



# 2023 2024 VISION

## Long-Range Strategic Plan

### FOCUS

**MARKET  
DEVELOPMENT**

**SOYBEAN  
PRODUCTION**

**GOVERNMENT  
RELATIONS**

### MISSION

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

### VISION

To be a trusted partner of Illinois soybean farmers to ensure profitability now and for future generations.

### VALUES

Integrity, leadership, stability and entrepreneurship.

## STRATEGIC FOCUS AREAS

### MARKET DEVELOPMENT:

Promote Illinois soy as the preferred choice for U.S. and global customers and support advancements to infrastructure.

#### GOALS

Build our international reputation, grow our domestic markets, promote our advantage in infrastructure, communicate the benefits of soy, develop and promote high-value soy-based industrial products and increase soy-based fuel usage in major markets.

### SOYBEAN PRODUCTION:

Cross-functional agronomic research and education that creates opportunities for Illinois soybean farmers to increase on-farm profitability and manage crop production risks.

#### GOALS

Build relationships to augment ISA's agronomic research and education programs, prioritize regionally-specific production opportunities and challenges, and economic factors, focus on soil and water quality, agricultural resource resiliency, and land stewardship and expand ongoing outreach and research education.

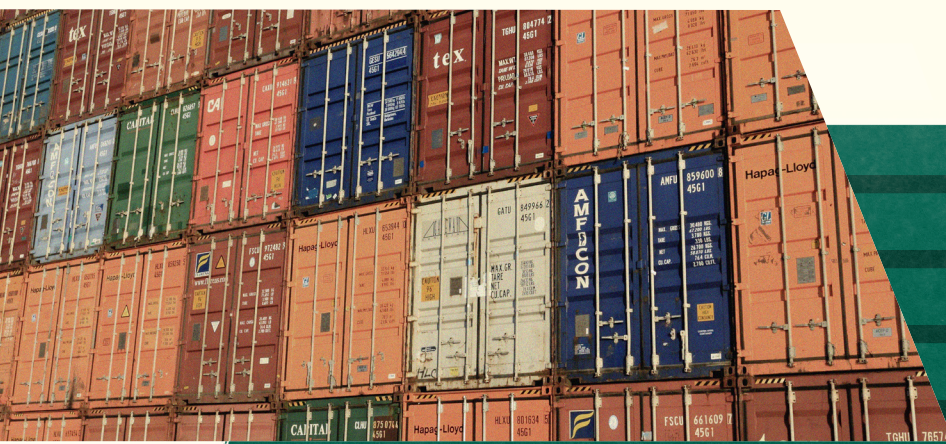
### GOVERNMENT RELATIONS:

Act to improve legislation and build relationships that advance beneficial farm policies and limit burdensome regulations.

#### GOALS

Establish ISA as a policy leader and identify common priorities for potential partnerships, continue to lead beneficial coalitions, explore opportunities on current and future policy priorities, and develop resources to support quick and effective action on legislation and/or regulation.





# MARKET DEVELOPMENT



## HOW WE DO IT

1. Build the reputation of U.S. and Illinois grown soy (protein/oil) among international buyers with market growth potential.
2. Grow domestic markets for Illinois soy in the feed, food, fiber and fuel industries.
3. Promote the Illinois competitive advantage in infrastructure to stakeholders across the value chain and support programs and policies that will maintain and improve that advantage.
4. Communicate the benefits of soy as a healthy source of protein and fat in food and feed products.
5. Identify and prioritize the development and promotion of high-value soy-based industrial products.
6. Work with strategic partners to increase soy-based fuel usage in major markets including diesel fleets, equipment, marine, and aviation.



## STRATEGIC INITIATIVES

1. Support country engagement with low-protein consumption and food insecure populations.
2. Support value-added products in international markets with partners such as USMEF and USAPEEC.
3. Produce timely and actionable market analyses on key markets to promote favorable trade policy.
4. Grow relationships with infrastructure partners and promote logistic advantage.
5. Collaborate with food industry stakeholders, influencers, innovators, leaders and educators to promote benefits of soy.
6. Support soy as a valuable component in livestock production.
7. New market potential in renewable and sustainable transportation, with options for new partners in different demographics.



# SOYBEAN PRODUCTION



## HOW WE DO IT

- Build partnerships with both public and private entities to augment ISA's agronomic research and education programs.
- Establish basic and applied research priorities that address regionally-specific production opportunities and challenges, as well as economic factors.
- Demonstrate soybean system agronomics focused on soil and water quality, agricultural resource resiliency, and land stewardship.
- Continue to expand the ISA agronomic network and raise awareness and trust among farmers through ongoing outreach and research education.



## STRATEGIC INITIATIVES

- Collaboration with industry partners on shared federal and philanthropic grant initiatives.
- Partner with universities, community colleges, and agronomists on projects both addressing grower needs and securing the future of soybean production.
- On-farm conservation practice research and demonstration sites with data collection that can be utilized for both on-farm agronomics and for market development and policy efforts.
- Utilize both in-person and digital outreach methods to engage Illinois farmers in ISA's research and conservation data.
- Provide agronomic support for both farmers and technical service providers such as resources.





# GOVERNMENT RELATIONS



## HOW WE DO IT

- Engage in ongoing outreach across both the urban and rural political spectrum to further establish ISA as a policy leader and identify common priorities for potential partnerships.
- Deepen relationships with current partners and continue to lead beneficial coalitions.
- Explore opportunities on current and future policy priorities.
- Build policy network and develop resources that will support quick and effective action on legislation and/or regulation.



## STRATEGIC OBJECTIVES

- Network and develop relationships with urban and rural law makers, engage with congressional staff, inform and educate on key opportunities to partner for Illinois.
- Establish at least 25 quarterly touch points with state and federal elected officials.
- Annually engage in strategies to find ways to have ISA develop relationships or policy leadership on key issues with nontraditional and impactful partners.
- Hold outreach events around the state to engage ISG members in policy development and increase grassroots engagement with ISG.
- Promote ISG engagement tools including ISG's state and federal PACs and member advocacy programs to share the voice of Illinois soybean farmers.