






U.S. GRAINS COUNCIL STRATEGIC PLAN REFRESH 2022/23

AREA OF FOCUS	 ORGANIZATIONAL POTENTIAL	 GRAINS IN ALL FORMS	 ETHANOL	 TRADE POLICY	 FUNDING
GOAL	HARNESS THE COUNCIL'S ORGANIZATIONAL STRENGTHS	INCREASE GRAINS IN ALL FORMS EXPORTS TO SUPPORT MEMBER PROFITABILITY	GROW PROGRAMS THAT DRIVE U.S. ETHANOL EXPORTS & MARKET SHARE	ENGAGE TRADE POLICY GLOBALLY TO ENSURE MARKET ACCESS FOR U.S. GRAINS & BIOFUELS	BUILD A NEW FUNDING PLATFORM FOR STABILITY & LONG-TERM GROWTH
STRATEGIES	<ol style="list-style-type: none"> 1. Prioritize and ensure ROI on all programs and initiatives 2. Build Council structures and staffing for flexibility 3. Continually innovate market development activities 4. Capitalize on the diverse experiences of Council members and staff 5. Create new avenues for member orientation and engagement 6. Cultivate the next generation of leaders within the Council's membership and staff 	<ol style="list-style-type: none"> 1. Increase overall export volumes and values of grains in all forms 2. Balance servicing existing markets and expanding into new ones 3. Prioritize putting buyers and sellers together to drive U.S. exports 4. Undertake research to show the value of new uses for grains and co-products 5. Focus on adding new, consistent markets for U.S. sorghum, barley and their co-products 6. Engage with global community to help ensure adequate grain supplies for markets in need 	<ol style="list-style-type: none"> 1. Secure new, major, consistent ethanol markets 2. Work to increase blending rates of current U.S. ethanol importers 3. Offer information and expertise on ethanol's advantages to overseas stakeholders developing biofuels policies 4. Define a U.S. ethanol brand globally that can bolster promotion 5. Explore new uses for U.S. ethanol, including industrial and sustainable aviation fuel 	<ol style="list-style-type: none"> 1. Lead domestic and international partners in efforts to remove policy barriers to the use and sales of U.S. grain and ethanol 2. Robustly defend U.S. grains in all forms on the world stage 3. Launch and maintain a sustainability platform to leverage the attributes of U.S.-origin grain and co-products 4. Advocate globally for the best available crop and production technology 5. Work with the wider grains sector on issues of export reliability 6. Offer Council members educational opportunities about the structure and impact of trade policy 	<ol style="list-style-type: none"> 1. Work closely with Council's funders to reshape programs as ATP funds sunset 2. Work with members and domestic stakeholders to ensure continuity of robust federal funding, specifically MAP/FMD 3. Capitalize on available funds for market development from non-traditional partners 4. Continually improve sell-back efforts to ensure funders know the value of the Council's work 5. In the face of changing funding, maintain the Council's global presence and engagement

