

## PROJECT PLAN

Farmer-leaders of the National Association of Wheat Growers and the National Wheat Foundation are developing a National Wheat Action Plan to serve as a catalyst to increase public and private wheat research, and improve wheat productivity and farmer profitability. The outline below details the approach the leaders will take to develop the Plan.



### Phase I – Project Kickoff and Planning (July – August 2015)

Phase I Objective: Develop consensus and set direction for successful project execution

- Designate a farmer-directed entity to lead the initiative
- Articulate a vision for a re-energized wheat industry that increases profitability throughout the value chain
- Define success metrics
- Develop stakeholder outreach plan
- Develop core outreach materials

### Phase II – Industry Outreach and Support (September – December 2015)

Phase II Objective: Solicit industry support and financial commitment to develop the National Wheat Action Plan

- Conduct industry outreach meetings and follow up
- Establish advisory council made up of key industry partners

### Phase III – Stakeholder Outreach and Input (January – March 2016)

Phase III Objective: Ensure key stakeholders understand and share our vision and have an opportunity to provide insight and input

- Implement stakeholder outreach plan
  - Conduct one-on-one input sessions with state wheat associations and checkoff commissions
  - Seek input from other members of the grain chain, as well as other industry partners
  - Conduct initial qualitative research among farmers

### Phase IV – Research and Exploration (January – April 2016)

Phase IV Objective: Identify the best revenue generation option(s) to spur long-term growth and profitability of the entire U.S. wheat industry

- Conduct quantitative research to understand the needs, interests, practices and priorities of farmers and other key stakeholders
- Enlist a team of experts to identify and explore potential revenue generation models
- Research funding models of other commodity organizations to determine advantages/disadvantages of existing approaches

### Phase V – Business Plan Development (April – September 2016)

Phase V Objective: Finalize an ongoing revenue generation model that will yield a substantial annual revenue source to be used primarily for wheat research and technology transfer

- Develop a comprehensive business plan that identifies the best revenue generation model(s) for wheat, outlines the steps needed to develop that model and identifies specific uses for national funds
- Develop and implement an industry rollout plan to announce the finalized plan