



WODPA's Priorities & Goals for 2026

Goals:

1. Stakeholder Membership increase (send out letters by February 15th)
 - Get more companies interested in being Stakeholders
2. Begin the “giveaway opportunity” earlier in the year & announce location for conference by March 1st
3. Send out Newsletters (printed and mailed)
 - April (recap of Lunchtime Learnings, vendor/ stakeholder directory)
 - August (invitation to conference)
 - December (highlighting conference & vendors)

Priorities:

1. Conduct State/ Regional Dairy Visits & hold meetings (mirrored after our Sonoma County trips)
 - Focus on Oregon & Washington this year
2. Continue to advocate for maintaining organic integrity
 - Seek opportunities to support the fight
 - Maintain a sustainable industry
 - Work more closely with state marketing (CMAB, ODFA, etc.)
 - Invest in teaching farmers how to “sell their product/ sell themselves”
3. Create a committee and dig into fee structure options for WODPA members
4. Create and establish a budget for the year
5. Keep up with regional legislative topics. Involve ourselves with letters of support, advocacy efforts, etc.