

Overview of Strategic Plan 2013-2018



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Our Mission Statement

To serve the citizens of California
by promoting and protecting a safe, healthy food supply,
and enhancing local and global agricultural trade, through efficient
management, innovation, and sound science,
with a commitment to environmental stewardship.

Our Vision Statement

To be recognized as the most highly respected agricultural agency
in the world by leading and excelling in the programs and services
delivered to meet the needs for the growing local
and global food and agricultural system.



Our Core Values

Integrity: We are truthful, trustworthy and operate in a fair and ethical manner.

Transparency: We conduct all our operations in an open manner.

Accountability: We are responsible to ourselves and others for our actions and decisions.

Thoughtful

Communication: We listen and share information openly and honestly with the goal of mutual understanding.

Respect: We treat everyone with courtesy, dignity, and consideration.

Creativity: We believe in fostering a creative environment.

Balance: We strive to maintain effective partnerships so that our decisions are fair to all our stakeholders.

Diversity: We are committed to maintaining a diverse workforce.



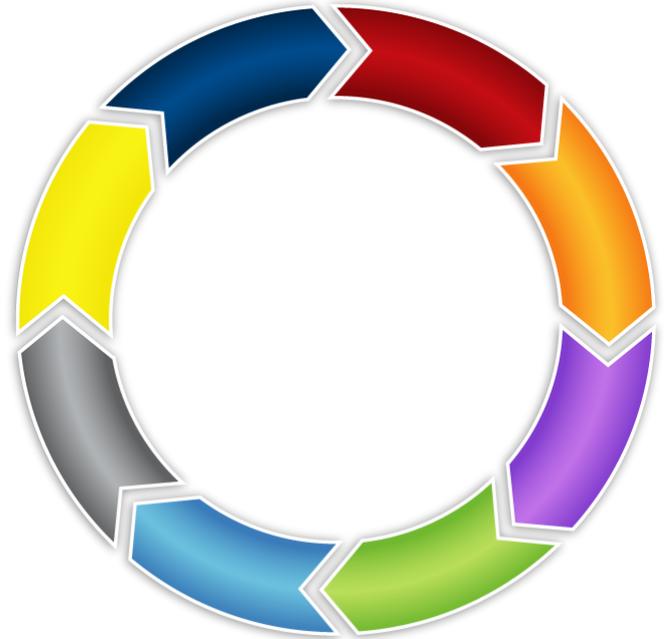
Divisions and Services

- Administrative Services Division
- Animal Health & Food Safety Services Division
- Division of Fairs and Expositions
- Executive Office
- Inspection Services Division
- Division of Marketing Services
- Division of Measurement Standards
- Pierce's Disease Control Program
- Plant Health and Pest Prevention Services Division



Developing the Strategic Plan

1. Establishing Meaningful Goals for Strategic Direction
2. Selecting Initial Performance Measures that Tie Directly to Departmental Goals
3. Gathering Data Requirements
4. Establishing Baseline Performance
5. Assessing our Progress on a Biannual Basis



Strategic Plan Goals

1. Protect and Promote
2. Maximize Resources
3. Education and Engagement
4. Customer Service
5. Invest in Employee Development



Protect and Promote

Objectives

- A. Strengthen CDFA's public outreach and awareness efforts for programs and activities that assist in the creation of new and the promotion of existing markets.
- B. Open new markets, retain existing markets, and prevent disruption through data collection.
- C. Optimize local and global partnerships to promote California projects through education and cooperation.
- D. Utilize audit and inspection systems to facilitate marketability and prevent market disruptions.
- E. Provide a comprehensive response and surveillance system of adverse events impacting the food supply.



Maximize Resources

Objectives

- A. Strengthen CDFA's internet and website presence by updating information systems capabilities and databases.
- B. Expand and incorporate tools and approaches which improve the efficacy and/or efficiency of existing programs.
- C. Develop a policy and implementation schedule to replace the department's existing paper file/archive systems with electronic management systems where appropriate.



Education and Engagement

Objectives

- A. Provide outreach and education to industry, stakeholders, academia, and the general public to discuss issues and build partnerships.
- B. Ensure that direct marketing statutes and regulations allow for a diversity of access opportunities.
- C. Research and develop best practice efforts in connecting rural and urban agricultural communities.



Customer Service

Objectives

- A. Identify and resolve overlapping inefficiencies in regulatory oversight by CDFA and other state agencies.
- B. Integrate statutory and regulatory reviews to ensure uniform interpretation and enforcement within the Department.



Invest in Employee Development

Objectives

- A. **Revise the existing leadership training program to further enhance the skills of current and future CFDA leaders.**
- B. **Develop processes and networks for identifying and sharing lessons learned and best practices.**
- C. **Perform a workforce analysis to identify where knowledge gaps may occur and work towards developing and implementing a department-wide succession plan.**



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