

# **Future Directions for United Soybean Board Breeding Funding**

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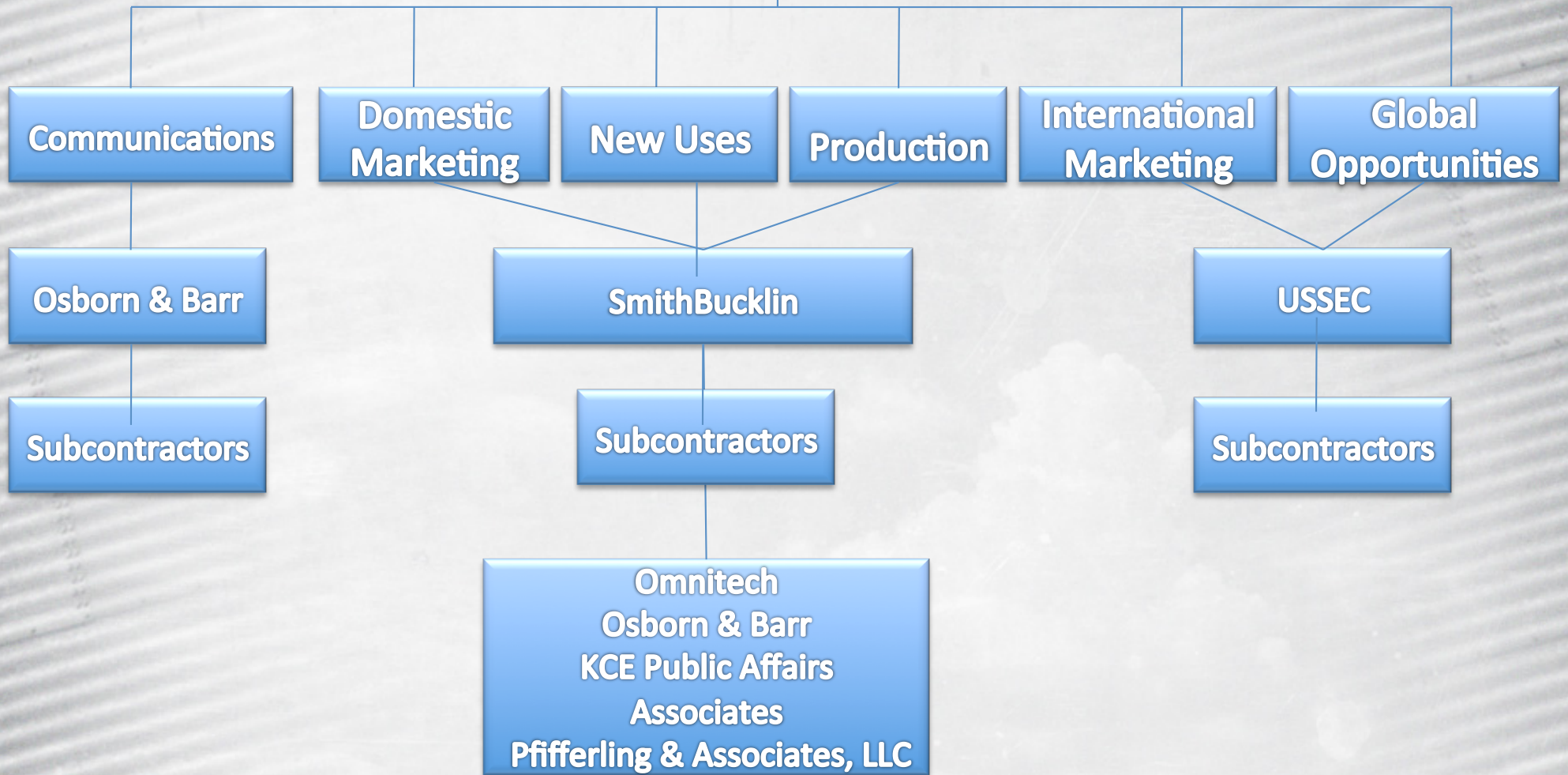


# *Soybean Checkoff Program*

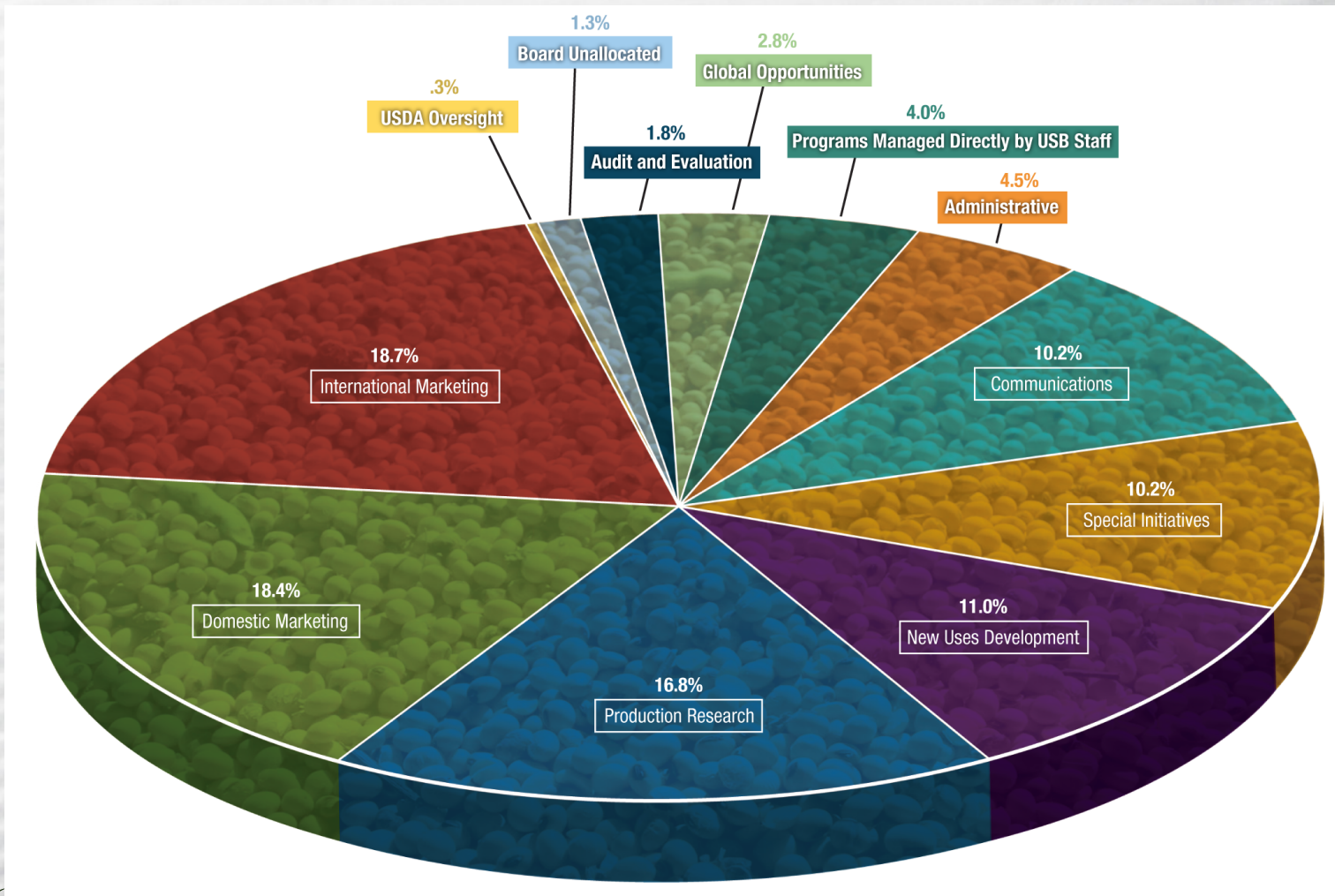
- 0.5% of all soybean sales go into checkoff program
- States keep half. Other half goes to national program.
- Funds are invested in promotion and research for soybeans
- The board consists of 69 Farmer Directors



# United Soybean Board



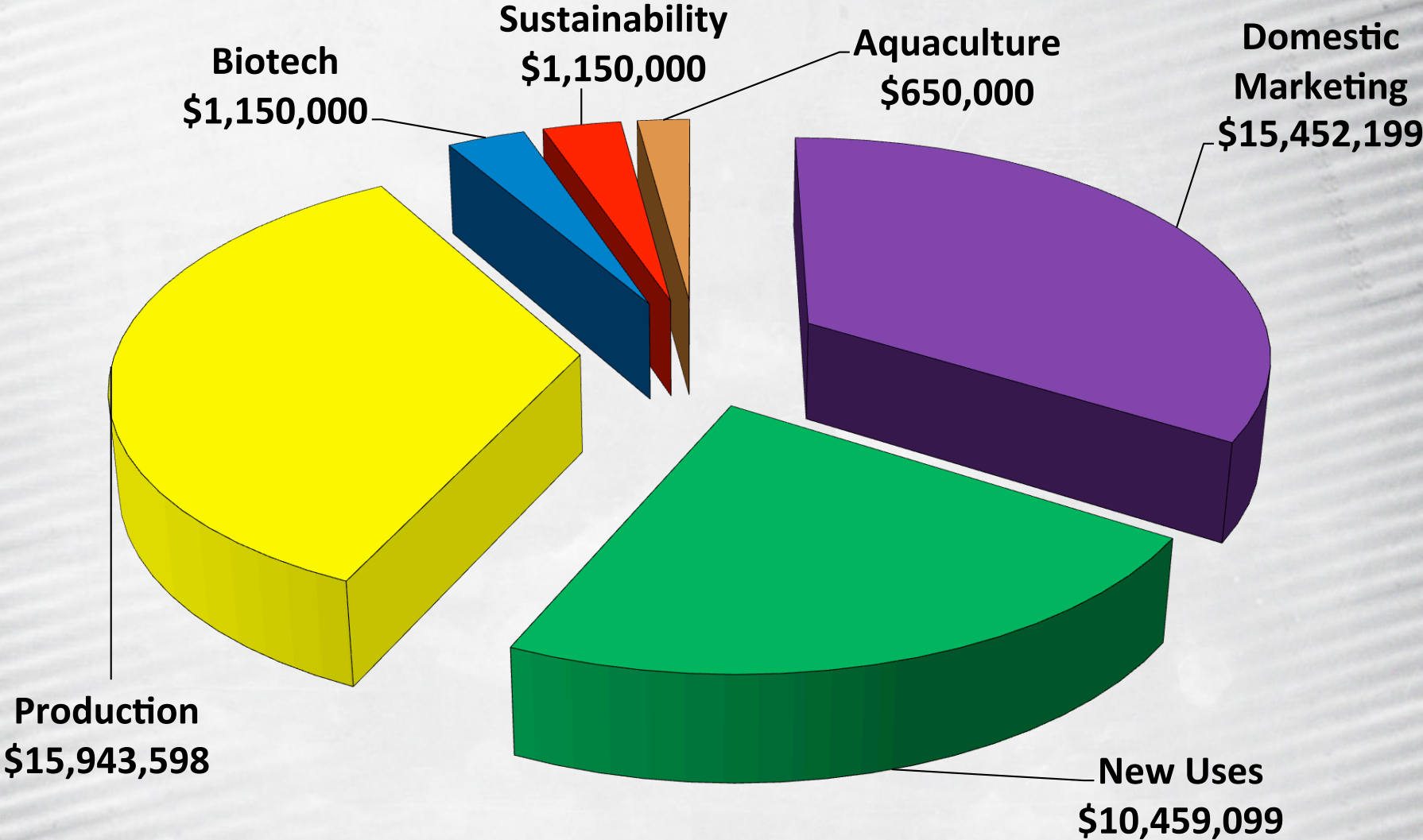
# Distribution of USB Budget FY12



**Approximate FY12 Budget  
\$80.7 million**





# SmithBucklin-Managed Programs FY 2012



**Total \$44.8 MM**

# 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 Organizational Structure

## ACTION TEAMS

Oil

Meal

Freedom to Operate

Customer Focus

## TARGET AREA WORKING GROUPS

Domestic  
Opportunities

International  
Opportunities

Supply

Communications

# New USB Structure





# Key Issues

- **Funding will be allocated to Action Teams**
- **Target Area Working Groups will liaise with industry and work across Action Teams**
- **Action teams will appoint members to Working Groups as appropriate**
- **Ultimately plan to move to fewer, larger projects**

# Supply Action Areas

- **Composition**
  - **Improve oil**
    - Reduce linolenic acid, increase oleic acid, reduce saturated fatty acids
  - **Increase oil without loss of protein**
  - **Increase protein without loss of oil**
    - Improve digestible amino acids and AA balance
  - **Increase digestible sugars**
    - Improve metabolizable energy content of meal

# Supply Action Areas

- **Yield**
  - **Resistance**
    - Drought/flooding, SCN and other nematodes, SDS, Charcoal rot, Phomopsis seed decay, Phytophthora, Soybean rust, soybean aphids and stink bugs.
  - **Genomics**
    - Proteomics, metabolomics, DNA marker development

# What happens now?

- Current committees allocate \$70.3 million budget for FY13 in July
  - Production Committee will have \$14.76 million
  - Distributed 43% Meal, 43% Oil, 8% Freedom to Operate and 6% Customer Focus
- New Action Teams appointed in December 2012
- Action Plans for FY14 budget developed during Spring-Summer 2013



# Summary

USB is reorganizing to better address its long-range strategic plan. The Committee structure of USB will be reorganized along the lines of USB's Strategic Objectives. With this in mind, funding priorities will shift somewhat as well.



“Cheshire-Puss,” Alice began rather timidly, “Would you please tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don’t much care where . . .” said Alice.

“Then it doesn’t much matter which way you go,” said the Cat.

“ . . . so long as I get *somewhere*,” Alice added as an explanation.

“Oh, you’re sure to do that,” said the Cat, “if you only walk long enough.”

