



2020 2021 VISION

Long-Range Strategic Plan

FOCUS

- MARKET DEVELOPMENT**
- UTILIZATION**
- GOVERNMENT RELATIONS**

MISSION

The Illinois Soybean Association upholds the interests of Illinois soybean producers through promotion, advocacy, and education.

VISION

To be a market leader in sustainable soybean production and profitability by increasing demand and advocacy.

VALUES

Integrity, leadership, stability and entrepreneurship.

STRATEGIC FOCUS AREAS

MARKET DEVELOPMENT: Grow soy demand

Opportunities for substantial growth exist with both current and new customers.

GOALS

Increase Illinois soybean exports and build domestic markets.

UTILIZATION: New uses for soy

Demonstrate the sustainability value of Illinois soybeans.

GOALS

Identifying new uses for soy, better measuring conservation practices, identifying best management practices for producers and increasing domestic biodiesel consumption.

GOVERNMENT RELATIONS: Focus on advocacy

Deepen relationships with industry partners and other organizations.

GOALS

Establishing regular touchpoints with key legislative representatives and government agencies and ensuring supportive B20 legislation.