

# Agriscience and Agribusiness Strategy Group



**Our region** is located in the agricultural heartland of the world. The greater Peoria region produces high-quality agricultural products including corn, soybeans and other important crops. Commodity processing involves transforming these agricultural products into useful items such as fuels, chemicals and feeds, and component items for other products. The growth of these value added ag markets represents huge economic growth potential for our region. For example, activity in the biofuels sector has skyrocketed, and there is considerable interest in new nutrients for healthier foods and cosmetic products.

## **Purpose:**

The Agribusiness Strategy Group will focus on leveraging the potential for market growth in value-added ag industries. Developing and facilitating the development of value-added processing of agricultural products in the area is key and will also stimulate the demand for our locally grown crops, thereby further stimulating the regional economy. One vital key to future success is in expanding business opportunities based on commercializing research from the National Center for Agricultural Utilization Research (NCAUR). This group will explore how we can capitalize on these innovative utilizations to build capacity in the ag-science and ag-business markets.



## **Duties:**

Some of the duties for the Agriscience and Agribusiness Strategy Group include:

- Observing and analyzing trends in the agribusiness sector
- Providing insight on the development of campaigns to attract agribusiness to the region
- Identify resources that must be put in place to further expand agribusiness activities in the region
- Forge new relationships with groups including the Farm Bureau, regional ag co-ops, State check-off boards, and industry trade groups
- Establish a broad regional consortium of agribusiness/agriscience stakeholders (agribusiness corridor initiative) to promote and strengthen the agribusiness sector regionally
- Support agribusiness advocacy initiatives
- Review and assist in the development and maintenance of accurate statistical and demographic information pertaining to the regional agribusiness industry

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