

VISION AND MISSION

VISION

A successful and competitive future for U.S. wheat farmers shaped by effective national advocacy.

MISSION

To lead policy, partnerships, and initiatives that drive progress for U.S. wheat farmers to succeed today and into the future.

STRATEGIC PRIORITIES

POLICY LEADERSHIP & ADVOCACY

The national voice advancing policies that strengthen the long-term success of U.S. wheat farmers.

- NAWG is widely recognized in D.C. and across wheat states as the leading policy voice for U.S. wheat growers.
- States view NAWG as the essential link between grassroots voices and national decision-making.
- Wheat farmers see clear, measurable policy wins that improve their economic resilience and freedom to operate.
- Policymakers and the public have a stronger understanding of wheat's impact, and the policy issues affecting wheat farmers are more visible and better understood.
- NAWG has strong, trusted relationships with key lawmakers and agencies and is present and influential in major federal policy conversations.
- NAWG delivers a unified, consistent policy agenda shaped by growers and grounded in shared priorities across regions and wheat classes.
- NAWG maintains a strong, credible, and respected political action committee that advances wheat grower priorities.

RESOURCE STEWARDSHIP & ORGANIZATIONAL EXCELLENCE

NAWG scales its people, systems, and finances to match the needs of the organization and the industry.

- NAWG has a stable, predictable funding model that supports long-term planning and reduces volatility caused by acreage or production swings.
- Strategic decisions, including those related to physical office space, are guided by clear ROI and long-term organizational health.
- NAWG builds and retains a strong staff team aligned with the mission and committed to advancing the organization's priorities.
- NAWG maintains governance practices that evolve with the organization and support effective leadership and oversight.
- NAWG's operational systems are modernized, efficient, and transparent and allow staff capacity to be directed toward the mission-critical work.

COMMUNICATION, ENGAGEMENT & LEADERSHIP DEVELOPMENT

NAWG strengthens communication and connection with growers, state organizations, and future leaders.

- Wheat growers clearly understand NAWG's value, feel connected to its work, and see their feedback reflected in priorities.
- NAWG's messaging is clear, compelling, and aligned across audiences.
- NAWG maintains strong relationships with current member states while creating pathways to expand and strengthen the federation.
- NAWG increases visibility in national media and policy arenas as a trusted source for wheat and grower perspectives.
- NAWG hosts meetings that leverage the presence of grower leaders, state associations, and industry partners to deepen relationships and advance shared priorities.
- NAWG partners across the wheat industry to build grower leadership pipelines, enhance board readiness, and create shared training and mentorship opportunities.
- NAWG elevates and supports consumer-facing communications that strengthen public understanding of wheat, nutrition, and agriculture production.

NEW USES & DEMAND

NAWG champions innovation, new food and non-food uses for wheat, and market opportunities that increase value for farmers.

- Wheat is elevated in food, feed, fiber and sustainability conversations through targeted advocacy and partnership.
- NAWG supports policy environments that accelerate innovation.
- NAWG encourages value-added supply chains and advances innovation that increases market opportunities and captures more value for wheat growers.
- NAWG connects grower priorities with research institutions, industry partners, and commercialization pathways to accelerate innovation.

ORGANIZATIONAL ALIGNMENT & INDUSTRY COLLABORATION

NAWG collaborates and leads across the industry to strengthen relationships, reduce internal tensions, and deliver greater value to farmers.

- NAWG and national and state wheat organizations operate with clear roles, shared priorities, and coordinated efforts that support and amplify one another's work.
- NAWG and the National Wheat Foundation operate in a coordinated partnership with clear roles to advance shared priorities.
- NAWG collaborates with allied agricultural and food system organizations to advance shared policy goals and amplify wheat's voice.
- NAWG works across the wheat industry to streamline efforts and identify duplication.
- NAWG regularly convenes partners and serves as a connector across agriculture, policy, and aligned industry.