

WORK GROUPS FY25 BUDGET BREAKOUTS



TABLE OF CONTENTS

01

Work Group
Structure

03

Historic Work
Group Budgets:
FY23-FY25

05

FY25 Distribution
of Budget By
Work Groups

07

FY25 Budget
By Work Group:
Supply —
Health & Nutrition

08

FY25 Budget
By Work Group:
Supply —
Innovation &
Technology

09

FY25 Budget
By Work Group:
Infrastructure &
Connectivity

10

FY25 Budget
By Work Group:
Demand —
Innovation &
Technology

11

FY25 Budget
By Work Group:
Demand —
Health & Nutrition

12

FY25 Budget
By Work Group:
Communications &
Education

13

FY25 Budget
By Work Group:
Demand —
Export Programs

WORK GROUP STRUCTURE

HEALTH & NUTRITION PRIORITY AREA

Todd Hanten

INNOVATION & TECHNOLOGY PRIORITY AREA

Tom Frisch

INFRASTRUCTURE & CONNECTIVITY / EXPORT PRIORITY AREA

Robb Ewoldt

SUPPLY ACTION TEAM

Ed Lammers

SUPPLY HEALTH & NUTRITION

WG Lead:
Robert Petter

SUPPLY INNOVATION & TECHNOLOGY

WG Lead:
Sam Butler

INFRASTRUCTURE & CONNECTIVITY

WG Lead:
Lawrence Sukalski

DEMAND ACTION TEAM

Susan Watkins

DEMAND HEALTH & NUTRITION

WG Lead:
Dawn Scheier

DEMAND INNOVATION & TECHNOLOGY

WG Lead:
Gene Stoel

DEMAND EXPORT

WG Lead:
Tony Mellenthin

COMMUNICATIONS & EDUCATION COMMITTEE

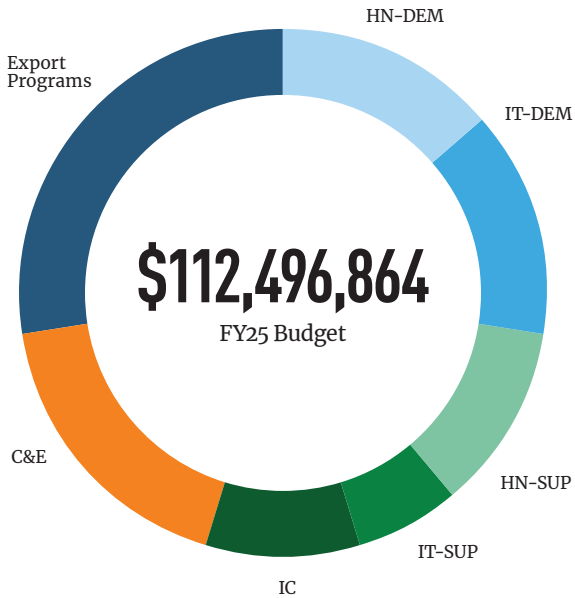
C&E Lead: Carla Schultz

HISTORIC WORK GROUP BUDGETS: FY23-FY25

WORK GROUP	FY23 BUDGET	FY24 BUDGET	FY25 BUDGET
INFRASTRUCTURE & CONNECTIVITY	\$13,175,326	\$13,319,644	\$10,487,086
SUPPLY HEALTH & NUTRITION	\$11,707,657	\$12,069,530	\$12,558,308
SUPPLY INNOVATION & TECHNOLOGY	\$7,019,914	\$6,331,851	\$7,425,862
DEMAND HEALTH & NUTRITION	\$14,348,185	\$12,771,898	\$15,496,610
DEMAND INNOVATION & TECHNOLOGY	\$15,780,516	\$17,538,938	\$15,749,490
DEMAND EXPORT	\$30,718,712	\$33,823,869	\$30,779,508
COMMUNICATIONS & EDUCATION	\$22,783,137	\$25,994,125	\$20,000,000
TOTAL*	\$115,533,447	\$121,849,855	\$112,496,864

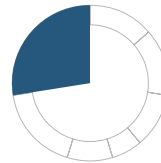
*Does not include Portfolio Advancement Funds

FY25 DISTRIBUTION OF BUDGET BY WORK GROUPS

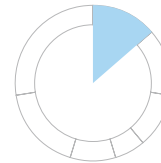


EXPORT PIC & MAIC TOTAL
\$23,500,000

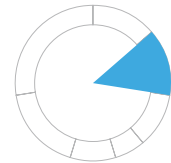
Reviewed by Work Groups and approved by EC



\$30,779,508
Export Programs



\$15,496,610
HN-DEM



\$15,749,490
IT-DEM



\$12,558,308
HN-SUP



\$7,425,862
IT-SUP



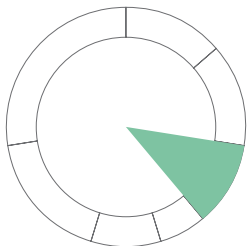
\$10,487,086
IC



\$20,000,000
C&E

FY25 BUDGET BY WORK GROUP: SUPPLY — HEALTH & NUTRITION

\$12,558,308
HN-SUP



PLANT HEALTH
\$7,684,541

61%

Abiotic Stress	26 ^z
Disease Resistance	27 ^z
Pest Resistance	22 ^z
Nutrients & Herbicides	12 ^z
Sustainability	13 ^z

SOIL HEALTH
\$1,769,055

14%

Fertilizers & Biologicals	29 ^z
Soil Best Management Practices	25 ^z
Research, Extension, Education & Outreach	46 ^z

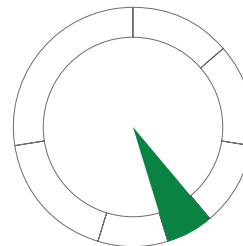
BEST MANAGEMENT PRACTICES
\$3,104,712

25%

Pest/Disease Resistance	41 ^z
Research, Extension, Education & Outreach	59 ^z

FY25 BUDGET BY WORK GROUP: SUPPLY — INNOVATION & TECHNOLOGY

\$7,425,862
IT-SUP



ENHANCED NUTRITIONAL BUNDLE
\$2,156,550

29%

Improved Carb. & Test Weight	27 ^z
Improved Oil Content	67 ^z
Improved Protein Content	6 ^z

DISCOVERING & ENHANCING TECHNOLOGY
\$2,390,499

32%

Sustainability	30 ^z
Biotech	47 ^z
Breeding	23 ^z

TOOLS AND TECHNIQUES
\$1,549,363

21%

Field Management Tools	100 ^z
------------------------	------------------

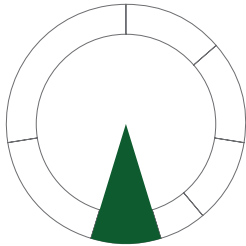
HIGH OLEIC
\$1,329,450

18%

High Oleic Variety Development	100 ^z
--------------------------------	------------------

FY25 BUDGET BY WORK GROUP: INFRASTRUCTURE & CONNECTIVITY

\$10,487,086
IC



MARKET OPPORTUNITIES
\$1,444,661
14%

Assess Sustainability Performance	22 ^z
New Market Feasibility	6 ^z
Stakeholder Engagement	72 ^z

SUPPLY PARTNERSHIPS
\$3,322,785
32%

Research Partnerships	90 ^z
Soybean Quality & Marketing	10 ^z

ROAD/RAIL/RIVER
\$304,411
3%

Partnership Opportunities	100 ^z
---------------------------	------------------

SUPPLY CHAIN INNOVATION
\$4,566,514
43%

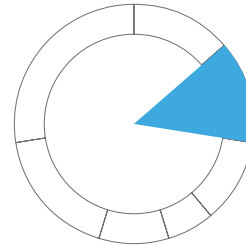
Measure Sustainability Performance	10 ^z
Commercial Launch	80 ^z
Overcoming Barriers	10 ^z

MARKET INTELLIGENCE
\$848,715
8%

Market Research/Outreach	9 ^z
Industry Data	68 ^z
Strategic Market Analysis	23 ^z

FY25 BUDGET BY WORK GROUP: DEMAND — INNOVATION & TECHNOLOGY

\$15,749,490
IT-DEM



**BIODIESEL/
BIOHEAT**
\$7,432,600
47%

Technical Support	14 ^z
Environmental Analysis	17 ^z
Supply Chain Integration	5 ^z
OEM Approval for B20+	7 ^z
Heating Oil	5 ^z
Domestic Expansion	31 ^z
Industry Connection	21 ^z

INNOVATIVE ALTERNATIVE USES
\$3,372,632
22%

Meal	49 ^z
Hull	2 ^z
Wood Adhesives	49 ^z

OIL TECHNOLOGY INNOVATIONS
\$1,928,308
12%

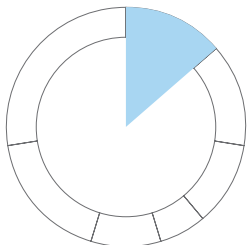
Lubricants	14 ^z
Surfactants & Oleochemicals	8 ^z
Rubber & Plastics	47 ^z
Coatings & Adhesives	31 ^z

OUTREACH & EDUCATION
\$3,015,950
19%

Trade Shows/Technical Support	58 ^z
Outreach & Education Programs	42 ^z

FY25 BUDGET BY WORK GROUP: DEMAND — HEALTH & NUTRITION

\$15,496,610
HN-DEM



**ANIMAL HEALTH
& NUTRITION** **31%**
\$4,750,884

Differentiate Meal	27 ^z
Macro Nutrition	
Advance Meal	3 ^z
Nutritional Factors	
Evidence to Differentiate U.S. Meal	28 ^z
Animal Nutrition Research Challenge	42 ^z

**MARKETING
COMMS: ANIMAL** **25%**
\$3,904,920

Partnerships to Expand Meal Demand	36 ^z
Meal Marketing & Outreach	64 ^z

**MARKETING
COMMS: HUMAN** **31%**
\$4,840,390

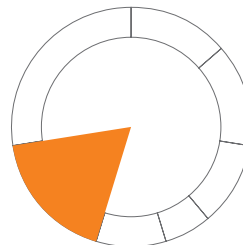
Drive B2B Demand	26 ^z
Partnerships for Expanding Demand	17 ^z
Market Professionals & Influencers	57 ^z

**HUMAN HEALTH
& NUTRITION** **13%**
\$2,000,416

Human Nutrition Research	100 ^z
--------------------------	------------------

FY25 BUDGET BY WORK GROUP: COMMUNICATIONS & EDUCATION

\$20,000,000
C&E



**SOY
REPUTATION** **46%**
\$9,254,187

Core Soy Reputation	60 ^z
Collaborate	14 ^z
Educate	17 ^z
Promote	9 ^z

**PR & ISSUE
MANAGEMENT** **11%**
\$2,183,138

PR & Issues Management Core	90 ^z
Collaborate	10 ^z

**CHECKOFF
REPUTATION** **32%**
\$6,418,000

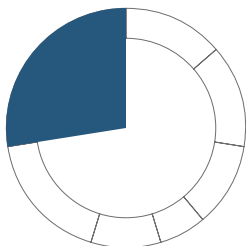
Core Checkoff Reputation	60 ^z
Collaborate & Educate	35 ^z
Research & Measure	5 ^z

**INTEGRATED
COMMS SUPPORT** **11%**
\$2,144,675

Core Integrated Support	100 ^z
-------------------------	------------------

FY25 BUDGET BY WORK GROUP: DEMAND — EXPORT PROGRAMS

\$30,779,508
Export
Programs



**AMERICAS
REGION**
\$2,683,609

9%

Animal	24 ^z
Aqua	18 ^z
Oil	12 ^z
Sustainability	8 ^z
Communications	4 ^z
Value Chain	35 ^z

**EUROPEAN
UNION REGION**
\$1,458,193

5%

Animal	40 ^z
Communications	19 ^z
Value Chain	41 ^z

**SUB-SAHARAN
AFRICA REGION**
\$1,171,085

4%

Animal	24 ^z
WISHH	57 ^z
Communications	8 ^z
Value Chain	10 ^z

**MIDDLE EAST &
N. AFRICA REGION**
\$1,709,016

5%

Animal	26 ^z
Aqua	38 ^z
Sustainability	3 ^z
Value Chain	33 ^z

**SOUTH ASIA
REGION**
\$13,114,616

10%

Animal	43 ^z
Aqua	10 ^z
Oil	3 ^z
Soy Foods	14 ^z
WISHH	2 ^z
Sustainability	8 ^z
Communications	9 ^z
Value Chain	11 ^z

**SOUTHEAST ASIA
REGION**
\$2,479,274

8%

Animal	16 ^z
Aqua	29 ^z
Soy Foods	26 ^z
WISHH	7 ^z
Sustainability	2 ^z
Communications	14 ^z
Value Chain	5 ^z

**WORLDWIDE
REGION**
\$10,554,574

34%

USMEF
\$2,618,825

9%

**GREATER CHINA
REGION**
\$990,132

3%

Sustainability (China)	7 ^z
Communications (China)	9 ^z
Value Chain (China)	74 ^z
Oil (Taiwan)	4 ^z
Sustainability (Taiwan)	2 ^z
Communications (Taiwan)	1 ^z
Value Chain (Taiwan)	4 ^z

**NORTHEAST ASIA
REGION**
\$1,042,684

3%

Animal (Japan)	23 ^z
Oil (Japan)	13 ^z
Soy Foods (Japan)	23 ^z
Sustainability (Japan)	9 ^z
Animal (Korea)	16 ^z
Soy Foods (Korea)	17 ^z

USAFEEC
\$2,957,500

10%

NOTES



© 2025 United Soybean Board.
Any third parties referenced herein are the
property of their respective owners.