



CASA | ACSA

CANADIAN AGRICULTURAL SAFETY ASSOCIATION
ASSOCIATION CANADIENNE DE SÉCURITÉ AGRICOLE

Canadian Agricultural Safety Association (CASA) Strategic Plan 2026–2029



Introduction

CASA is dedicated to advancing health and safety in agriculture by creating an inclusive environment where everyone feels valued and respected.

Our vision of a Canada where no one is harmed in agriculture is rooted in the belief that safe, sustainable agriculture embraces diversity, equity, and inclusion.

Our mission is to promote a culture of agricultural safety that protects people through knowledge sharing, support, and meaningful connections. This commitment is grounded in our belief that safe and sustainable agriculture, which enables healthy Canadian farm communities to thrive, must reflect diversity, equity, and inclusion.

By fostering a culture that respects and values differences, CASA is better positioned to meet the evolving needs of our members and help make our vision a reality.

The Strategic Planning Process

CASA developed its 2026–2029 Strategic Plan through an inclusive, collaborative planning process that engaged board members, staff, and key stakeholders. This approach included individual conversations, a two day facilitated workshop, and a stakeholder survey informed by funder and partner perspectives.

Together, participants examined the relevance of CASA's mission, vision, and values; clarified target audiences; and identified priority goals and strategies for the next three years.

This participatory process fostered strong organizational alignment, strengthened ownership of the plan, and ensured that diverse voices were heard in the shaping of a clear, shared direction for CASA's future.

Stakeholder input is integral to ensure that CASA's initiatives remain aligned with the priorities of its membership and to identify new opportunities for health and safety programming. Results of a 2026 stakeholder survey indicated that satisfaction with CASA's current communications channels is very high. Respondents also rate the importance of digital delivery highly and view CASA's convening role as very important. Engagement is driven by shared values, access to expertise, collaboration, and knowledge sharing. These results have been considered during the development of the 2026-29 CASA Strategic Plan.

Vision: A Canada where no one is harmed in agriculture.

Mission: CASA promotes a culture of agricultural safety that protects people through knowledge sharing, support, and meaningful connections.

Our Guiding Principles:

- **Put safety and health first**
We focus on protecting the people who live and work in Canadian agriculture.
- **Act with respect and integrity**
We treat people fairly, honour commitments, and do what's right.
- **Support sustainable agriculture**
We promote practices that protect people today and strengthen agriculture for the future.
- **Work together**
We collaborate and consult with producers, partners, and communities to achieve meaningful change.
- **Be accountable and transparent**
We are open about our decisions, responsible for our actions, and clear in our communications.

The Canadian Agricultural Safety Association (CASA) operates on the traditional territory of First Nation, Inuit and Métis peoples from coast to coast to coast and acknowledges the inherent Indigenous Rights and Treaty Rights of all Indigenous Peoples across these lands.

FOCUS AREA 1:

Reach and influence

Goal: CASA is recognized as a trusted leader in agricultural safety.

Strategy 1: Influence with clear, strategic messaging.

Deliver consistent, high-impact safety communications that reinforce agricultural safety.

Outcomes:

1. CASA's mission, vision, and unique value are clear and consistently communicated.
2. CASA produces timely, trusted, and shareable safety messaging.

Strategy 2: Expand visibility and influence.

Grow visibility and influence through partnerships and engagement across the broader agricultural network including outreach to people who are underrepresented.

Outcomes:

1. CASA's visibility and influence expand across the agricultural sector
2. Engagement from underrepresented groups increases.

**CASA's programs and resources
are offered in both official
languages**

FOCUS AREA 2:

Accessible, Relevant Information and Resources

Goal: CASA provides accessible, high-quality safety information and resources responsive to the agricultural sector needs.

Strategy 1: Improve accessibility and delivery infrastructure for safety information and resources

Strengthen the systems and platforms that deliver safety information and resources to expand reach, remove barriers, and increase impact.

Outcomes:

1. Agricultural safety information is easy to access.
2. Digital platforms effectively support user learning and engagement.

Strategy 2: Ensure programs are targeted, current, and meeting emerging trends.

Assess and adapt programs to reflect emerging trends, ensuring they remain targeted, evidence-informed, and impactful.

Outcomes:

1. Programs align with current and emerging agricultural sector needs.
2. Core and specialty programs deliver value to participants.

CASA offers a host of free and paid online courses on our website, in both official languages

FOCUS AREA 3:

Beneficial Partnerships

Goal: CASA has strong, mutually beneficial partnerships.

Strategy 1: Strengthen and leverage strategic partnerships to advance agricultural safety.

Intentionally identify, engage, and deepen relationships with government, funders, members, sector leaders, and community partners to increase shared value, collaboration, and sector-wide impact.

Outcomes:

1. Strategic partnerships are actively managed, and generate increased collaboration, reach, and shared value.
2. Government and sector leaders support and advance agricultural safety.

CASA works with provincial and federal governments, partners, and organizations to drive farm safety across Canada

FOCUS AREA 4:

Active Membership

Goal: CASA has an engaged and growing membership.

Strategy 1: Deliver and communicate clear member value.

Create opportunities for each membership segment to clearly understand and experience the tangible value of belonging to CASA.

Outcomes:

1. Members experience strong value from their membership.

Strategy 2: Grow and activate a diverse membership base.

Increase and diversify membership while strengthening engagement, participation, and advocacy.

Outcomes:

1. Overall membership growth.
2. Membership representation expands across priority segments.
3. Members are actively engaged and contributing.

CASA provides a range of teaching kits to help support safe communities across Canada

FOCUS AREA 5:

Organizational Health

Goal: CASA is a financially sustainable, well-governed organization with the leadership, staffing, and culture needed to thrive.

Strategy 1: Sustain a strong, positive organizational culture.

Foster and maintain a positive work environment where staff feel supported, valued, and able to contribute effectively.

Outcomes:

1. CASA maintains a healthy, collaborative work environment that supports wellbeing and performance.

Strategy 2: Build staff capacity to meet organizational needs.

Strengthen workforce capacity by aligning staffing, skills, and structure with evolving organizational needs and priorities.

Outcomes:

1. Staffing levels and structure align with organizational priorities and workload.

Strategy 3: Build financial strength for long-term impact.

Foster and maintain a positive work environment where staff feel supported, valued, and able to contribute effectively.

Outcomes:

1. CASA achieves stable, diversified, and predictable revenue streams.

FOCUS AREA 5:

Organizational Health (Continued)

Goal: CASA is a financially sustainable, well-governed organization with the leadership, staffing, and culture needed to thrive.

Strategy 4: Set direction and ensure accountable leadership.

Establish clear direction and strengthen leadership accountability to drive performance, alignment, and results.

Outcomes:

1. The organization operates under clear strategic and financial expectations.

Strategy 5: Ensure strong performance oversight and governance integrity.

Strengthen governance processes to effectively monitor performance, manage risk, and ensure accountability.

Outcomes:

1. The Board receives and utilizes reliable information to oversee mission impact, financial health, and risk.
2. Governance practices are ethical, effective, and continuously improved.

CASA is governed by a seven-person Board of Directors drawn from a membership base that includes individuals, organizations, governments and businesses.



Sustainable Canadian
Agricultural Partnership



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To learn more about CASA,
visit www.casa-acsa.ca

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