staff members, current/emeritus AMSA members and other industry professionals to provide insight on critical science and technology issues related to the meat industry.
- Align the AMSA Scientific Information Committee around the core meat science topics to create more consistency and focus on critical issues.
- Equip AMSA leaders and members with talking points and resources to address current issues.
- Improve AMSA's digital presence to ensure delivery of timely, relevant information to our constituents.
- Position and promote *Meat and Muscle Biology* as the premier journal of meat science.



Core Strategy 4

Differentiate, Communicate and Deliver Expanded Member Value

Initiatives

- Strengthen our virtual and online AMSA programming by collaborating with universities and other industry experts and exploring topics and subject matter outside our traditional focus.
- Ensure the Reciprocal Meat Conference (RMC) is a highly-valued scientific meeting that addresses the needs of all members.
- Develop and promote valuable educational programs to address AMSA member professional development.
- Enhance and augment existing certification areas for AMSA's professional and student members.

Core Strategy 5

Diversify and Strengthen Our Organizational Funding Model

Initiatives

- Explore new domestic and international funding sources including government agencies, philanthropic organizations and company foundations.
- Create broader outreach to meat industry constituents through a supplier coalition focused on companies that support the protein industries.
- Create planned giving opportunities for long-term investment/endowments.
- Dedicate resources to unique fundraising activities.



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