Mission: To provide advocacy, education, resources, support and community for those who administer, operate and participate in USDA's child nutrition programs.

Vision: Ensure nutrition security for families through access to food programs.

Values:
- Stewardship
- Integrity
- Education
- Advocacy
- Equity

Goal 1: Offer Educational Opportunities
- Offer a range of cost-effective training solutions.
- Provide an excellent educational experience.
- Develop quality educational materials.

Goal 2: Provide Resources for Members
- Use technology as a tool for promoting collaboration, training and resources.
- Identify and develop resources to assist sponsors with program management.
- Develop training resources for member use.

Goal 3: Build Visibility and Recognition
- Actively recruit and retain membership.
- Educate policy-makers about the child nutrition community.
- Promote the CACFP through policy initiatives, advocacy outreach and media campaigns.
- Build robust partnerships with key national advocacy and industry organizations.

Goal 4: Ensure Financial & Organizational Viability
- Provide strong governance through effective leadership development.
- Manage Association fiduciary responsibilities prudently and efficiently.
- Seek opportunities to ensure the continued viability of the Association.
- Engage qualified professional staff.