



North American Renderers Association
2025 Refreshed Strategic Plan

Vision: The world relies on rendered and repurposed food and feed as the sustainable source of nutrition and energy because they reduce food waste and carbon emissions.

Mission: Maximize acceptance, utilization, value, and access to markets for NARA member products and services

Goal to which it contributes What we want to accomplish	Initiative How we will accomplish it	How will you define success? How we know we succeeded
NARA member products and services are the accepted and preferred solution for reducing food waste and carbon emissions.	Prove value through data - Prove the value of NARA member products and services through the collection of industry-wide data.	Rendering processes are validated for their superior food waste and carbon emission reductions.
Free and unfettered trade for NARA member products	Market Access - Maintain and expand access for domestic and international markets for NARA member products.	NARA member products can be sold in more markets.
NARA is recognized for the value and community it provides as essential to its members.	Organizational Growth - Expand NARA member base and diversify revenue by demonstrating and delivering the value of NARA membership.	NARA membership represents more of the total volume of rendered and repurposed food and feed products and services; and non-dues revenue increases.
NARA member products and services are globally accepted, utilized, and valued.	Engage and Collaborate - Engage and collaborate with supply chain partners, government regulators, and other stakeholders.	Value of NARA member products and services increases.