

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.
- ▶ Policy and decision makers acknowledge and support Nebraska soybean farms and 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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