

# Ohio AgriBusiness Association

The Ohio AgriBusiness Association (OABA) is a trade association established in the late 1800s to represent the best interests of businesses serving Ohio agriculture.

## WHO WE ARE

OABA member companies and their employees are committed to supplying modern agriculture with the basic needs and essential support necessary to grow Ohio's number-one industry. Our membership includes businesses in **manufacturing, wholesale and retail**, which represent business sectors including **agronomic inputs** (seed, plant food, crop protection), **livestock feed and nutrition, grain marketing and operations, insurance, equipment and financial services.**

With more than 240 members and a board including members or employees of OABA members, OABA is the **leading advocate for Ohio agribusiness.**

## KEY PERFORMANCE AREAS

Deliver focused educational programs and resources that meet member needs.

- Expand outreach through technology-based programs, synergy with partners/events and other opportunities.
- Increase attendance at annual industry conference through networking, education and compelling content.

Increase member engagement and use of services.

- Attract new members and retain existing members.
- Survey current and prospective members to identify and measure needs.
- Segment and evaluate membership needs.

Educate, engage, and influence public officials, members and strategic partners on public policy issues affecting our membership.

- Establish and maintain strong relationships with key legislators and regulators.
- Influence policy that is supportive to OABA members.
- Educate and promote policy positions through industry collaboration and leadership.

Deepen relationships with other organizations for the benefit of the association.

- Explore opportunities to gain operational efficiencies.
- Align messaging where appropriate to increase impact of influence on legislation and regulation.

Anticipate, identify and mitigate disruptive forces as they emerge.

- Maintain financial reserves and staff resources.
- Develop network with key leaders and organizations.
- Inform and engage members.

