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- Director, Global Issues & Alliances, the U.S. Soybean Export Council.

Adayana Success Story

Communications Program for International Soybean Growers’ Alliance

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Situation

The International Soybean Growers' Alliance (ISGA) is a component of the Global Grower Development Agreements that were initiated in 2006 between the North and South American Soybean Producer organizations where they agreed to build cooperation among the world's leading soybean industry organizations. ISGA represents soybean producers from the United States, Brazil, Argentina, Paraguay, and most recently Uruguay which are responsible for more than 80 percent of global soybean production. Members include the American Soybean Association (ASA), U.S. Soybean Export Council (USSEC), the United Soybean Board (USB), Soybean Producers Association of Mato Grosso (APROSOJA), the Soybean Chain Association of Argentina (ASCOJA), the Paraguayan Soybean Producers Association (APS), the Paraguayan Chamber of Cereals and Oilseeds Exporters (CAPECO) and the Association of Oilseed Technology (MTO) in Uruguay.

ISGA anticipated that a collective voice will increase effectiveness in resolving market access issues, increasing the competitiveness of the soybean industry, and improving the environmental image of soybean production. Specifically, ISGA aims to identify best management practices in the areas of soybean research, technology introduction/adoption, and soybean production to ensure a sustainable supply of high-quality and safe food and feed products.

Solution

Adayana created a communications program that included a brand identity for ISGA, key messages to guide internal and external communication, and a comprehensive website that serves as an educational and marketing tool for ISGA. This program serves as a strong platform to communicate best practices to global producers, policy-makers, consumers, and other stakeholders. An effective communications program will help transfer knowledge about the best practices among soybean producers and soybean producer groups in the participating countries. It will also help elevate the image of the soybean industry as an environmentally responsible industry that produces safe, high quality products in a sustainable manner.

Success

As a result of the communications plan ISGA and Adayana developed, consistent key messages about the organization are used on the ISGA website and websites of the individual country organizations. Also, all key representatives of the organization have received message-delivery/spokesperson training that Adayana developed. ISGA members and the general public can now find information at a central online portal, which provides a web environment with information and messaging pertinent to ISGA, and links to downloadable resources such as whitepapers, PowerPoint presentations, podcasts, and video excerpts. ISGA also now has a virtual conference center that organizes information/content from each organization's workshops, events, and conferences. All materials on the portal have the ability to be translated into Portuguese, English, and Spanish.

"Adayana's leadership and direction on the development of the website and the communications messaging development was and is critical to the cohesiveness and collaboration of the ISGA members. This effort is serving as one of the most important means to communicate to the world the environmental, social and economic benefits the soybean producers are providing. Adayana's team effort and continued communications with key staff during the implementation of this program made this effort the success that it is."

- Director, Global Issues & Alliances, the U.S. Soybean Export Council