



rca

RESEARCH CHEFS
ASSOCIATION

RCA Vision 2030 **STRATEGIC PLAN**

Last Update: January 2026



Vision

As a pioneer in the discipline of Culinology®, the Research Chefs Association integrates food science and culinary arts expertise to elevate product development.

The Research Chefs Association cultivates collaboration between the culinary and food science professionals who develop food to increase innovation, quality, and speed-to-market.

Core Values

Core values are the fundamental beliefs that help define the association's culture, which helps build trust, shape decision-making, and strengthen a shared sense of identity.

Create | Shaping what the world eats through innovation and technology — empowering members to imagine, design, and deliver groundbreaking products.

Collaborate | Connecting Culinology professionals across disciplines to share knowledge, spark ideas, and advance the industry and profession.

Community | Fostering a welcoming, inclusive environment where every member feels valued, supported, and inspired to grow.

Strategic Pillars

Strategic pillars are the core areas of focus that advance RCA's mission and vision, guiding priorities and decisions while providing clarity, alignment, and a framework to measure progress.

Stability | Ensure RCA's long-term organizational stability, growth, and financial sustainability

Value | Clarify and promote RCA's unique value to boost engagement and deliver meaningful member benefits

Reach | Be the trusted brand for consumers and industry professionals on food innovation and development