USSEC STRATEGIC PLAN

OUR VISION: U.S. soy is a trusted, sustainable source of nutrition and energy worldwide.

OUR STRATEGY: Create a preference for U.S. soy by nurturing relationships, growing awareness, and demonstrating value.

U.S. Soy Sustains a Growing World

USSEC’S MISSION: Maximize the utilization, value, and access to markets of U.S. soy around the world

HOW WE WORK:

WE DELIVER WORLD-CLASS PERFORMANCE

WE ACT RESPONSIBLY

WE TRUST OUR TEAM

WE FOSTER OUR DIVERSITY

THE FUTURE USSEC creates

U.S. SOY’S VALUE
Global buyers fully appreciate that U.S. soy offers superior quality, reliability, and value, and this is reflected in their purchase decisions

INNOVATION
Innovative advances made possible by the broad acceptance of sound science help us deliver solutions to a growing world while reducing soy’s environmental footprint

RELATIONSHIPS
USSEC listens to U.S. soy customers and advocates their needs to industry, while engaging in the customer training, education and relationship building that create knowledge, trust and preference for U.S. soy

SUSTAINABILITY
U.S. soy is sought after due to its sustainable production record, and the vision and commitment of its growers to a viable, renewable future

USSEC = SOLUTIONS
USSEC exemplifies trust for providing solutions that optimize value for U.S. farmers and the global soy value chain

STRATEGIC GOAL

ELEVATE
Collaborate with partners across the U.S. supply chain to elevate a preference for U.S. soy products in existing markets and spark demand in worldwide markets

DIFFERENTIATE
Differentiate the quality and value of U.S. soy from other nutrition and energy products

ATTAIN
Attain access to markets for U.S. soy through cooperation with a variety of diverse global stakeholders

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