



# UNITED SOYBEAN BOARD UPDATE

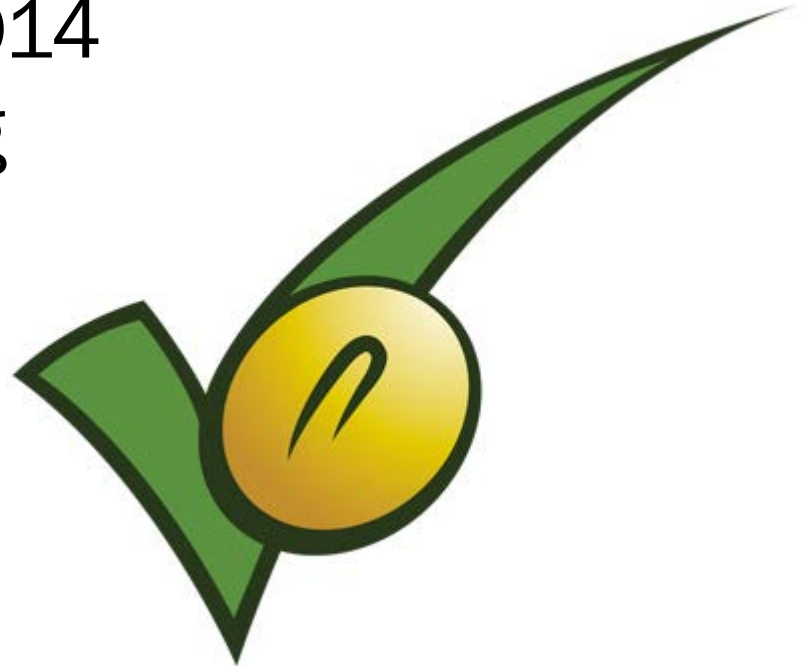
Bob Haselwood  
*USB Chairman*  
Berryton, KS, Farmer  
*January 28, 2015*





# USB Update

- CONNECTIONS 2014
- Strategic Planning
- Next Steps







**syngenta**



**JOHN DEERE**



**MONSANTO**



**Dow AgroSciences**



**Bayer CropScience**



**BUNGE**

# CONNECTIONS Issues



- Research
- Value-Added Meal
- Farmer Technology Acceptance





# UNITED SOYBEAN BOARD/SOYBEAN CHECKOFF LONG-RANGE STRATEGIC PLAN 2011-2016

After 20 years of steady successes, the checkoff is now facing a worldwide demand that requires a 50 percent increase in protein by 2030.\* We must continue striving for even greater yields to meet this growing demand while differentiating our U.S. soy products and services in the global marketplace.

**CORE VALUE:** The board, with honesty and integrity, collectively and individually, is committed to working within the letter and spirit of applicable law and regulation to achieve maximum value for each soybean farmer's checkoff dollar.

**MISSION:** Effectively invest and leverage soybean checkoff resources to maximize profit opportunities for U.S. soybean farmers.

**VISION:** U.S. soybeans will be the leader of the global oilseed industry.

**STRATEGY:** Create and maintain partnerships that differentiate and increase the utilization of U.S. soy in a changing global market.

## 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.





I WILL  
REDUCE THE WEED  
SEEDS IN MY SOIL.

I will take action against herbicide resistant weeds.  
I will know my weeds. I will target their strengths and exploit their weaknesses.  
Escapes don't stand a chance.  
I will seek them out and take them down before they go to seed.  
Because fewer seeds today mean fewer weeds tomorrow.

Now is the time to take action against herbicide resistant weeds. Visit [TakeActionOnWeeds.com](http://TakeActionOnWeeds.com) to learn how you can prevent herbicide resistant weeds from spreading.

**TakeACTION**  
HERBICIDE-RESISTANCE  
MANAGEMENT

Support from the United Soybean Board



I WILL  
TAKE ACTION AGAINST  
HERBICIDE RESISTANT WEEDS.

I will know my weeds. When they grow. When they pollinate. And I will stop them before they go to seed.  
I will take action in the field and do whatever it takes to give my crops the upper hand against weeds.  
I will take action with careful herbicide management and use multiple herbicide sites of action, because every action counts.  
I will take action because it's my bottom line. It's not about this year or the next. It's about the long-term.  
I will take action. This time. For all time.

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**TakeACTION**  
HERBICIDE-RESISTANCE  
MANAGEMENT

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[www.TakeActionOnWeeds.com](http://www.TakeActionOnWeeds.com)

# An Opportunity with High Oleic

- Increased Demand
  - Food
  - Industrial
- Yield Performance
  - Comparable to commercial varieties
- Grow it now to grow your profitability
  - Contracts available
  - Premiums offered
- [Soyinnovation.com](http://Soyinnovation.com)







**YOUR PERSPECTIVE IS WORTH GROWING**

**The soy checkoff is looking for farmers** from diverse backgrounds to get involved in USB or in one of the 31 state or regional soybean boards across the country. There are a variety of opportunities to serve, and your talent and input can make a difference.

**Help to lead the U.S. soybean industry into the future.  
Contact your state checkoff and get involved today,  
or visit [www.UnitedSoybean.org/GetInvolved](http://www.UnitedSoybean.org/GetInvolved).**



# Thank You!

