

OUR MISSION

Indiana Corn Marketing Council works to enhance the value of corn for Indiana corn farmers.

OUR VISION

Indiana Corn Marketing Council will be a catalyst for innovation and leadership for the Indiana grain industry.

OUR STRATEGIC PROCESS

The Indiana Corn Marketing Council engaged nearly 200 participants, including industry leaders, former board members and ICMC staff, in multiple sessions to develop ICMC's new strategic direction. Perceptions and insights were captured in a number of ways as groundwork for the organization's three year strategy.

Among these:

- Participant surveys
- Key industry trends assessment
- Industry expert interviews
- Board member forums



OUR STRATEGIC FOCUS AREAS



MARKET DEVELOPMENT

Move the Pile:

Working with partners to accelerate demand for corn in all forms



SUSTAINABILITY

Three-legged stool of sustainability:

Environmental, community and economic



VALUE CREATION

Increase value:

Finding new markets and new uses for corn and increasing the value of corn grown.



PRODUCER ENGAGEMENT

Sharing the checkoff story:

Engaging more deeply with Indiana's 20,000 corn farmers



OUR STRATEGIC FOCUS AREAS



Increase market access and grow international and domestic demand for corn in all forms

Ethanol infrastructure support

Increase exports to Mexico, Colombia and South Korea



Continue to increase the number of acres in Indiana utilizing sustainable production practices

Meet nutrient loss reduction goals for Indiana



Expand reach to strengthen consumers' perceptions and increase community awareness regarding farm sustainability practices

Convey sustainability messaging to consumers



Support efforts that reduce production and input costs and improved on-farm profitability

Identify opportunities to improve on-farm profitability

Seek non-traditional value generation



Develop new value-added markets and products from corn in all forms

Develop technologies in food, beverage and industrial markets

Facilitate regulatory approvals for corn products



Increase awareness and understanding of the ICMC checkoff programs and return on investment for Indiana corn farmers

Create resources for farmer information

Develop ROI measurement for activities



Create additional opportunities for farmers to engage with ICMC aside from joining the Board

Provide producer engagement activities

Promote checkoff programs through partnerships

Seek feedback on producer needs

● Strategic Objectives

— Initiatives