

# Research Direction of USB

## Implications of the New USB Structure

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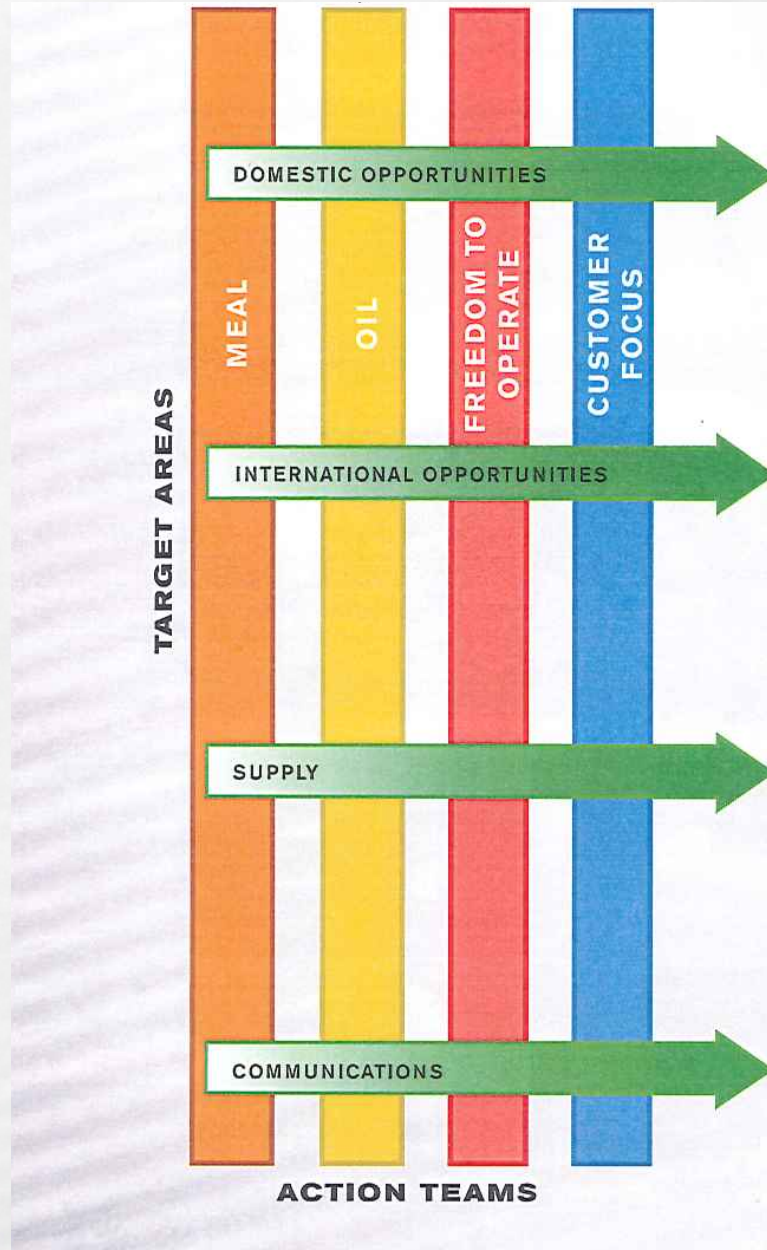
# USB 2011-2016 Strategic Plan

## STRATEGIC OBJECTIVES

-  **MEAL:** Increase the value of U.S. soybean meal to the entire value chain.  
**Measurement:** Changes in volume and value of U.S. soy meal.
-  **OIL:** Increase the value of U.S. soy oil to the entire value chain.  
**Measurement:** Changes in volume and value of U.S. soy oil.
-  **FREEDOM TO OPERATE:** Ensure that our industry and its customers have the freedom and infrastructure to operate.  
**Measurement:** Increase in acceptance of today's agriculture practices by influencers, customers, regulators and influential consumers.
-  **CUSTOMER FOCUS:** Meet our customers' needs with quality soy products and services to enhance and expand our markets.  
**Measurement:** Improvement in customer relationships by key segments.



# New USB Matrix Structure



# New USB Structure





# USB STRATEGIC OBJECTIVES AND TARGET AREA GOALS



# Supply Target Area

## 2014 Goals

- 1. Yield Research – Identify molecular pathways that enhance yield potential (30%)**
- 2. Yield Production – Increase soybean yield potential and capture a greater proportion of yield potential (25%)**
- 3. Composition – Improve component value of U.S. soybeans to sustainably supply global markets (25%)**
- 4. Feed – Identify and develop measures that characterize and allow value capture of U.S. soybean meal (10%)**





# Supply Target Area

## 2014 Goals Suggested Revision

1. **Yield Research – Identify molecular pathways that enhance yield potential (30%)**
2. **Sustainable Yield Production – Develop soybean production systems that capture maximum yield potential while achieving continuous improvement against all sustainability metrics (25%)**
3. **High Oleic Soybeans – Expand availability of high oleic (>70%) trait in all major soybean maturity groups in adapted high yielding varieties that also have acceptable meal traits (20%)**
4. **Composition – Improve component value of U.S. soybeans ensuring quantity and quality to sustainably supply global markets (15%)**
5. **Feed – Identify and develop measures that characterize and allow value capture of U.S. soybean meal (10%)**



# Major USB Supply Research Areas

1. Yield (Breeding and Molecular Biology)
2. Biotic and Abiotic Stress Management
3. Production Systems Management
4. Soybean Composition
5. Soybean Composition Measurement
6. Research Coordination
7. Research Infrastructure



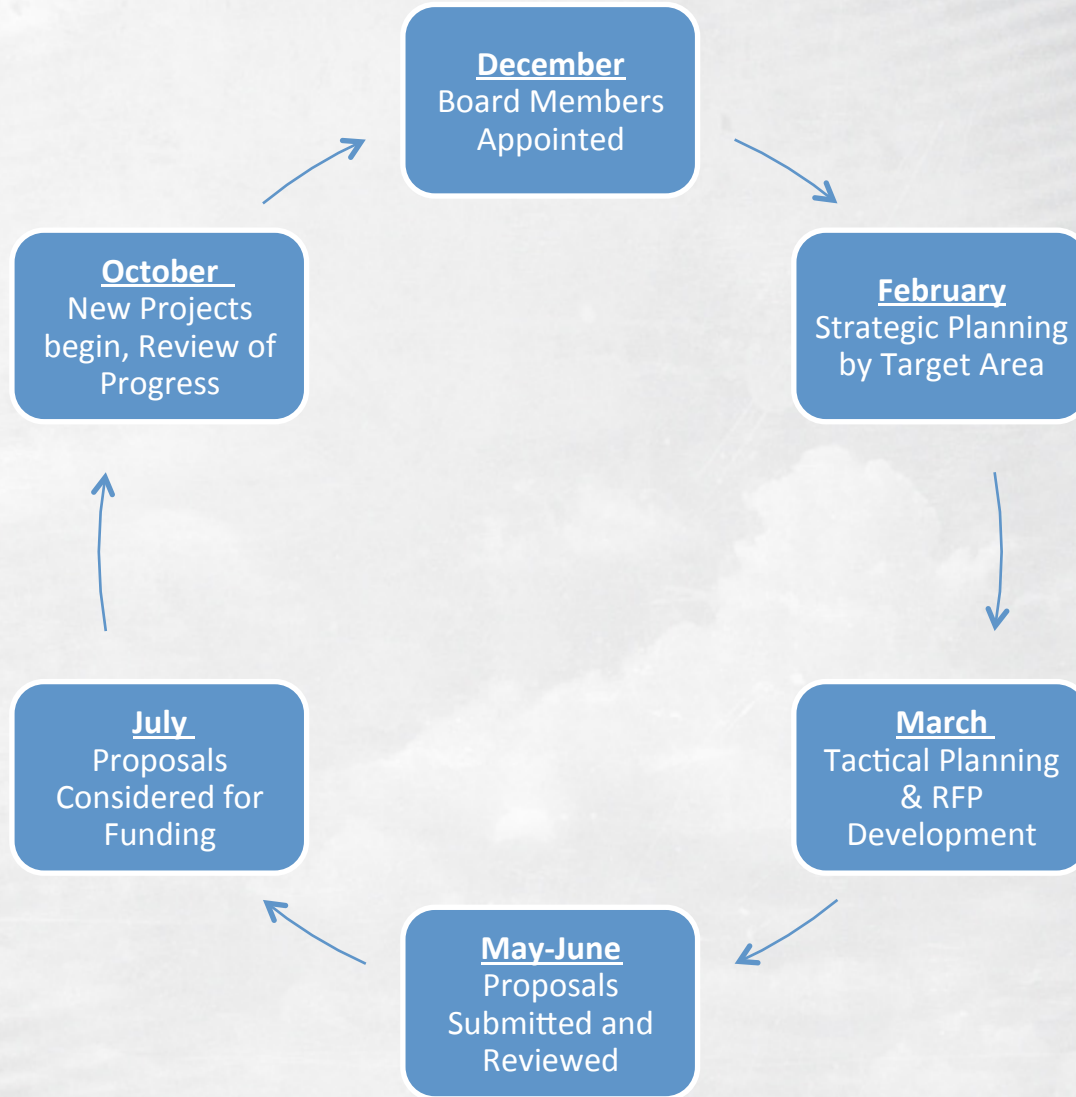


# Process

- **Target Area Work Groups will act Strategically**
  - Work group members from each Action Team
  - Liaise with industry partners to identify emerging issues
  - Develop key strategic approaches in February
- **Action Teams will act Tactically**
  - Prioritize strategies
  - Funding will be allocated to Action Teams
    - Allocated to Work Groups by priority of issues
  - RFPs will be developed to address key issues
  - Proposals will be reviewed and recommended for funding
- **Ultimately plan to move to fewer, larger projects**



# USB Annual Cycle





# Summary

- **USB is moving to a structure that is focused on addressing key strategic objectives**
- **Emerging issues and strategies will be evaluated each year**
- **Tactically new RFPs will be developed each year to address key issues**
- **Focus will be on large teams to address key objectives related to major issues**

