

MISSION

Invest soybean checkoff funds to maximize the value of soybeans and increase profit opportunities for Ohio farmers

VISION

Inspire continuous innovation of the soybean industry for future generations of Ohio soybean farmers

Goal - EXPAND MARKETS



Create a preference with buyers and promote efficient delivery systems that lead to increased sales of Ohio soybeans and soybean-derived products

Objectives:

- Increase domestic usage of products derived from soybean oil and meal
- Increase market access for Ohio soybeans and soybean-derived products
- Increase customer awareness of the value and preference for high quality Ohio soybeans
- Increase on-farm infrastructure resources for farmers and support transportation industry partnerships

Goal - DRIVE INNOVATION



Support agronomic improvements, technological advancements, and the development of new soybean products

Objectives:

- Develop new soy-based products and applications
- Develop new soybean traits and technologies that increase yield and create specialty product opportunities
- Develop technologies and practices that support Ohio soybean farmers' commitment to environmental stewardship

Goal - TRANSFER KNOWLEDGE



Develop and deliver information to soybean farmers, educate the next generation about modern agriculture, and build trust among key target audiences

Objectives:

- Increase trust and understanding of agriculture among Ohio teachers and students
- Increase awareness and value of checkoff investments among Ohio soybean farmers and industry partners
- Increase awareness among key stakeholders of the impact and value of the Ohio soybean industry