

The background consists of a grid of overlapping squares in various shades of green and red. The colors range from light lime green to dark forest green, and from light salmon to dark maroon. The squares are arranged in a way that creates a sense of depth and movement.

*Seeking Synergies
What's Next?*

Seeking Synergies Goals

- Sharing Data:
 - CRSC will provide our core indicators to other initiatives
 - NEFP will engage with CRSC providing macro-data
 - CFPI will engage with CRSC providing macro-data
- Improve producer acceptance and engagement
 - Collaborate to access available data on 'current state'
 - Create compelling messages for each initiative to communicate
- More definition and formal communication of the *Statement of Alignment*
 - Consider preparation of a signed MOU or MOA

Seeking Synergies Goals (cont'd)

- On-going collaboration and commitment
 - Regular meetings to exchange ideas and opportunities
 - Business plans written to reflect the relationship between the initiatives
- Clarify the Brand Relationship
 - Investigate different options, their advantages and disadvantages