



# Our 2021 - 2023 Strategic Plan

## **BUILD. INSPIRE. EMPOWER. CREATE.**

- 1. POLICY GOAL:** Common sense policies and regulations at the national level support the continued growth and sustainability of the US cider industry.
  - **STRATEGY:** Build political prowess and power through engagement to further develop cider's grassroots power with strategic partners.
- 2. MARKET GOAL:** American drinkers of all demographics enjoy cider more.
  - **STRATEGY:** Inspire consumers and allied trade to embrace cider's versatility and range through accessible & approachable education.
- 3. MEMBERSHIP GOAL:** Cider businesses find value in their American Cider Association membership beyond CiderCon.
  - **STRATEGY:** Empower cideries and cidemakers across the country to thrive by helping them overcome shared market barriers.
- 4. ORGANIZATIONAL GOAL:** American Cider Association is sustainable and effective so it can continue serving as the leading voice for the US cider industry.
  - **STRATEGY:** Create programming, structure, and community that enable American Cider Association to be relevant, engaging and financially viable.