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

MISSION
Ensure Illinois soy is the highest quality, most dependable, sustainable and competitive in the 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 competitive positioning for soy from Illinois.

TARGETED RESULT
Utilization of 600 million bushels of Illinois soybeans by 2021.

FOCUS

MARKETPLACE
- Meal
- Value
- Exports
- Biodiesel

FARMER PROFITABILITY
- Tools & 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
- 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.

TECHNOLOGY
- Leverage tools and technology to improve on-farm yield, profitability and sustainability.

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

FARMER PROFITABILITY

Profitability: Optimize farmer profitability through strategic farm management, yield and sustainable production practices.
• 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.

• Build relationships and engage key stakeholders to develop and influence opportunities for Illinois soybean farmers.

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

• Foster support for road, bridge, rail and river systems.

• Focus on Illinois logistics infrastructure optimization.

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.

Leadership: Increase effective, progressive leadership in the organization.