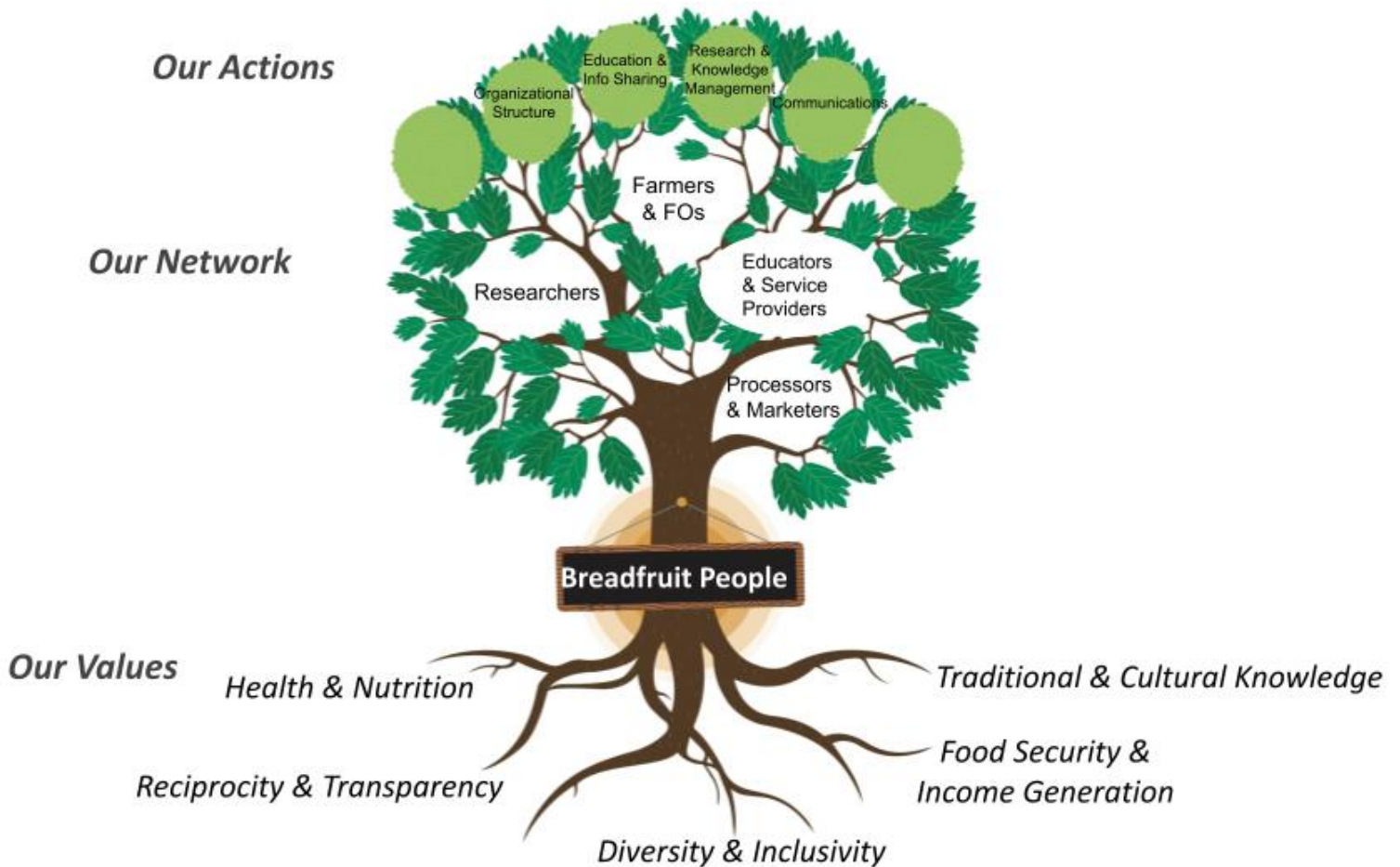# breadfruit people

STRATEGIC PLAN
2022 - 2025
GOALS, OBJECTIVES and
ACTION PLAN

Breadfruit People Operating Framework

Breadfruit People background

Breadfruit People is a community for all things breadfruit. Our online community includes growers, consumers, traders, processors, researchers and lovers of breadfruit. Our aim is to encourage more people to grow, buy, eat and use breadfruit and to also connect with those already working with the crop.

Strategic planning process

To initiate the strategic planning process, PIFON Executive Director and Breadfruit People Coordinator, Kyle Stice, met several times with the two facilitators from Center for Getting Things Started in October and November of 2021. This team co-developed the process and drafted a guiding framework for the strategic planning. We then convened three strategic

planning sessions. Ten people were at the first session on November 17, 2021, including eight representatives from the PIFON Board, PIFON staff, and Breadfruit Champions, and two facilitators. This meeting helped to solidify the plan for the following sessions.

The next two sessions on January 13 and January 27 were open to a wider audience in order to crowdsource optimal ideas and expertise. Both members and non-members of PIFON were invited, as well as Breadfruit Champions and connections from the Caribbean region. A total of 24 breadfruit supporters and enthusiasts attended the two sessions. The fruits of the process are the:

1. Breadfruit People operating framework presented as a breadfruit tree (above);
2. Guiding vision, mission and values;
3. Breadfruit People organizational structure (below), and
4. Strategic Plan with clear goals, objectives, and an action plan.

Vision

We envision breadfruit as a driver for food security, income generation and environmental regeneration in the Pacific and beyond. We also envision a thriving global Breadfruit People network that is diverse, inclusive and accessible to all across the value-chain (from soil to table). The diverse Breadfruit People network makes an important contribution to developing the breadfruit movement.
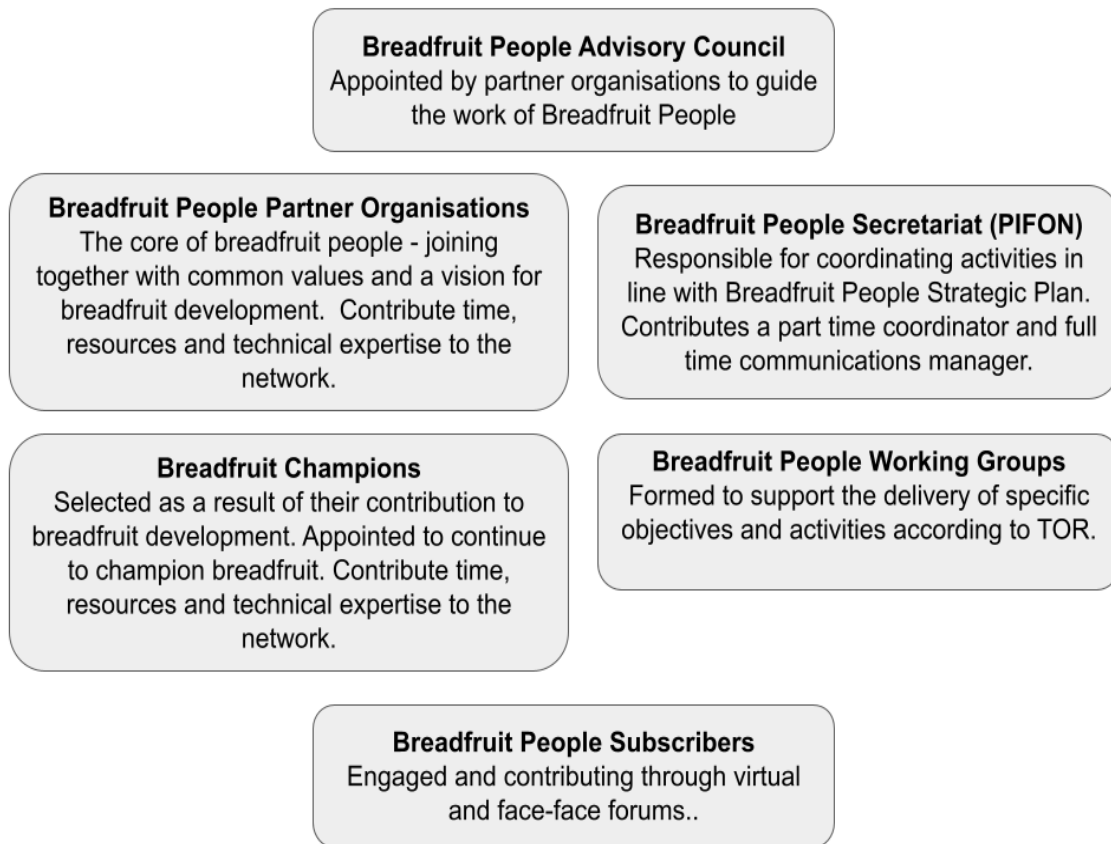
Mission

We support the breadfruit movement by amplifying the work of our network through communication and education and serving as a hub for all things related to breadfruit. Practicing reciprocity and integrity, our work upholds traditional and cultural knowledge, while promoting the health and nutritional benefits of breadfruit. From our resources to our events and educational activities, we aim to be accurate, vetted, and grounded in our values.

Values and guiding principles for Breadfruit People

1. Traditional and Cultural Knowledge
2. Diversity and Inclusivity
3. Reciprocity and Integrity
4. Food Security and Income Generation
5. Health and Nutrition

Breadfruit People Organizational Structure

Breadfruit People Advisory Council
Appointed by partner organisations to guide the work of Breadfruit People

Breadfruit People Partner Organisations
The core of breadfruit people - joining together with common values and a vision for breadfruit development. Contribute time, resources and technical expertise to the network.

Breadfruit People Secretariat (PIFON)
Responsible for coordinating activities in line with Breadfruit People Strategic Plan. Contributes a part time coordinator and full time communications manager.

Breadfruit Champions
Selected as a result of their contribution to breadfruit development. Appointed to continue to champion breadfruit. Contribute time, resources and technical expertise to the network.

Breadfruit People Working Groups
Formed to support the delivery of specific objectives and activities according to TOR.

Breadfruit People Subscribers
Engaged and contributing through virtual and face-face forums..

GOALS AND OBJECTIVES

Goal 1: Strengthen existing Breadfruit People organizational structure.
Objective 1. Continue current structure with PIFON as the secretariat.
Objective 2. Establish an advisory council of approximately 5 - 10 strategic members.
Objective 3. Convene working groups to further develop Breadfruit People's reach and offerings.

Goal 2: Increase and strengthen Breadfruit People communication methods and skills.
Objective 1. Increase accessibility to Breadfruit People's virtual platforms (webinars, website, social media) through translation of materials and supporting members to access the internet.
Objective 2. Grow and sustain current virtual presence.
Objective 3. Create and develop resources for print, TV, and radio distribution for members who cannot access the internet and to reach youth and elders.
Objective 4. Develop intergenerational communication protocols and skills.

Goal 3: Develop a clear knowledge management framework which includes supporting breadfruit research and being a repository for information.
Objective 1. Convene collaborative knowledge management exercise/workshop to share who is doing what in breadfruit; to support members connecting to each other around the topics/findings; and to determine potential research collaborations.
Objective 2. Strengthen and improve Breadfruit People's current repository/library of information and resources by:
- Securing an individual or group with related skills to curate and organize current resources;
- Developing a streamlined method for searching the repository; and
- Maintaining and regularly updating the repository.

Objective 3. Establish a virtual resource distribution hub where members can exchange and share resources (like a Facebook Marketplace but only for breadfruit).

Goal 4: Build up the education and information sharing platforms.
Objective 1. Convene a regular breadfruit summit, virtual or in-person.
Objective 2. Continue webinar and training series, building on topics and tracks from the breadfruit summit and suggestions and feedback from current webinars.
Objective 3. Convene quarterly virtual meet-ups to bring the network together and provide updates to one another.
Objective 4. Establish a working group for creating values-based standards for all BP trainers.

ACTION PLAN

Goal 1: Strengthen existing Breadfruit People organizational structure.

Goal 1, Objective 1 Activities: Continue current structure with PIFON as the secretariat.

- Build capacity of PIFON staff to support Breadfruit People through more training, these can be internal (staff to staff) and/or external.

Timeline: Ongoing

Cost: Part time coordinator - $24,000/year. Full time communications manager - $50,000/year. Capacity building costs dependent on needs identified.

Goal 1, Objective 2 Activities: Establish an advisory council of approximately 5-10 strategic members.

- Define needed and desired expertise and representation for the advisory council.
- Recruit council members.
- Convene the first advisory council meeting.

Timeline: Completed by December 31, 2022

Cost: Honorarium - $500/member/meeting; $10,000 (if meetings are in-person)

Goal 1, Objective 3 Activities: Convene working groups to further develop Breadfruit People's reach and offerings.

- Determine what and how many working groups needed;
- Determine governance and decision-making process for the groups; and
- Build capacity of the members of the group to govern themselves, determine their own outputs and timelines, to report back, and support partner organizations to access funding.

Timeline: Initiated by August, 2022

Cost: $5,000 - $7,000 (for personnel to set up, conduct organizational governance and decision-making trainings)

Goal 2: Increase and strengthen Breadfruit People communication methods and skills.

Goal 2, Objective 1 Activities: Increase accessibility to Breadfruit People's virtual platforms (webinars, website, social media) through translation of materials and supporting members to access the internet.

- Conduct needs assessment for languages and internet accessibility for farmers and stakeholders.
- Secure translators based on assessment.
- Support BP members accessing the internet so that they can join the virtual trainings and webinars.

Timeline: Completed by December 31, 2023

Cost: $5,000 - $7,000 (for personnel to carry out the above activities)

Goal 2, Objective 2 Activities: Grow and sustain current virtual presence.
- Create an external facing Facebook group where members can contribute.
- Ensure the moderator of this external facing Facebook group is trained in virtual moderation and is working from the Breadfruit People values.
- Make the Breadfruit People website more interactive, some methods/tools could be:
  - Story maps.
  - Dashboard.
  - Searchable repository.
  - Asking for Breadfruit Champion nominations.
- Develop a Breadfruit People newsletter or blog.
  - Enlist regular submissions from members for the newsletter or blog.

Timeline: Completed by December 31, 2023
Cost: $12,000 - $15,000 (website improvement)

Goal 2, Objective 3 Activities: Create and develop resources for print, TV, and radio distribution for members who cannot access the internet and to reach youth and elders.
- Set up a working group.
- The group works with whoever is tasked/hired to curate the current breadfruit information resources to see what already exists in print, TV or radio platforms.
- The group creates a list of resources needed and the media (print/newspaper, TV, radio).
- The group enlists members or others to co-create these resources.

Timeline: Initiate by July 2023.
Cost: $6,000 - $12,000 (depending on resources identified)

Goal 2, Objective 4 Activities: Develop intergenerational communication protocols and skills.
- Set up a working group.
- Develop protocols and guidelines for Breadfruit People's intergenerational communication.
- Based on the protocols and guidelines, develop/adapt the webinars and training to also focus on bringing youth and elders together around breadfruit.

Timeline: Initiate by March 2023.
Costs: Members' time, Staff time.

Goal 3: Develop a clear knowledge management framework which includes supporting breadfruit research and being a repository for information.

Goal 3, Objective 1 Activities: Convene collaborative knowledge management exercise/workshop to share who is doing what in breadfruit; to support members connecting to each other around the topics/findings; and to determine potential research collaboration.

- Set up a working group to plan the knowledge management convening.
- Plan the knowledge management convening.
- Document the findings.
- Share the findings.

Timeline: Initiate by August 2022.

Costs: $4,000 - $6,000 (depending on how findings will be documented and shared, and who does it)

Goal 3, Objective 2 Activities: Strengthen and improve Breadfruit People's current repository/library of information and resources.

- Set up a working group which includes someone from a higher education institution who can be the supervisor or teacher of the curator.
- Secure an individual (curator) or group with related skills to curate and organize current resources.
- Determine and plan the criteria to curate the current breadfruit related information as a team.
- Develop a way to search the repository.
- Develop a plan to maintain and regularly update the repository.

Timeline: Completed by December 31, 2024

Cost: $35,000 - $40,000 ($25,000 for a graduate student, $5,000 - $7,000 to make repository searchable - combine with Goal 2, Objective 2 Activities to leverage costs, $3,000 for accessing publications e.g. subscribe to journals, $3,000 for maintenance/updating)

Goal 3, Objective 3 Activities: Establish a virtual resource distribution hub where members can exchange and share resources.

- Research virtual distribution hub platforms - like a Facebook Marketplace but only for breadfruit.
- Choose the optimal one based on Breadfruit People's values and its ability to support other goals and objectives.
- Set it up and pilot.
- Refine.

Timeline: Completed by December 31, 2023

Cost: $5,000 - $7,000 (for personnel to carry out the above activities)

Goal 4: Build up the education and information sharing platforms.

Goal 4, Objective 1 Activities: Convene a regular breadfruit summit, virtual or in-person.

- Set up a working group to plan the breadfruit summit.
- Plan the breadfruit summit.
- Document the summit - video recordings, paper presentations.
- Share the information on the Breadfruit People website.

Timeline: Initiate by January 2023.

Costs: will depend on if virtual or in-person

Goal 4, Objective 2 Activities: Continue webinar and training series', building on topics and tracks from the breadfruit summit and suggestions/feedback from current webinars.

- Repeat procedure from Breadfruit People webinar/training series 1 and 2.
- Work with the intergenerational working group to be more inclusive of youth and elders.
- Use the curation, convenings and summit to determine topics, including but not limited to: Propagation and planting material, Health and nutrition, Cultivation, Post-harvest practices, Product development, Varieties and their best uses (linked to research), Cultural uses, Schools and children.

Timeline: Completed by December 31, 2023

Cost: $12,000 - $15,000 (for personnel to carry out the above activities, honoraria)

Goal 4, Objective 3 Activities: Convene quarterly virtual meet-ups to bring the network together and provide updates to one another.

- Set up a working group.
- Develop protocols and guidelines for monthly Breadfruit People virtual talk stories.
- PIFON/BP hosts the monthly Breadfruit People virtual talk stories.

Timeline: Initiate by October 2022.

Costs: Members' time, Staff time.

Goal 4, Objective 4 Activities: Establish a working group for creating values-based standards for all BP trainers.

- Set up a working group.
- Develop protocols and guidelines for creating values-based standards for all Breadfruit People trainers.
- Share the protocols and guidelines.

Timeline: Initiate by March 2023.

Costs: Members' time, Staff time.