

# THE NEXT THREE YEARS

## NAAAN'S WORK 2023-2025

The North American Agricultural Advisory Network (NAAAN) promotes engagement among Canadian, Mexican, and U.S. agricultural and rural development advisory services and their counterparts worldwide



### THEMATIC AREAS



BIODEFENSE AND  
MANAGEMENT OF  
NATURAL DISASTERS



IMPROVING SOIL  
HEALTH AND WATER  
MANAGEMENT



BUILDING THE NEXT  
GENERATION OF  
LEADERS IN  
AGRICULTURE

### JOIN THE NAAAN

Join us as we drive collaboration and knowledge exchange in North American agriculture. Together, we can shape the future of agricultural extension and advisory services.

Learn more on our website:  
[naaan.csusystem.edu](http://naaan.csusystem.edu)

### 2023-2025 PRIORITY AREAS

#### 1. HOST THE 2023 GLOBAL FORUM FOR RURAL ADVISORY SERVICES (GFRAS) ANNUAL MEETING

Host the GFRAS Annual Meeting October 17-19 in Denver, Colorado, USA, with the theme of Building the Next Generation of Leaders in Agriculture. This event facilitates cooperation and knowledge exchange among international participants and builds the next steps for collaboration across our countries and with global partners.

#### 2. ESTABLISH NAAAN COUNTRY HUBS

Led by nominated country leadership, these hubs will serve as platforms for prioritizing discussion topics, regional cooperation, and thematic work across Canada, Mexico, and the United States. Through the Country Hubs, members will have the opportunity to engage, exchange knowledge, and execute shared activities to move forward the agricultural extension agenda in their respective countries, fostering sustainable development and innovation in the sector.

#### 3. IMPLEMENT A STORYTELLING & MARKETING CAMPAIGN

This campaign amplifies awareness, credibility, and membership by showcasing the importance of agricultural innovation and advisory services.

*With further discussion and funding the NAAAN may also consider:*

#### 4. A NAAAN EXTENSION EXCHANGE

Facilitate collaboration and exchange programs between farmers and extension agents, building the next generation of agricultural leaders within Canada, Mexico, and the United States.

#### 5. EXTENSION EDUCATION & ENGAGEMENT OPPORTUNITIES

Improve agricultural extension education opportunities and programming within and across the three countries. This includes degree and non-degree certification.

#### 6. A PRIVATE SECTOR AGRICULTURAL EXTENSION STUDY

Understand the scope and nature of private-sector agricultural extension services through surveys and consultations, creating a continental overview.

