

PLANT BASED PRODUCTS COUNCIL STRATEGIC PLAN 2025 – 2029



Vision *[why we exist]*

To advance a more circular bioeconomy by accelerating the adoption of plant-based products across sectors and supply chains.

Mission *[what we do]*

We harness the power of plant-based materials to drive economic growth, improve communities, enhance competitiveness, and diversify supply chains. As a feedstock-agnostic organization, we convene key players across the value chain and leverage resources to define, educate, and advocate for the programs and policies that will grow the plant-based products industry.

Objectives *[how we intend to achieve it]*

1. Advocate for policies that support investment, innovation, and market expansion for plant-based products.
2. Raise public awareness of the significant economic and environmental benefits and the market potential of plant-based products.
3. Foster collaboration between business, growers, government, and non-profits to drive innovation and economic growth within the bio-based sector.

PBPC's Strategic Pillars *[Our 5-Year Priorities]*

1. Develop data to demonstrate the benefits and functionality of plant-based products
2. Promote incentives that create a level playing field for plant-based products
3. Establish foundational elements of the plant-based products industry
4. Devise a membership strategy to thoughtfully engage, grow, and deliver value for our membership
5. Market the plant-based products industry

Strategic Pillar #1: Data Development

Goal

Collaborate with our members and partners to ensure we have the data we need to support increased awareness, advocacy, and growth for our industry.

Strategic Focus

We will focus our efforts around these five key activities going forward:

1. **Conduct** our annual consumer research study and share findings with our members and stakeholders.
2. **Convene** PBPC member companies and partner associations to identify, evaluate, and find ways to fill gaps and promote consistency in how lifecycle data is collected and reported.
3. **Develop** mechanisms to capture, segment, and track key metrics around growth and change in our industry, including market value, jobs, and other relevant opportunities.
4. **Deploy** data to inform updates to industry messaging and content and make this information available for our members and partners to support consistent outreach and communication.
5. **Identify** additional data needs for the industry and priorities for evaluation, development, and action planning.

Strategic Pillar #2: Level the Playing Field

Goal

Secure a more competitive market position for plant-based products by advocating for favorable language, incentives, and funding in key legislative and regulatory activities.

Strategic Focus

We will focus our efforts around these five key activities going forward:

1. ***Proactively track and assess*** legislative and regulatory activities for opportunities to include favorable language, incentives, and funding opportunities that will benefit our members.
2. ***Collaboratively develop strategies and coordinate outreach*** with our staff and committees to advocate for these measures in a synchronized and impactful way.
3. ***Advocate to advance tax incentives***, including production credits and investment incentives by finalizing and promoting legislative language among key Congressional stakeholders, decision-makers, and influencers.
4. ***Promote the benefits*** of plant-based bioproducts across their full lifecycle to strengthen the case for policy and market treatment on par with conventional products.
5. ***Identify other strategic conversations*** where we need to be represented and coordinate efforts across staff, members, and partner associations to ensure a strong, effective presence.

Strategic Pillar #3: Establish Foundational Industry Elements

Goal

Elevate the transparency and unification of our industry by establishing consistent terminology, clear standards, and reliable tools that support credibility, measure value, and scale growth.

Strategic Focus

We will focus our efforts around these three key areas:

1. **Advocate for** the establishment of North American Industry Classification System (NAICS) codes to help facilitate the measurement and tracking of our industry's growth.
2. **Develop and drive conversations** around consistent terminology to define plant-based and identify viable legislative or other pathways for the increased use of these definitions.
3. **Drive alignment and adoption** of definitions among our members and strategic partners to promote more consistent verbiage and language across our industry.

Strategic Pillar #4: Membership Strategy

Goal

Devise and implement a membership strategy to guide the way we thoughtfully engage, grow, and deliver value for our members.

Strategic Focus

We will focus our efforts around these three key activities going forward:

1. ***Seek feedback and recalibrate*** our membership strategy and model, including tiers and governance structure, to ensure alignment with our long-term vision and growth.
2. ***Continue to define and communicate our member value proposition*** to support recruitment and engagement efforts—ensuring alignment with our value chain approach and strengthening partnerships with key industry allies.
3. ***Communicate consistently*** with our members on issue-specific updates and engagement opportunities through our member newsletter, member portal, and other information-sharing tools.

Strategic Pillar #5: Market the Plant-Based Products Industry

Goal

Foster awareness and understanding among policymakers, consumers, and stakeholders across the value chain about the value and benefits of our products and industry.

Strategic Focus

We will focus our efforts around these four key activities going forward:

1. ***Gather and develop*** core messaging about plant-based products and our industry, ensuring it remains current and readily accessible to members and partners as needed.
2. ***Identify and attend*** targeted opportunities to represent the plant-based products industry in front of key stakeholders, including conferences, tradeshow, and other events.
3. ***Drive education*** among our target audiences about the benefits of the products we represent by sharing content across our website and social media channels.
4. ***Elevate visibility and awareness*** about the great work our members are doing across the broader industry and key policy decisionmakers through our newsletter, blog, speaker series, and other high-value venues for thought leadership.