



## Illinois Soybean Board & Illinois Soybean Growers 2017-2020 Strategic Direction

### VISION

Enable Illinois soybean producers to be the most knowledgeable, sustainable and profitable in the global marketplace.

### MISSION

Ensure Illinois soy is the highest quality, most dependable, sustainable and competitive in the global marketplace.

### VALUES

Ensure the future of Illinois soybean production by providing leadership to the soybean industry through commitment, perseverance and honor to achieve maximum profitability for each Illinois soybean producer.

#### **Commitment: we are promising to:**

- Achieve respect up and down the organizational leadership chain.
- Care for the professional, personal, and spiritual well-being of our colleagues.
- Show respect toward all people without regard to race, religion or gender.
- Treat each individual with human dignity.
- Be committed to positive change and constant improvement.
- Exhibit the highest degree of moral character, technical excellence, quality, and competence in what we have been called to do.
- Work together as a team to improve the quality of our work, our people, and ourselves.

#### **Perseverance: we are promising to:**

- Never give up and take the easy way out.
- Strive to fulfill the vision, mission, values and goals of the organization.
- Outcomes focused and results driven.
- Provide the leadership to make a difference.

#### **Honor: we are promising to:**

- Conduct ourselves in the highest ethical manner in all relationships.
- Deal honestly and truthfully with others.
- Make honest recommendations and respect those of others.
- Encourage new ideas and deliver the bad news, even when it is unpopular.
- Abide by an uncompromising code of integrity, taking responsibility for our actions and keeping our word.
- Fulfill or exceed our legal and ethical responsibilities in our public and personal lives 24 hours a day.
- Do what is right.
- Be mindful of the privilege to serve Illinois soybean producers.

### GOAL

To achieve maximum profitability and global competitive positioning for Soy from Illinois.

Targeted Result: Utilization of 600 million bushels of Illinois soybeans by 2020.

### VALUE PROPOSITION FOR OUR PRODUCERS AND OUR CUSTOMERS

- Illinois soybean farmers will produce the highest quality soybean, soybean oil and soybean meal products.
- Illinois soybean farmers will implement the best management practices to maximize soybean profitability.
- Illinois soybean farmers will increase soybean production in a sustainable manner to meet global market needs.





## Illinois Soybean Association Strategic Performance Information

Target Area	Objective	Strategies
<b>Marketplace (CUSTOMERS)</b>	<b>Promote Marketplace Preference</b> Promote preference of Illinois soy for export markets, biodiesel and animal agriculture.	<ul style="list-style-type: none"> <li>Retain and grow animal agriculture in Illinois and in close proximity to Illinois.</li> <li>Ensure markets for meat products.</li> <li>Increase overall volume of soy in aquaculture feeds.</li> </ul>
		<ul style="list-style-type: none"> <li>Shift consumption of biodiesel from B11 to B20.</li> </ul>
		<ul style="list-style-type: none"> <li>Promote the highest quality soybean, soybean oil and soybean meal products; improve the quality of soybean products (19% oil, 35% protein).</li> </ul>
		<ul style="list-style-type: none"> <li>Increase exports of Illinois soybeans and soybean meal via containers.</li> <li>Increase volume of U.S. soy exports where Illinois has strategic advantage.</li> </ul>
<b>Farmer Profitability (FARMERS)</b>	<b>Profitability</b> Optimize farmer profitability through business management, yield and sustainable production practices.	<ul style="list-style-type: none"> <li>Increase the adoption of sustainable soybean production practices.</li> <li>Leverage tools and technology to help farmers improve yield and profitability.</li> <li>Build support, recognition and engagement with producers for ISA programs.</li> <li>Provide business management support to Illinois soybean farmers.</li> </ul>
<b>Stakeholder Value (STAKEHOLDERS AND INFLUENCERS)</b>	<b>Influence and Reach</b> Expand the influence and reach of ISA through member, corporate, industry and advocacy efforts that positively impact Illinois soybean farmers.	<ul style="list-style-type: none"> <li>Build relationships and engage key stakeholders and opinion leaders to develop and influence opportunities for Illinois soybean farmers.</li> <li>Foster soybean value chain recognition of farmer sustainability practices.</li> <li>Advocate for equitable public policies and generate opportunities for clear pathways to markets.</li> </ul>
	<b>Efficient Product Delivery</b> Ensure Illinois soybeans and soybean products reach their intended destination efficiently.	<ul style="list-style-type: none"> <li>Foster public-private partnerships for road, bridge, rail and river systems.</li> <li>Focus on Illinois logistics infrastructure optimization.</li> <li>Focus on road weight limits to ensure efficient delivery.</li> </ul>
<b>Organizational Excellence (INTERNAL)</b>	<b>Leadership</b> Increase effective, progressive leadership in the organization.	<ul style="list-style-type: none"> <li>Grow the strategic focus of ISA.</li> <li>Continuous improvement of board member knowledge, understanding and involvement in ISA's role as a global leader.</li> <li>Develop a systematic approach for performance management.</li> </ul>