



STRATEGIC PLAN SUMMARY

Vision:

To be the innovative leader for the sustainable future of Michigan soybean farmers.

Mission:

Manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

Production Research

Invest in production research that benefits Michigan soybean producers.



Create Demand

Grow potential market and product opportunities for Michigan soy.



Consumer Education

Create a positive public perception of Michigan agriculture.



Producer Education

Provide Michigan farmers with resources for making well-informed decisions.





Production Research



Invest in production research that benefits Michigan soybean producers.

Objectives:

- Michigan State University field crop researchers are willing and able to conduct soybean research.
- Independent agriculture research entities and partners are willing and able to conduct soybean research.
- Michigan soybean farmers host innovative on-farm research trials.

Success:

- Michigan soybean producers incorporate MSC-funded research recommendations on their farms.

Create Demand

Grow potential market and product opportunities for Michigan soy.

Objectives:

- Industry is aware soybean oil can replace other plant and fossil oils in industrial use applications.
- Pork and poultry industries expand use of Michigan soybeans in their rations.
- Michigan specialty soybean contracted acres increase.
- Biodiesel is accepted among diesel users as a tactic for reaching corporate sustainability objectives.
- International aquaculture increases the use of U.S. soy in their feed rations.

Success:

- Demand for Michigan soy grows in new and existing markets.



Producer Education



Provide Michigan farmers with resources for making well-informed decisions.

Objectives:

- Michigan soybean farmers seek resources from the checkoff to help manage risk and improve profits.
- Michigan agriculture organizations work together to ensure the long-term success of farming in Michigan.
- Michigan soybean farmers serve in industry leadership positions.

Success:

- Michigan farmers look to the Michigan Soybean Committee for soybean resources.

Consumer Education

Create a positive public perception of Michigan agriculture.

Objectives:

- Legislators/ Regulators use sound science to make realistic agriculture policy and regulatory decisions.
- Michigan consumers trust soy and soybean producers.
- Students form a positive perception of soybeans and soybean farming in Michigan.

Success:

- Consumers understand the importance of agriculture and the soybean industry's work in Michigan.

