



OHIO SOYBEAN
ASSOCIATION

Ohio Soybean Association Strategic Plan

Mission: Advocate through member engagement to influence policy, regulation, and legislation that benefit Ohio soybean farmers and industry.

Vision: Shape policy and legislation to ensure a growing and profitable soybean industry for future generations of soybean farmers.

Goal - BUILD INFLUENCE

Engage policy- and decision makers on regulatory and legislative actions that impact the Ohio soybean industry.

Objective 1: Develop, maintain, and leverage relationships with federal and state lawmakers and stakeholders.

Objective 2: Continually evaluate and implement policy priorities.

Objective 3: Equip farmer leaders with the knowledge and tools to effectively communicate and address policy and legislative issues.

Goal – DRIVE VALUE

Maximize investments of members, corporate partners and farmer leaders.

Objective 1: Optimize OSA efforts to advocate on behalf of Ohio soybean farmers.

Objective 2: Increase awareness of policy issues and opportunities for member advocacy.

Objective 3: Maintain and grow an engaged membership base.

Objective 4: Expand corporate partner program to amplify opportunities for engagement with soybean leaders

Objective 5: Enhance board development to empower farmer leaders