



Strategic Goal:

Increase credibility

4

Develop technical briefs / research summaries

4

Create consistent communication channel (e-newsletter)

4

Engage in one-on-one influencer meetings

5

Host meeting / event / seminar / webinar

6

Participate in relevant meetings / events

Strategic Outcome:

Increase U.S. soybean demand globally



Strategic Goal:

Share our story

3

Update website (resources, research outcomes, potential impact, mission / vision)

3

Identify research partners

2

Conduct survey to determine wants / needs / understanding

1

Identify key influencers / leaders

2019-20 STRATEGIC FOCUS

In order to increase global demand for U.S. soybeans, the Soy Aquaculture Alliance will take strategic steps to share our story, increase our credibility and grow partnerships.

GROWING
2 markets,
together

Soybeans and fish seem unlikely partners, but bringing the land and sea together offers major opportunities for both. After years as a feed source for other farm-raised proteins, soybeans are entering a whole new space: the waters of aquaculture. As new regulations, over-fishing and an increased demand for sustainable and plentiful protein crosses the globe, farmed aquaculture is finding a foothold. Soybeans bring a nutritional feed source that meets the sustainability, quality and consistency needs to keep the market growing. In the process, U.S. soybean farmers benefit from opening a new and growing market.

PARTNERS



KEY

Strategic outcome: Ultimate goal of SAA efforts

Strategic goals: Key to reaching our strategic outcome, each is important and continuous

1-6 Actions: Tactics to achieve these goals, prioritized by timing and/or necessary order.

Tactics with same numbers indicate simultaneous action



Soy Aquaculture Alliance

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