



‘Growing a Prosperous Future’

The Vision, Mission and Key Strategies of the International Blackcurrant Association (IBA)

IBA Vision

- The Blackcurrant will be respected as one of the world’s great health berries for both its nutritional, therapeutic, and its culinary food and beverage values, and thereby create new commercial opportunities for innovative food and beverage, health supplement, cosmetics and skin care companies.
- Economic returns to Blackcurrant growers will improve as increased consumer awareness and innovations create new demand at the farm-gate for blackcurrants differentiated by both variety and or grower practices, to create specific values and needs in the marketplace.

The IBA Mission

1. To bring together the skills, knowledge and resources of the various groups that comprises the core of the industry (growers, agronomists and plant breeders, processors, buyers, researchers, distributors, and marketers) in such a way as to excite and encourage new market innovations and strengthen existing demand for the blackcurrant crop cascade.
2. To be a trusted and valued resource of information for regulators, NGO’s, customers and trade, general and specialist media, and consumers generally on matters regarding blackcurrants.
3. To be an organisation that is highly innovative and flexible in its structure with as such, have an ability to be extremely cost-effective with limited resources.
4. To develop in such a way that the IBA’s activities gain the financial support and participation of the majority of blackcurrant-growing nations; and a parallel financial support from significant sponsorship relationships from upstream and downstream industry supporters and suppliers.

IBA Key Strategies

1. Annual conference:
 - a. Organizing in co-operation with the local committee.
 - b. Securing of related IBA sponsorship.

- c. Development and launch of IBA Awards programmes.
 - d. Ongoing development of the Marketing and Agronomics fora as part of Conference structure.
2. Become the “Get-go Fix point” between industry and independent researchers:
 - a. Creating an environment where research has best potential to segue into successful new product initiatives.
 - b. Establishing or prompting networks of synergistic potential.
 3. Consolidate position as the ‘Global Go-to’ for news and information relating to blackcurrants and blackcurrant industry initiatives:
 - a. Website; monthly newsletters for Country Associations; email and social media; constructive media release programme for general and trade specific media.
 - b. Develop and distribute multi-language briefs to allow grassroots grower participation in news and information.
 4. Increase blackcurrant profile at external conferences, food fairs, and the like to promote key messages and develop networks for new demand initiatives in FMCG, hospitality-food service, and manufacturing-supplement industries.
 5. Become the Global blackcurrant-family network-centre:
 - a. Establish and facilitate communication between networks of agronomists, scientists, growers, processors and the like.
 6. Have a flexible and opportunistic organizational culture:
 - a. Develop activities that can be successful with limited resources but with scope to grow as resources become available.
 - b. Use the collective skills of the Board, the Grower Associations, and industry members and supporters, to maintain the best understanding of the industry’s potential and its options.

Svend Jensen - President - International Blackcurrant Association - May 2012