

Scenario-Specific Strategies

"Scenario-Specific" strategies are those strategies that are more closely tailored to addressing conditions of a given scenario, though these strategies may be appropriate for implementation in more than one scenario. The strategies presented here are further broken down by the basic value chain levels of Producers, Input Channel Participants and Output Channel Participants, and specific roles have been charged to each value chain level. These include roles of leadership in strategy implementation and ownership, support in strategy implementation and ownership, and limited roles in strategy implementation and ownership.

Full Speed Ahead Scenario-Specific Strategies	Producer Role	Input Channel Role	Output Channel Role
Take an active role in marketing, educating, and promoting soy technology advantages to producers as well as industry and consumer stakeholders	Support	Leadership	Leadership
Create the foundation for aggressive innovation and market leadership through collaborative influence of domestic and global policy and intellectual property rights protection	Support	Leadership	Leadership
Foster profit management resources and incentives for producers to support attribute-specific soy adoption, production and marketing	Support	Leadership	Leadership
Limit efforts of competing products in capturing an innovation leadership position by researching, testing, and adopting models that allow for continual and rapid development and deployment of technology	Limited	Leadership	Support
Communicate the benefits of innovation for food, feed and fuel and other output uses, and promote the use of environmentally-friendly processes in the development of new innovations	Limited	Leadership	Leadership
Cultivate mutually profitable technology innovation and adoption through partnering agreements and alliances throughout the soybean value chain	Leadership	Leadership	Leadership

Focus greater resources in specialized systems and innovations including segregated processing, transportation, and storage mechanisms	Leadership	Limited	Leadership
Educate and motivate consumer and consumer influencers to healthy benefits of soy relative to other technologies	Leadership	Limited	Leadership

Shared Success Scenario-Specific Strategies	Producer Role	Input Channel Role	Output Channel Role
Leverage the differential advantages of soy technology in a shared market environment by taking an active role in marketing, educating, and promoting the <u>comparative</u> soy technology and trait advantages to producers, as well as industry and consumer stakeholders	Support	Leadership	Leadership
Influence favorable trade policies and trait adoption incentives through the soy value chain, and other crop industry collaboration and advocacy with legislators	Leadership	Support	Leadership
Focus greater resources and cooperation with non-soy crop stakeholders in specialized systems and innovations, including segregated processing, transportation, and storage mechanisms to maximize efficiencies in a multiple trait-specific crop output environment	Support	Limited	Leadership
Leverage and protect a larger share of technology investment dollars, and collaborate within the channel to ensure that a large portion of dollars are focused on soy innovation	Support	Leadership	Leadership
Increase competitive intelligence efforts through collaboration with soybean value chain	Support	Leadership	Leadership
Create the foundation for aggressive innovation and efficient market sharing through collaborative influence of domestic and global policy and intellectual property rights protection	Support	Leadership	Leadership
Communicate the benefits of innovation for food, feed and fuel and other output uses, and promote the use of environmentally-friendly processes in the development of new innovations	Limited	Leadership	Leadership
Foster profit management resources and incentives for producers to support attribute-specific soy adoption, production, and marketing	Support	Leadership	Leadership

Off-Shore Migration Scenario-Specific Strategies	Producer Role	Input Channel Role	Output Channel Role
Focus efforts and resources on innovation and deployment of low cost and high margin products and increased production technology	Support	Leadership	Limited
Collaborate with the industry value chain to focus and communicate the consistent benefits of soy protein and oil quality	Support	Limited	Leadership
Actively lobby for domestic and global policies that protect the limited soy production base and enhance soy-specific domestic support	Leadership	Support	Support
Explore and act on cost mitigation costs through additional land access in global areas favorable to profitable soybean production for U.S. producers	Leadership	Limited	Support
Affect operational, handling, and processing cost efficiencies	Leadership	Limited	Leadership
Develop and communicate the agronomic benefits of including soybeans in a crop rotation method	Leadership	Leadership	Limited
Focus on controlling costs and strengthening service levels to producers	Limited	Leadership	Support
Work cooperatively within the soy value chain to focus efforts in international market development for soybean	Support	Limited	Leadership
Take an active role in marketing, educating and promoting soy technology advantages to producers, as well as industry and consumer stakeholders	Leadership	Leadership	Leadership

Forward to the Past Scenario-Specific Strategies	Producer Role	Input Channel Role	Output Channel Role
Focus efforts and resources on innovation and deployment of low cost and high margin products and increased production technology	Leadership	Leadership	Limited
Team with input suppliers to push beneficial developments of consistent oil and protein yield and soy quality	Leadership	Leadership	Support
Continue to expand investment integration into livestock and biodiesel production	Leadership	Support	Leadership
Actively lobby for domestic and global policies that protect the soy production base and enhance soy-specific domestic support	Leadership	Support	Leadership
Pursue efficiency and scale economies and more efficient use of assets by spreading across larger geographic areas	Leadership	Limited	Limited
Team with input suppliers to focus on yield maximization and agronomic benefits of crop rotation with soybeans	Leadership	Support	Limited
Focus efforts and increase investments in an environmentally sustainable agriculture	Leadership	Leadership	Support
Work cooperatively within the soy value chain to focus efforts in international market development for soybeans	Support	Limited	Leadership
Affect operational, handling, and processing cost efficiencies	Leadership	Support	Leadership