

# 2015 Crop Protection Council Strategic Plan Updated 10/09/2015

**Vision:** Promote, enable and expand eBusiness and efficient business processes in the Crop Protection (CP) Segment utilizing technology.

**Mission:** The Crop Protection Council will lead and promote the value of information exchange and it's efficiencies to drive business value by identifying initiatives, and opportunities by leveraging technologies within the crop protection segment.

**Goals:**

1. Demonstrate the value of information exchange and efficient business processes.
2. Maintain active critical mass within the Crop Protection segment.
3. Identify pain points and potential initiatives that could be piloted by a small group of companies for quicker & repeatable implementation or increase the efficiencies of business processes.
4. Assess and leverage the technologies to address data challenges within the CP industry.

**Objectives & Tactics:**

**Goal #1:** *Demonstrate the value of information exchange and efficient business processes*

**Objectives:**

1. Council members to demonstrate how eBusiness allows companies to have more efficient business processes, identified by Mid-Year meeting of each year

**2015-2016 Tactics:**

- Establish a task force by Annual Conference each year to review and update the tactics to demonstrate eBusiness value.
  - Creation or update of a value flyer, to be completed by April 2016. This will be used to help communicate the value of information exchange and efficient business processes in the CP industry in North America.
  - Solicit information from Council members to be submitted to AgGateway monthly newsletter, on a quarterly basis
    - AgGateway staff member to request examples of cost and time savings from Council members
    - Vice-Chair to request automation success stories
2. By the completion of the Annual Conference, identify areas that need to be addressed for data challenges or efficiency opportunities within the core processes of the value chain for the following year.

**2015-2016 Tactics:**

- At the Annual meeting each year the Council will

- review current messages to understand if they are still working with current business rules and if there are challenges we need to address
- Identify other processes that could be automated
- Continue discussion on pain points
- Leverage best practices of other AgGateway Councils
- Create annual task force to address processes identified

**Goal #2:** *Increase active critical mass within the Crop Protection segment.*

**Objectives:**

1. Increase engagement of at least 5 member companies that have not been participating on a regular basis in CP Council meeting – to participate in at least 60% of the 2016 CP Council meetings and calls in 2016.

**2015-2016 Tactics:**

- Chair and AgGateway staff member to identify inactive companies by January 30, 2016
  - Pair each inactive company with an active company, by January 30, 2016
    - Paired Council members to phone inactive members to verbally encourage these members by March 30, 2016
    - Active member to send reminder 6 times per year to encourage the inactive company to attend meetings
  - Communication liaison to eMail “current events” or minutes to same members with top 10 list on a semi-annual basis
  - Chair and Vice-Chair to survey members to ask them for pain points/ideas by April 30, 2016 as an input to our Mid-Year Meeting discussions
  - Membership liaison to coordinate the mentor program for the Council
2. Active members will help execute the 2016 CP Council Acquisition Plan by providing contact information on at least 10 non-member companies and be willing to talk with or meet with potential members by 11/1/2016.

**2015-2016 Tactics:**

- Determine the 10 non-member companies we want to target
- At Annual Conference, identify Council members willing to work with AgGateway staff on acquisition plan
  - Council members will volunteer to either introduce or email the targeted companies to introduce them to AgGateway

**Goal #3:** *Identify pain points and potential initiatives that could be piloted by a small group of companies for quicker & repeatable implementation or increase the efficiencies of business processes.*

**Objectives**

1. Conduct a session at the Mid-Year Meeting (MYM) each year to identify the current industry segment's top 3 pain points that can be addressed through changes in business processes or technology.
2. At each MYM, have a session to prioritize/determine any working groups, pilots, etc. that might be applicable to alleviate any pain points and establish a purpose statement including objectives/deliverables and timeline.

**2015-2016 Tactics:**

- Create task forces for the top 3 pain points determined at the 2015 MYM to see if we can either minimize or eliminate these pain points:
  - **Jeff Linde** will create and lead a task force to address the sales reporting UOM (difference between selling UOM vs. the reporting UOM) **by 11/2015 annual conference.**
  - **Victoria Peoples** will create and lead a task force to address a cross functional/council on the GPOS (non-eBusiness partners) by the **11/2015 annual conference**
  - **Kay Campe** will lead the following task force to address the Product accuracy and updates in the AGIIS directory with calls starting in July and a recommendation by **11/2015 annual conference.**
    - **Task force:** Heather (DuPont), Doug (Syngenta), Bayer (Victoria to assign), Marilyn O. (Dow), Len (FMC), Jeff (Winfield), Kim or JanaLee (Monsanto)

**Goal #4:** *Assess and leverage the technologies to address data challenges within the industry.*

**Objectives:**

1. Continue to have representation on the AGIIS Future Vision Task Force until completed

**2015-2016 Tactic:**

- Ensure Dave Surber or someone (who can represent the Council) will actively participate on the FVTF through completion.

2. Work with Allied Providers to inform/present new technologies of new uses of technologies that may provide value for the CP Council at least once a year.

**2015-2016 Tactics:**

- Council Chair to invite the AP Council to present at least once a year about new technologies.
- Council Chair to invite the AP Council to participate and help with our pain points at each MYM.