

# USSEC/ASA-IM Photo Scoop

## 2007 Strategic Planning Conference Signals Watershed Shift in International Soy Marketing

August 8, 2007 -- The 2007 U.S. Soy Industry Strategic Planning Conference marked a watershed change in how U.S. soy producers are approaching international marketing. Farmer-leaders from ASA, USB and the USSEC/ASA-IM board approved a change effective in 2009 to shift from a geographic focus on international markets. Instead of marketing by country or region, ASA, USB and USSEC will use a product-based focus to market U.S. soy globally. The new focus is segmented into three new marketing categories: Commodity soy, value-enhanced soy and global issues management. Based on those three new categories, farmer-leaders began the decision-making process for allocating checkoff and FAS funds to international market development programs for 2009. The decisions were made at a series of meetings in Chicago during August 6 through August 8.



*For a series of breakout sessions where ASA-IM country directors made presentations on local market conditions and growth opportunities, ASA and USB international marketing committee members convened in a general session to begin the process of funding allocations to three new market categories.*



*International marketing subcommittee members fine-tuned budget allocations to match farmer investments with international soy export growth opportunities.*

The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service .

