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.