

Growing Our Impact Together

A strategic roadmap built by growers, for growers—and why the next eighteen months matter to every one of us



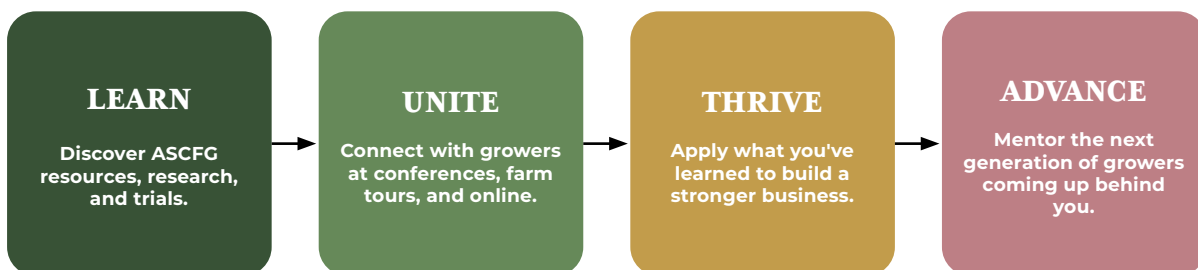
Steve Crone
ASCFG Executive Director

IT'S 5:15 A.M., and a grower somewhere is already in the field, headlamp on, cutting before the heat sets in, along with running the books, managing the crew, and trying to figure out if that new variety is worth the tunnel space—all before the first cup of coffee. If that sounds familiar, you're exactly who this roadmap is for.

Most of us didn't get into this industry because we love spreadsheets or committee meetings. We got into it because we love flowers, and because somewhere along the way, we found a community of growers willing to share what they know. That's the whole idea behind the ASCFG: Growers who learn together, grow together. It's not a slogan we picked because it sounded nice—it's what I hear, in some form, every single time I talk to a member about why they stay.

But the way growers find that community, and the way they prove its value to their own operations, has changed. A new grower today is far more likely to start with a YouTube video or an Instagram reel than a trade association. That's not a complaint—it's just where our industry lives now, and it's an opportunity for us, not a threat. This spring, your board and staff spent months asking hard questions about what the ASCFG needs to be for the next chapter: How do we help members turn what they learn into real business results? How do we make sure growers at every stage—from their first season to your thirtieth—find real value here? Those questions became the strategic roadmap I want to walk you through in this issue.

THE ASCFG MEMBER JOURNEY

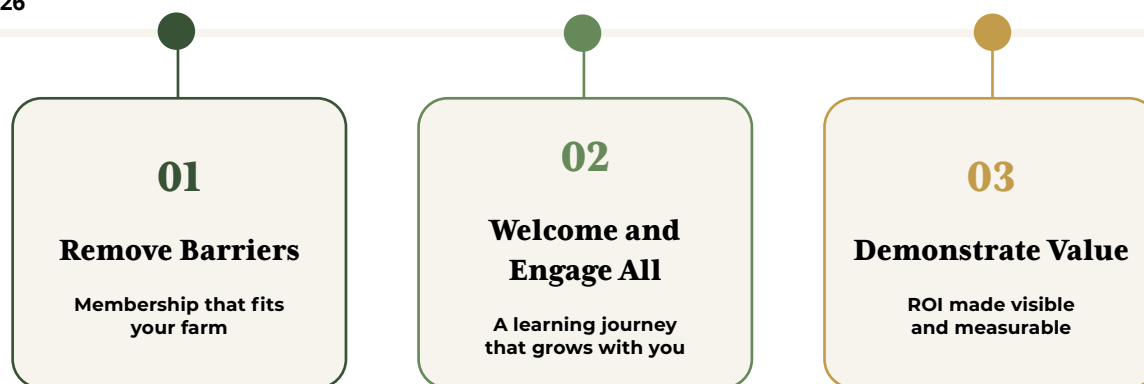


The ASCFG member journey—from your first season to mentoring the next generation of growers.

OUR ROADMAP: APRIL 2026–SEPT. 2027

APR 2026

SEP 2027



Our three priorities run through September 2027, when we'll take stock and decide what's next.

Three Places We're Putting Our Energy

Rather than chase every good idea at once, our board narrowed our strategic focus to three priorities through September 2027.

Here's what each one means for you:

First, we're removing barriers to membership. We're taking a hard look at who isn't fully getting value from the ASCFG—whether that's a first-year grower still finding their footing, or a twenty-year veteran who's outgrown what we've traditionally offered—and asking what needs to change in our programming, materials, and events so every grower, at any stage, finds real value here.

Second, we're building a learning journey that meets you where you are. If you're two years into growing, you need something different than a grower who's been doing this for two decades. We're developing a clearer, more structured path for beginners, and deeper, peer-level programming for our most seasoned members.

Third, we're making the value of membership visible. Many of you have told us the same thing: "I know ASCFG is good for my business, but I couldn't tell you exactly how." That's on us. Over the next year, expect to see more tools that help you connect what you're sharing and learning here directly to your bottom line—so renewing your membership is never a question.

"When growers find their community, everything changes. This is why the ASCFG exists."

A Promise, Not Just a Plan

A "traditional" strategic plan that lives in a binder on a shelf doesn't help anyone. So here's what we can promise you: we're going to focus on these three things and prove we can do them well before we take on anything new. We're going to measure our progress honestly—including telling you when something isn't working—and adjust as we go. And we're going to keep you, the grower, in the field at 5:15 a.m., at the center of every decision we make.

This roadmap belongs to all of us. If you have thoughts on where we're headed, I want to hear them—at a regional meeting, at a conference, in an email, or on the phone. Because the truest version of "growers who learn together, grow together" isn't something staff and board can deliver from the top down. It's something we build one conversation, one farm tour, one shared trial result at a time—together.

With mission focus,

Steve Crone

ASCFG Executive Director