



Strategic Plan 2015-2018

Mission Statement:

Effectively invest and leverage soybean checkoff resources to maximize profit opportunities for Nebraska soybean farmers.

Objectives:

- Promote the success of the Nebraska soybean industry through responsible stewardship while acknowledging global market needs.
- Maximize production and utilization of Nebraska soybeans annually.
- Invest in the development and acceptance of soy technologies.

- **VISION STATEMENT:** Aggressively focus on existing markets and develop new markets for ALL soy products.
- **CORE VALUE:** The Board is committed to achieving maximum value for each Nebraska soybean farmer's checkoff dollar.
- **PURPOSE:** Invest checkoff funds to benefit Nebraska soybean farmers.
- **STRATEGY:** Engage industry on behalf of Nebraska soybean farmers to maximize utilization of Nebraska soybeans in the global market.

Research

- Support production research projects
- Support yield loss prevention research projects
- Support research projects that aim to find new uses/markets for soy
- Support water research projects

Producer Education/Communication

- Work to build support and knowledge of soy-based products (or those that consume soy) to the public
- Enhance programs that inform producers about technology transfer and increase profitability potential
- Continue to grow and support soy education for K-8 grades in Nebraska
- Continue to build and support soy education for 9-12 grades in Nebraska

Domestic Marketing

- Promote projects and programs that help utilize excess soybean oil
- Support utilization of pork in Nebraska
- Support the poultry industry, the largest user of soy meal in the U.S.
- Provide links on our website to distributors of innovative soy products

International Marketing

- Work together to promote the sale and consumption of U.S. meat and value added products
- Work to grow aquaculture and livestock use of soy
- Build international marketing through trade team promotions
- Work together to build and promote value added U.S. poultry and egg products