

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.



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



STRATEGIC GOAL DIFFERENTIATE

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



STRATEGIC GOAL ATTAIN

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

WE DELIVER
WORLD-CLASS
PERFORMANCE



HOW WE WORK:



WE TRUST
OUR TEAM

WE ACT
RESPONSIBLY



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