

AMSA

2025—2028 Strategic Plan

OUR MISSION

Our mission is to connect a global community of professionals and students to discover, apply and communicate meat science and technology.

OUR VISION

An organization recognized for its unmatched competence and commitment to attracting and developing meat industry leaders and providing science-based meat research and information.

OUR VALUES

Community

We believe in cultivating a network of domestic and international members who share expertise and passion for meat science. We value active participation and engagement of our members and welcome collaborative relationships with other groups and organizations.

Knowledge, Science and Objectivity

We value independent, deliberative, science-based decision making in the development of policy, application of technology and management of our organization. We strive to be an independent, objective and credible voice for meat science and technology.

Respect for People and Perspectives

We value the wide range of backgrounds, experiences, and viewpoints that strengthen our community. We strive to foster a professional environment where all members feel welcomed, respected, and able to contribute fully to the advancement of meat science.

Tradition

We value and celebrate the history and traditions of AMSA while fostering an environment of innovation and positive change.

FIVE CORE STRATEGIES

1. Demonstrate and Strengthen our Scientific Leadership
2. Deliver Member Value
3. Attract, Empower and Connect Students
4. Engage The International Meat Science Community
5. Ensure Organizational Longevity

STRETCH GOAL

AMSA 2035: GLOBAL LEADERSHIP, GROWTH, AND IMPACT

To ensure AMSA remains at the forefront of meat science, we must push beyond our core strategies and set ambitious goals that drive meaningful impact. Looking ahead, our vision is clear—expanding our global leadership, strengthening our community, and advancing research excellence. This bold aspiration is captured in our stretch goal for the future.

By 2035, AMSA will be recognized as the global leader in meat science by increasing research impact (50% more AMSA-led citations), expanding international engagement (active presence in 10+ new countries), and growing membership retention by 25%—ensuring a sustainable, science-driven future for the industry.

CORE STRATEGY 1

Demonstrate and Strengthen our Scientific Leadership

PURPOSE

Embrace our responsibility and obligations as a science-based community.

Share Scientific Knowledge

- Ensure RMC remains the leading forum for meat science and professional engagement
- Collaborate and engage with stakeholders across the meat value chain
- Create meaningful opportunities for members to share expertise and deliver value



Expand Reach Through Communication about Meat Science

- Implement a scientific communication plan
- Promote and grow Meat and Muscle Biology (MMB)
- Position the association and its members as experts

Advocate for the Importance of Meat Science Research

- Encourage sustainable funding
- Provide resources for funding navigation

CORE STRATEGY 2

Deliver Member Value

PURPOSE

Ensure sustained engagement, continued membership, and return on investment of time and resources for members.

Foster Networking and Collaboration

- Offer specialized networking opportunities
- Expand networking formats and opportunities



Enhance Professional Development Opportunities

- Create educational opportunities
- Recognize member achievements
- Introduce More People to Meat Science with an Inclusive Environment

Engage a diverse membership from industry and academia.

- Integrate new members
- Inspire leadership participation.







CORE STRATEGY 3

Attract, Empower and Connect Students

PURPOSE

Introduce students to the diverse opportunities within meat science for the sustainability of the organization and profession.

Expand Student Programs

- Utilize funding to attract and engage more students
- Enhance experiential learning through events
- Promote industry engagement and AMSA membership

Introduce Young People (K–12) to Opportunities in the Meat Industry and AMSA

- Develop meat science curriculum and provide resources
- Partner and equip allied youth organizations with meat science and food product content

Foster Relationships with Post-Secondary Institutions

- Focus on schools and programs that have connections to meat, but lesser awareness. (e.g., community colleges, culinary programs, HBCUs, HSIs)
- Build awareness through direct outreach and multi-channel communication
- Promote AMSA and resources to students through faculty and advisor partnerships

Promote Continued Engagement in AMSA as Students Transition into Careers

- Develop mentorship and resource programs
- Offer training to help students gain workforce skills
- Track and engage students as they become professionals and advocates for AMSA

CORE STRATEGY 4

Engage The International Meat Science Community

PURPOSE
Increase collaboration and provide support for the global meat science community

Facilitate Opportunities for Global AMSA Members

- Gather input from the International Engagement Committee on regional issues and priorities
- Ensure AMSA presence at global conferences and align RMC topics with international interests

Build Cooperative Working Relationships with Other International Organizations

- Identify and support opportunities for international collaboration and involvement
- Share AMSA programs and resources with global audiences through strategic outreach



Elevate Science and Research Generated by the International Community

- Demonstrate the value Meat and Muscle Biology publications to increase international submissions.
- Promote international science content across platforms



CORE STRATEGY 5

Ensure Organizational Longevity

PURPOSE
Support and grow the mission through financial sustainability and operational excellence.

Diversify and Strengthen Funding Sources

- Position AMSA as a strategic investment for members, partners and stakeholders
- Grow current partnerships and identify new revenue to support science and talent development
- Maintain a Culture of Business Excellence
- Ensure AMSA is a top choice for volunteering or employment
- Remain flexible and nimble while focusing on core strategies

Actively Expand Membership

- Support growth in disciplines and backgrounds across the meat science ecosystem
- Provide scientific resources for both creators and users of meat science

Preserve and Celebrate AMSA's Rich Legacy

- Celebrate organizational milestones
- Maintain historical records and archives