



NORTH AMERICAN RENDERERS ASSOCIATION

NARA Strategic Plan

Desired state – Our global community recognizes and trusts the unique social, environmental, and economic value that NARA and our members deliver.

Vision – To deliver sustainable solutions to food, feed, fuel, oleochemical, and other customers.

Mission – NARA advocates for a sustainable food chain, public health and the environment through the production and marketing of our members' products and services. To accomplish this, NARA...

- Promotes effective public policy, regulation and technology
- Encourages responsible business practices
- Supports free movement of our members' products in domestic and international markets
- Improves stakeholder awareness and understanding of the value of these products and services

Strategic intentions – NARA will allocate resources towards the following:

- **Image and value** – Enhance the image and value our members deliver through innovative, safe, and sustainable products and services that create the highest value from raw materials.
 - *Product Safety* – Provide programs and support to assist compliance with customer expectations and government regulations.
 - *Sustainability* – Promote our members' sustainability to stakeholders and the public. Communicate how our members help others improve their sustainability.
 - *Best Use* – Advocate how our members' products and services are the best use for animal by-products and used cooking oil to feed and fuel the world and supply valuable ingredients for personal care and industrial products.
 - *Innovation and Technology* – Create an environment to attract innovative technology solutions to our members, including proactive research synergy with the Fats and Proteins Research Foundation.
- **People and community** – Create recognition and awareness of the value our members deliver to their communities.
 - *Local Community* – Promote understanding of the critical role our members play.
 - *Business Community* – Enhance our ongoing value proposition to current and prospective members, and stakeholders.
 - *Global Community* – Develop greater understanding of our members' role in creating sustainable solutions to worldwide issues and challenges.
 - *Future Leaders* – Assist our members to attract and develop new talent and future leaders to the industry and association.
- **Domestic and international markets** – Maintain and expand market access for our members' products and services.
 - *Funding* – Secure adequate resources to retain and expand market access.
 - *Monitoring* – Monitor the complex and volatile global market for critical issues.
 - *Crisis Management* – Ensure strong capabilities so our members and the association are prepared for high impact domestic and international events.