

# STRATEGIC PLAN

FY23-26



## Farmer Support

Share ideas and information to support and encourage Nebraska soybean farmers.



## Production & Crop Research

Invest in targeted research to improve Nebraska soy production and quality.



## Community Engagement

Interact with our local communities to showcase Nebraska soybeans, farms and farmers.



## Demand & Utilization

Promote the power, versatility and sustainability of Nebraska soy.

## MISSION

Growing value for Nebraska farmers by maximizing their checkoff investments.

## VISION

Feeding, fueling and innovating for the future.

## CORE VALUES



### INNOVATION

Explore opportunities through new perspectives and ideas.



### ADAPTABILITY

Meet the evolving needs of Nebraska soybean farmers.



### COLLABORATION

Develop and sustain partnerships to achieve shared goals.



### LEADERSHIP

Foster an environment of individual growth and diversity.



### INTEGRITY

Honest and transparent investment of checkoff funds.

## FARMER SUPPORT



### GOAL

Nebraska soybean farmers leverage checkoff services and support.

#### OBJECTIVES:

- ▶ Nebraska soybean farmers seek solutions from NSB and support the checkoff.
- ▶ Nebraska agriculture organizations align on support for checkoffs.
- ▶ Grain elevators, companies and cooperatives support checkoff efforts.
- ▶ Nebraska soybean farmer influencers (crop advisors, seed dealers, chemical suppliers, Extension, etc.) communicate support of the checkoff to Nebraska soybean farmers.

## PRODUCTION & CROP RESEARCH



### GOAL

Nebraska soybean production and quality show continuous improvement.

#### OBJECTIVES:

- ▶ Land-grant university provides production and quality research that Nebraska soybean farmers need.
- ▶ Researchers outside of the land-grant university structure provide production and quality research that Nebraska soybean farmers need.
- ▶ Nebraska soybean farmers communicate their production and quality research needs to the Nebraska Soybean Board.

## COMMUNITY ENGAGEMENT



### GOAL

Nebraska soybeans, farms and farmers are widely accepted and supported.

#### OBJECTIVES:

- ▶ Consumers (primary household purchasing decision makers and their families) seek information on how soybean production in Nebraska affects their lives.
- ▶ Media and other consumer influencers (food bloggers, farmer leaders, etc.) amplify positive messages about soybean production in Nebraska.
- ▶ Policy and decision makers acknowledge and support Nebraska soybean farms and farmers.

## DEMAND & UTILIZATION



### GOAL

Nebraska soybeans are preferred as a food, feed, fuel and industrial input source.

#### OBJECTIVES:

- ▶ Domestic and international soy end users seek Nebraska soybeans and soybean products.
- ▶ Livestock producers in Nebraska expand production.
- ▶ Nebraska soybeans are in greater demand as a biodiesel or renewable diesel feedstock.
- ▶ Animal nutritionists use Nebraska soybeans to meet their amino acid requirements in feed formulations.
- ▶ Nebraska soybeans are diversified into various products.
- ▶ Demand in targeted overseas markets grows for U.S. meat and poultry products.



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