Mission: To advance DBC members as strategic and innovative business and communication leaders

Vision: A world where DBC members have the necessary business skills to guide food and nutrition related decisions in global businesses and industries

Values:
- We listen to our members and provide more value than expected
- We operate ethically with accountability for member professional development
- We make decisions with consideration for inclusivity, the environment, economy and social implications
- We look to the future to guide business decisions

Core Competencies:
- • Insights into Action (Research, Analysis & Application)
- • Communications & Transparency
- • Collaboration & Strategy
- • Business Acumen & Leadership

Strategic Objectives:
- Be financially healthy; not reliant on one source of revenue; able to increase operating budget year-over-year
- Members describe DBC as essential to their professional success
- Seamless interaction and transparency in all operations
- Grow in number and expertise year-over-year
- Develop confident leaders who encourage member involvement