



If you believe, belong.

Strategic Plan 2011-2015

Mission

To serve farmers by protecting and increasing the market value and opportunities for soybean farmers.

Vision

The American Soybean Association (ASA) leads a successful soybean industry that is meeting the food, feed and energy needs of a growing world.

Values

The ASA volunteer leadership and professional staff are guided by these principles in carrying out their governing and management duties on behalf of members:

Integrity: Professional, ethical and honest

Member Driven: Policy development by grassroots members

Openness: Inclusive and respectful of many views, with open dialogue

Service: Developing leaders and advocating policies for the future

Stewardship: Stewards of environmentally and economically sustainable agriculture

Goals & Strategies

1 Goal

Policy & Advocacy

ASA members play an effective role in domestic and international policy development.

Strategies:

1. Maintain and enhance ASA's lobbying presence in Washington, D.C.
2. Increase the involvement of ASA Board members and state affiliate leaders in advocacy efforts.
3. Increase opportunities for grassroots involvement by ASA and state members.

2 Goal

Membership

ASA provides value, opportunities and benefits to serve and engage members in association activities and to increase industry strength.

Strategies:

1. Increase member retention and total membership.
2. More effectively demonstrate the value of ASA's accomplishments that benefit soybean farmers.
3. Increase opportunities available to all members to take part in ASA sponsored programs, activities and events.

ASA Strategic Plan 2011-2015 (Continued)

Goals & Strategies

Goal 3 Domestic & International Use of Soy

ASA's domestic and international market development, and humanitarian initiatives, benefit soybean farmers.

Strategies:

1. Increase U.S. domestic production, utilization and competitiveness through effective policy.
2. Expand U.S. soy exports and develop international markets.
3. Help address worldwide humanitarian needs through soy-based nutrition.

Goal 4 Industry & Consumer Relations

ASA works with industry partners and allied organizations to benefit the entire soybean industry.

Strategies:

1. Pursue new models of industry collaboration and resource funding.
2. Increase collaboration and planning with national and state soybean checkoffs.
3. Improve understanding regarding the role of agriculture in the sustainable production of food, feed and fuel.

Goal 5 Leadership Development & Grower Education

ASA delivers leadership training and educational programs that position growers to serve the soybean industry and safeguard grower opportunities to be successful.

Strategies:

1. Enhance and expand leadership training opportunities to increase the effectiveness of soybean farmers in influencing policy and leading the industry.
2. Deliver educational programs and meetings that increase the number of soybean farmers who are informed regarding ASA policy initiatives.
3. Increase grower education opportunities and recognize soybean grower excellence.

Goal 6 Association Strength

ASA will maintain a world-class association to benefit members and the soybean industry.

Strategies:

1. Increase financial resources to achieve results for soybean farmers and the soy industry.
2. Enhance state and national relations.
3. Maintain effective governance and ensure committee effectiveness.



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