



# How to Read the USPB Strategy Map

## *1. Vision And Strategy*

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This uppermost region of the strategy map specifies you are reading the United States Potato Board's strategies and the overriding vision that the strategies presented on this map were developed to achieve: Maximizing Return on Grower Investment

## *2. Financial Perspective*

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When we succeed, this is how will we look to Our "shareholders" (the growers who invest in the USPB).

**"Growth Strategies"** are realized through our initiatives, new partnerships and expanded relationships with existing partners. Growth Strategies are the key elements of our programs.

**"Productivity Strategies"** are the foundation that must be in place to successfully accomplish the Growth Strategies.

## *3. Industry Perspective*

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This is the heart of our strategy, defining how the USPB will lead the industry and offer a clear value proposition to create new opportunities and increase demand for potatoes.

## *4. Internal Perspective*

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This defines how we build long-term value: new products and services; deepened and redefined relationships; resource for critical information; and equity to all industry segments.

## *5. Learning And Growth Perspective*

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To achieve our vision, this is how the USPB must function, learn and improve.

1

# United States Potato Board

*Maximizing Return on Grower Investment*

2

<i>Growth Strategy</i>	<i>Productivity Strategy</i>
<ul style="list-style-type: none"> <li>• Increase usage of US potatoes and potato products</li> <li>• Expand markets</li> <li>• Improve the competitive position of potatoes</li> <li>• Present a favorable image of potatoes to the public</li> </ul>	<ul style="list-style-type: none"> <li>• Serve as information source for industry</li> <li>• Advance utilization of USPB information</li> <li>• Communicate research and program information effectively</li> </ul>

3

<i>Lead the Industry</i>	<i>Increase Value to Industry</i>
<ul style="list-style-type: none"> <li>• Functioning as a catalyst for positive change</li> <li>• Invest in opportunities with greatest upside potential</li> <li>• “Push the envelope” to challenge the status quo</li> <li>• Function as industry “Venture Capital Group”</li> <li>• Deliver measurable ROI</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver strategic partnerships</li> <li>• Acquire strategic information</li> <li>• Identify what matters</li> <li>• Manage industry issues</li> <li>• Defend potato’s image</li> </ul>

4

<i>Build The Franchise</i>	<i>Increase Customer Value</i>	<i>Information Resource</i>	<i>Equitable To All Segments</i>
<ul style="list-style-type: none"> <li>• Understand markets</li> <li>• Conduct consumer and market trends research</li> <li>• Identify and open new markets and channels</li> <li>• Innovation and consumer based offerings</li> </ul>	<ul style="list-style-type: none"> <li>• Connecting with consumers</li> <li>• Enhance state &amp; national organization relationships</li> <li>• Increase grower involvement</li> <li>• Target communications to growers</li> <li>• Communicate return on investment</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain library of critical information that drives and leads the business</li> </ul>	<ul style="list-style-type: none"> <li>• Portfolio approach</li> <li>• Appropriate policies</li> </ul>

5

<i>Build The Franchise</i>	<i>Build The Franchise</i>	<i>Equitable To All Segments</i>
<ul style="list-style-type: none"> <li>• Strategic</li> <li>• Capable of leading industry</li> <li>• Product/area knowledge</li> <li>• Capable of making difficult choices</li> <li>• Accountable</li> </ul>	<ul style="list-style-type: none"> <li>• Cutting-edge</li> <li>• Efficient</li> </ul>	<ul style="list-style-type: none"> <li>• Best-in-class</li> <li>• Doing important work</li> <li>• Challenging/fun environment</li> <li>• Freedom to fail intelligently</li> <li>• Personal growth</li> <li>• Aligned</li> <li>• “Invested” in business</li> </ul>