



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

**VISION** Realize a strong soybean industry for future generations of Ohio soybean farmers



## GOAL | EXPAND MARKETS

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

### OBJECTIVES

- Increase domestic and international usage of Ohio soybeans and soybean-derived products, including specialty products
- Increase customer preference for high-quality, sustainable Ohio soybeans
- Increase on-farm 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 and commercialize new soy-based products for industrial and consumer applications
- Develop and commercialize new soybean traits and technologies that increase value and create specialty product opportunities
- Research technologies and on-farm agronomic practices that support Ohio soybean farmers' efficient soybean production and commitment to conservation



## GOAL | BUILD UNDERSTANDING

*Support Ohio soybean farmers by educating and communicating with key target audiences*

### OBJECTIVES

- Increase knowledge of modern agriculture among Ohio teachers and students, including workforce development
- Communicate the value of checkoff investments to Ohio soybean farmers and industry partners
- Increase understanding among key stakeholders of the impact and sustainability of the Ohio soybean industry



## GOAL | THINK FUTURE

*Advance the soybean industry by leveraging checkoff funds through innovative partnerships and projects.*

### OBJECTIVES

- Connect with new partners who share our commitment to continuous improvement
- Seek out projects that will prepare Ohio's soybean industry for future challenges and opportunities
- Attack challenges and opportunities head-on with novel tactics
- Understand and act on future trends impacting soybean farmers