

# The Suri Network Strategic Plan

## Our Mission

Encourage stewardship and growth of the Suri Alpaca industry in North America.



## Our Purpose

1. To promote, through education to the alpaca community and the general public, awareness of and interest in Suri alpacas and their fiber and related business interests.
2. To promote the growth of the Suri alpaca industry.
3. To serve as an industry and marketing group to promote and protect the collective economic and legal interests of the Network's members.
4. To organize and conduct, from time to time, a Suri Alpaca event which shall be open to the public and which furthers the purposes of the Corporation and provides the Members and other participants with the opportunity to share with each other their ideas, encouragement, knowledge and companionship.

## Our Strategy

### 1. Grow and Strengthen the Suri Network and Members

#### Why?

To succeed as stewards of the Suri alpaca breed the organization and members depend upon:

- Building a stronger community to support both current and future Suri breeders.
- Engaging all breeders to participate and support the Suri breed and the organization.
- Continuing to build opportunities for the end-use of Suri fiber.

#### How?

- Increase communication and awareness via newsletters, Facebook, website, magazine and webcasts.
- Evaluate website and improve for increased ease of use, communication and educational links.
- Encourage members to become more active in the organization by participating in committees, special projects, potential Regional Networks and sharing success stories.
- Promote current programs, tools and educational products available from the organization.
- Promote opportunities to reach out to other livestock industries and fiber communities to increase awareness of Suri fiber and use.
- Determine if current membership options meet the needs of the members and support the goals of the organization.
- Develop funding strategies for major initiatives.

### 2. Work Towards Creating a Commercially Sustainable National Herd

#### Why?

Growth of the Suri alpaca Industry is crucial to driving sustainability of the industry. To stimulate this growth, continued education is needed surrounding the following topics:

- Breed Standard.
- Health of animals and influence on fiber.
- Sorting, Grading and Classification of fiber and end use for each grade.
- Use of tools which education the breeders on making Breeding and Culling Decisions (i.e. SHIP, EPD, histogram, skin biopsies, genetics and conformation).
- Economic worth and value of the Suri Alpaca and products

#### How?

- Provide Educational and Mentorship Opportunities.
- Leverage Suri Brand, Mark and SHIP (Suri Herd Improvement Program).
- Continued development and advocacy of the Suri Breed Standard.
- Evaluate ways to encourage Suri Breeders to attend fleece and halter show.
- Promote Suri Breeders who support the industry nationally and locally.

### 3. Identify and Build Marketing Opportunities

#### Why?

Growth of the development of quality products made from their fiber is crucial to build marketing opportunities. To stimulate this growth continued efforts are needed to:

- Developing a demand for the fiber by itself or when blended with other products is crucial to the success of the Suri Industry.
- Creating markets for Suri end products is dependent upon awareness of the use Suri fiber and the quality products that are made from it.

#### How?

- Continue to develop the communication, implementation, marketing plans and funding strategy of the *Simply Stunning Suri* brand.
- Identify and Participate in Livestock industry events to increase awareness of Suri Alpaca.
- Identify and participate in agriculturally related youth events or programs (i.e., FFA).
- Develop opportunities for members to connect with Fiber Guilds/Fiber Community.