



NEW IDENTITY PRESERVED MARK & 2023 INTERNATIONAL IP SUMMIT

November 10, 2022

Alyson Segawa, IP Technical Advisor, North Asia

SPECIALTY SOYA AND GRAINS ALLIANCE

Agenda

Introduction

- Role of IP Technical Advisor (IPTA)

SSGA North Asia IP Activities

- New Identity Preserved Mark and Plan
- 2023 International IP Summit

Role of IP Technical Advisor (IPTA)

Promote IP practices

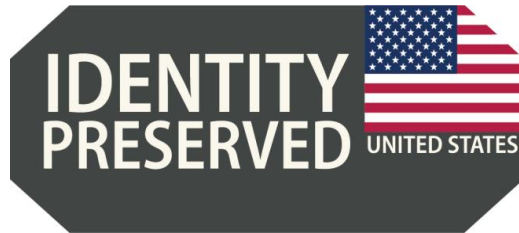
Create connections between international trade audiences and U.S. suppliers

Develop activities that promote value add of U.S. IP soya and specialty grains

Identify gaps in value-chain



New Identity Preserved Mark from SSGA



U.S. Identity Preserved system allows customers to order the specific crop varieties, traits and characteristics they desire to meet their needs

U.S. Identity Preserved mark and standard associated with it were developed by the Specialty Soya And Grains Alliance, a national trade association of businesses and farmers involved in traceable, premium grains and oilseeds

U.S. Identity Preserved mark stands for quality, and that is assured through the great care taken by IP companies, farmers and others at every step of the IP process.

Verified users of the mark agree to an eight-step Assurance Plan that ensures the integrity of their product from the seed to the end-user

USidentitypreserved.org is open to all exporters of U.S. grains and oilseeds, provided they meet certain criteria, including a written, verifiable Identity Preserved plan

The Mark is a private, self-regulatory industry program, not a program of any country's government



New Identity Preserved Mark - continued



You do not need to be a member of SSGA to use the brand, but membership can go a long way in supporting this program



Mark use is renewable each year with additional verification of your IP plan



Mark Usage Guide outlines rules that must be followed by all companies using the Mark



Once you are approved, the Mark can appear on any packaging, collateral, advertising, websites or other materials associated with that product



Although it is not required, SSGA is happy to review materials and advise



Only the products that are produced, handled, processed and shipped under your verified Identity Preserved plan can be identified with the mark



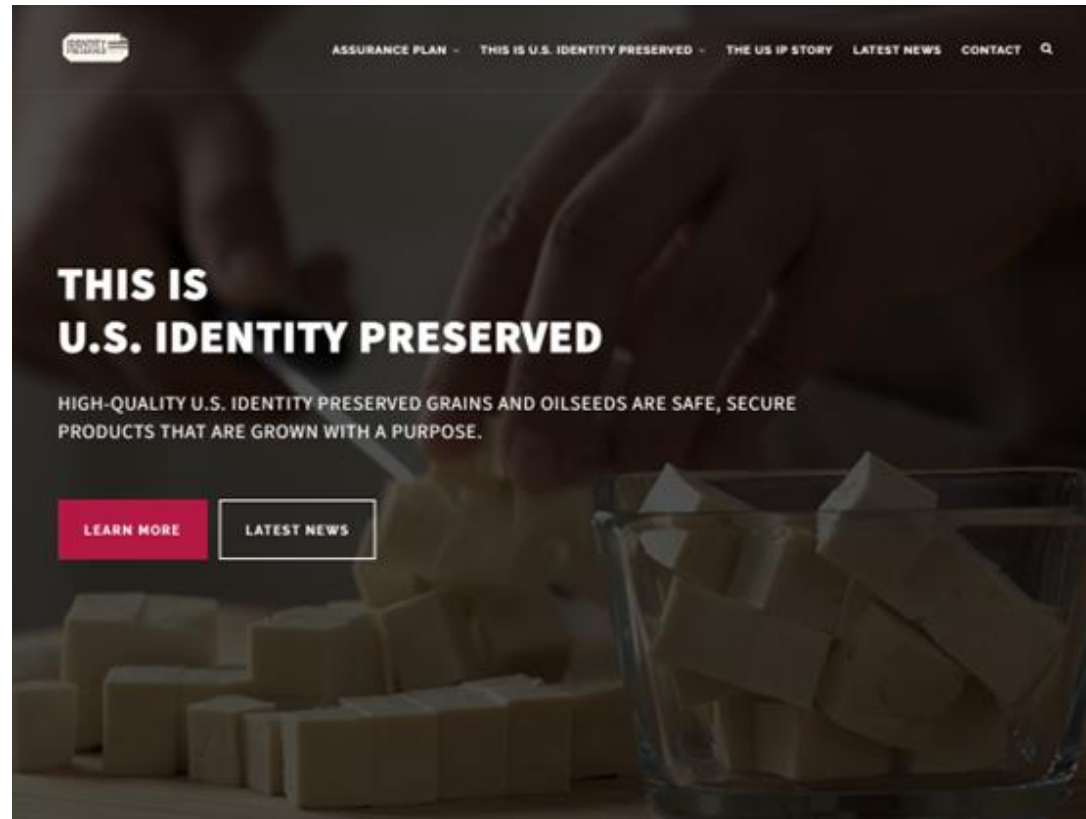
The mark provides assurance that the IP product is traceable and that it is U.S. grown



Next Steps

To apply, visit USidentitypreserved.org and SSGA will contact you to review your Identity Preserved plan

Please reach out to SSGA's regional Technical Advisor for more information or questions



International IP Summit – January 11-13, 2023



Use discount code **aloha23guest** to waive the registration fee!

Food manufacturers; qualified grain and oilseed buyers and sellers; and transportation, equipment, seed and input companies from around the world are invited to experienced U.S. identity preserved at the crossroads of the Pacific


Agenda includes ocean shipping, food manufacturing, advance VIP appointments, and more

Will include educational seminars, networking opportunities, agricultural tours

Register here: <https://soyagrainsalliance.org/international-ip-summit/>

THANK YOU

1020 Innovation Lane,
Mankato, MN 56001 USA

 +1-206-851-7414

 asegawa@soyagrainsalliance.org

 soyagrainsalliance.org

SSGA Business Card



Hawaii IP Summit



*Use discount code **aloha23guest** to
waive the IP Summit registration fee*

