



# STRATEGIC PLAN SUMMARY 2021-2024



## OUR MISSION

The Indiana Soybean Alliance (ISA) works to improve the viability of soybean farmers and industry partners.

## OUR VISION

The ISA will be a leading resource for Indiana agriculture.

## OUR STRATEGIC PROCESS

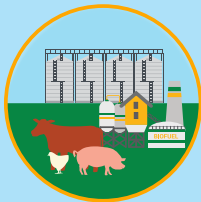
The Indiana Soybean Alliance engaged nearly 200 participants, including industry leaders, former board members and ISA staff, in multiple sessions to develop ISA's new strategic direction. Perceptions and insights were captured in a number of ways as groundwork for the organization's three year strategy.

### 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 soybean, oil and meal



### SUSTAINABILITY

**Three-legged stool of sustainability:**

Environmental, community and economic



### VALUE CREATION

**Increase value:**

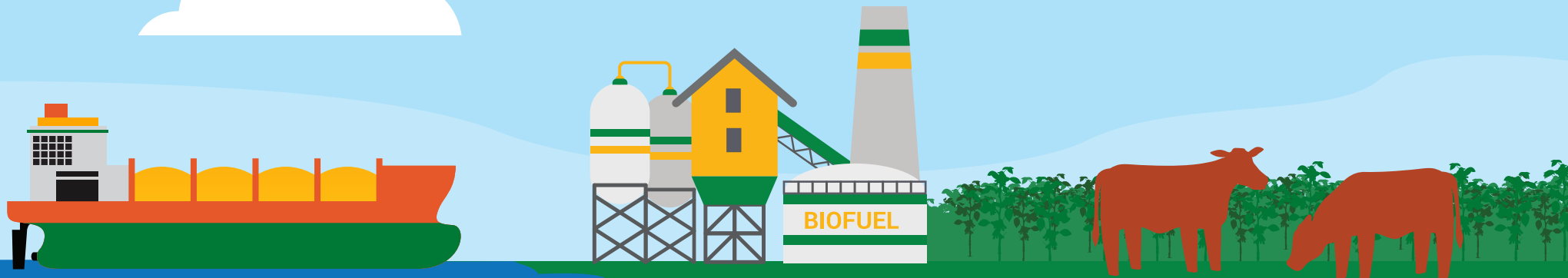
Finding new markets and new uses for soybeans and increasing the value of soybeans grown



### PRODUCER ENGAGEMENT

**Sharing the checkoff story:**

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



# OUR STRATEGIC FOCUS AREAS

## MARKET DEVELOPMENT



Increase livestock and meat exports

Increase red meat and poultry exports to targeted counties



Increase market preference, and number of exports, for US soybeans and soybean products

Increase exports to South Korea and Colombia

Invest in feed trials

Utilize industry partners to increase biodiesel demand

Promote checkoff success to decision makers

## SUSTAINABILITY



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

Meet nutrient loss reduction goals for Indiana



Increase community awareness of agriculture and its economic value to the community

Utilize partners to amplify messages

Convey checkoff success to decision makers

Convey economic value of agriculture



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

Identify opportunities to improve on-farm profitability

Seek non-traditional value generation

## VALUE CREATION



Invest in growth of high-oleic soybean oil foods and products

Promote high-oleic foods

Promote benefits of growing high-oleic soybeans



Support research for developing food products that increase the value of soybean products

Develop technologies in food, beverage and industrial markets

Minimize regulatory barriers for new products



Develop new industrial uses for soybean products, with a focus on petroleum replacements

Drive adoption of PoreShield™ and complementary products

Provide consumers with biobased ingredients

## PRODUCER ENGAGEMENT



Increase awareness and understanding of the checkoff programs and ROI by all Indiana soybean farmers

Develop ROI measurement for activities

Create resources for farmer information

Promote checkoff through partners



Increase producer participation in ISA programs (e.g., on-farm programs, safety, environmental, etc.)

Provide producer engagement activities

● Strategic Objectives

— Initiatives