



# DELMARVA LAND & LITTER CHALLENGE

Collaborative Strategic Roadmap 2019-2024

## VISION

Farming and poultry production on Delmarva are economically viable, environmentally sound and serve as a national model.

## MISSION

DLLC is a forum for diverse partners to identify solutions that support both healthy and productive ecosystems and farming and poultry on Delmarva.

## VALUES

DLLC members are committed to act with integrity, be open-minded and be transparent about their intentions as they work toward a common vision.

## GOALS AND STRATEGIES

**1. CONVENE** a forum of a diverse group of respected members and create a collaborative approach to achieve DLLC's mission.

- Continue to diversify the DLLC membership.
- Restructure meetings to reflect DLLC's vision, mission and goals.
- Conduct an annual evaluation of the organizational processes.
- Promote partner contributions that further the mission.

**2. ENGAGE** stakeholders to learn about both the needs and possible solutions to achieve DLLC's mission.

- Move meetings throughout Delmarva to engage stakeholders.
- Incorporate an educational and social networking component to each Steering Committee meeting.
- Innovative Solutions Workgroup will engage stakeholders to identify needs.
- State of the Industry Workgroup will gather data to show changes in the industry.

**3. CRAFT** credible and vetted solutions that address regional issues related to the mission.

- Finalize the mass balance process.
- Advance a subset of solutions that respond to the needs identified by ISW.
- Monitor state and federal Bay restoration activities and encourage technical and financial assistance that achieve ag conservation practice implementation.
- Launch the State of the Delmarva Poultry Industry dashboard.

**4. SHARE** findings with stakeholders and decision makers.

- Promote DLLC within member organizations.
- Educate decision makers and advocates about DLLC.
- Facilitate open communication among members, external stakeholders and decision makers.
- Enhance communications to promote brand, projects and partnerships.

**5. LEVERAGE** and diversify resources to support the mission.

- Determine long-range relationship with funders.
- Identify resource objectives and budgets to support the goals.
- Seek to improve efficiency and effectiveness of funding and partner resources and be mindful not to duplicate efforts.

## PROGRESS BY 2024

- Increased visibility in Maryland, Virginia, Delaware and beyond.
- Diverse stakeholder participation.
- DLLC members participate in one event per year to share information about DLLC.
- **Continuing education** is incorporated into DLLC meetings.
- Stakeholder engagement activities are incorporated into annual workplans.
- **Collaboration** with partners on events and research.
- Identified solutions for farmers who need alternative sources of nitrogen if manure is not an option.
- Advancement of litter transport, use and storage.
- Continued use and updates of the **State of the Delmarva Poultry Industry** dashboard.
- Procedures for acting upon credible and vetted solutions that arise.
- Established **educational platforms** to publicly share information.
- Annual reporting to the public.
- DLLC is a **credible and trusted** forum for policy discussions and education.
- Annual recognition for contributions that reflect DLLC's mission.
- Resources are leveraged to achieve the DLLC mission.

## RESULTS



A forum of diverse partners working together toward a common vision.



Solutions for healthy and productive ecosystems and farming on Delmarva.