

IMGA Florida is a farmer-driven cooperative that is committed to providing solutions in health, wealth, education, and social change through microgreen production. Our vision is to be the most responsive, sustainable, and viable microgreens organization, providing micro-opportunities for members to influence macro-change in agriculture and their communities.

In three years, IMGA Florida envisions becoming a leading voice in the industry, setting industry standards for the production and distribution of high-quality microgreens. We will achieve this through the following key objectives:

Membership Growth: IMGA Florida will expand its membership base, which will include farmers, growers, students, and others interested in the production of microgreens. Our goal is to have 500 members in the next three years.

Certification Program: IMGA Florida will establish a certification program for growers, which will provide growers with a recognized standard of excellence in the production of microgreens. The certification program will be designed to ensure that growers meet industry standards for quality and consistency.

Education: IMGA Florida will establish an education department that will provide educational resources and training to students and growers in the community. Our education programs will include workshops, seminars, and online courses that cover topics ranging from seed selection to distribution and marketing.

Community Engagement: IMGA Florida will create a sense of community by engaging with growers, students, and other members through events, field trips, and other community activities. Our community engagement programs will be designed to build relationships, foster collaboration, and provide opportunities for members to share knowledge and resources.

Research and Development: IMGA Florida will invest in research and development to identify new technologies, growing methods, and market trends. This will help us to stay ahead of the curve and provide our members with the latest and most effective tools and techniques for growing and distributing microgreens.

Marketing and Distribution: IMGA Florida will develop a marketing and distribution strategy that will allow us to reach a wider audience and promote the benefits of microgreens. This will include partnerships with local distributors and retailers, as well as a strong online presence through social media and our website.

To achieve these objectives, IMGGA Florida will invest in people, resources, and technology. We will hire a team of professionals who are committed to the IMGGA Florida mission and values, and who have the skills and expertise needed to execute our strategic vision. We will also invest in research and development, education, and community engagement programs that will help us to stay ahead of the curve and provide our members with the latest and most effective tools and techniques for growing and distributing microgreens.

IMGGA Florida will work closely with its members, partners, and stakeholders to ensure that our strategic vision aligns with our mission and values. We will be transparent and accountable in all of our actions, and we will measure our progress and success through regular evaluations and assessments.

In conclusion, IMGGA Florida's strategic vision is to become the most responsive, sustainable, and viable microgreens organization in the industry. By investing in people, resources, and technology, and by working closely with our members and stakeholders, we will achieve our goals and make a positive impact on the industry and our communities.