



## Strategic Plan Overview | Fiscal Years 2022 – 2024

### Vision Statement

All food-producing animals will be raised in a humane and healthy manner, and everyone will have access to safe and humanely-produced food.

### Mission Statement

FACT advances our vision that all food-producing animals are raised in a humane and healthy manner. We accomplish this by supporting humane farmers, promoting policies that make foods from animals safe and healthy to eat, and helping consumers make informed food choices.

### Core Values

- Compassion:** FACT is guided by compassion for farm animals, whose suffering can only be alleviated by the end of factory farming and all inhumane farming practices.
- Respect:** FACT respects and promotes the health and wellbeing of farm animals, human beings, and the environment.
- Equity:** FACT advances fairness, opportunity, and social and environmental justice.
- Learning:** FACT is guided by science, data, and the experience and knowledge of farmers.
- Integrity:** FACT maintains the highest standards of accountability and stewardship of our resources.
- Transparency:** FACT operates with honesty, clarity, and openness.
- Collaboration:** FACT is committed to working in partnership with other organizations to achieve its mission.
- Safety:** FACT promotes natural animal farming methods that produce healthy and safe food.

### FY 2021-2023 Priorities

#### Priority 1: Deliver resources to support humane farmers

**Goal 1.1:** Provide funding, educational, and networking opportunities to U.S. humane livestock and poultry farmers; explore ways to increase the impact, scale, and effectiveness of our services.

**Goal 1.2:** Expand and diversify our network of humane farmers.

**Goal 1.3:** Respond quickly to the needs identified by farmers within our network.

## FY 2021-2023 Priorities, continued

### Priority 2: Make all foods from animals healthy and safe to eat

**Goal 2.1:** Reduce the overuse and misuse of antibiotics in animals raised for food by leading the Keep Antibiotics Working (KAW) Coalition and working with the Antibiotics Off the Menu (AOTM) collaboration to enact policy changes through engagement with governmental agencies (FDA, USDA and CDC), Congress and food companies.

**Goal 2.2:** Work to influence corporations to lower the amount of dangerous veterinary drugs, such as carbadox, that are given routinely to animals.

**Goal 2.3:** Work with international partners, such as the WHO and the UN, to strengthen their response to antimicrobial resistance in the global food system.

**Goal 2.4:** Work with partners to improve the conditions under which farm animals are raised, and work to improve the conditions for all farm and food workers.

### Priority 3: Help consumers make humane and healthy food choices

**Goal 3.1:** Increase and improve FACT's communications and marketing efforts so that we reach out to a larger audience.

**Goal 3.2:** Create more educational materials about healthy food choices, including clearer labeling of food products.

**Goal 3.3:** Work with a network of volunteers to expand our presence at farmers markets, food co-ops, local food fairs and events in order to share more information with consumers.

### Priority 4: Strengthen organizational systems and governance

**Goal 4.1:** Expand and strengthen the Board of Directors, with an emphasis on increasing racial equity and diversity.

**Goal 4.2:** Maintain financial sustainability by sustaining current funding, exploring new revenue streams and responsibly managing organizational finances.

**Goal 4.3:** Deepen engagement with current and new philanthropic partners to raise additional funding so that FACT can offer new opportunities to humane farmers, and expand activities that make food from animals safe and healthy.

**Goal 4.4:** Sustain a positive, professional working atmosphere that emphasizes professional development opportunities. Expand staff gradually as programs develop and grow.

**Goal 4.5:** Make strategic investments to improve web-based technology solutions to advance FACT's mission.