



2019 2020 VISION

Long-Range Strategic Plan

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.

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.

FOCUS

MARKETPLACE

- Meal
- Value
- Exports
- Industrial Uses

FARMER PROFITABILITY

- Sustainable Production
- Technology
- Engagement

STAKEHOLDER VALUE

- Relationships
- Advocacy
- Infrastructure

ORGANIZATIONAL EXCELLENCE

- Leadership



MARKETPLACE

Promote Marketplace Preference: Promote preference of Illinois soy for export markets, biodiesel and animal agriculture.



MEAL

- Retain and grow animal agriculture in Illinois and in close proximity to Illinois. (Hog, Beef and Poultry)
- Ensure and grow export markets for meat products.
- Increase overall volume of soy in tuna feeds.



INDUSTRIAL USES

- Shift consumption of biodiesel from B11 to B20.



VALUE

- Improve the quality of soybeans and promote the highest quality soybean, soybean oil and soybean meal products.



EXPORTS

- Increase exports of Illinois soybeans and soybean meal via containers.
- Increase volume of U.S. soy exports where Illinois has strategic advantage.



FARMER PROFITABILITY

Profitability: Optimize farmer profitability through business management, yield and sustainable production practices.



SUSTAINABLE PRODUCTION

- Increase the adoption of sustainable production practices.



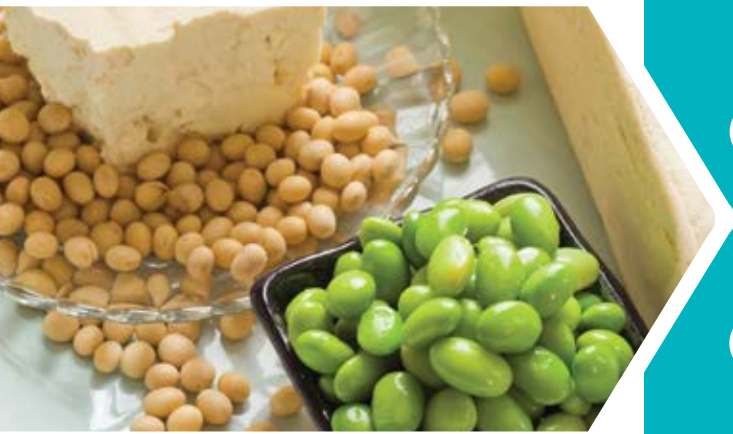
TECHNOLOGY

- Leverage tools and technology to help farmers improve yield and profitability.
- Provide business management support to Illinois soybean farmers.



ENGAGEMENT

- Build support, recognition and engagement with producers for ISA programs.



STAKEHOLDER VALUE

Influence and Reach: Expand the influence and reach of ISA through member, corporate, industry and advocacy efforts that positively impact Illinois soybean farmers.

Efficient Product Delivery: Ensure Illinois soybeans and soybean products reach their intended destination efficiently.



ORGANIZATIONAL EXCELLENCE

Leadership: Increase effective, progressive leadership in the organization.

RELATIONSHIPS

- Build relationships and engage key stakeholders and opinion leaders to develop and influence opportunities for Illinois soybean farmers.

ADVOCACY

- Advocate for equitable public policies and generate opportunities for clear pathways to markets.

INFRASTRUCTURE

- Foster alternative financing support for road, bridge, rail and river systems.
- Focus on Illinois logistics infrastructure optimization.

LEADERSHIP

- Grow the strategic focus of ISA through an effective performance management system.
- Continuous improvement of board member knowledge, understanding and involvement in ISA's role as a global leader.