



Michigan Soybean Promotion Committee

The Soybean Checkoff

Strategic Direction

MISSION

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

VISION

Leading Michigan's soybean industry to an innovative and profitable future!

OVERARCHING GOAL

Increase the demand for Michigan soybeans to protect and enhance profitability.

STRATEGIC OBJECTIVES

(In no specific order — all are important objectives of the MSPC)

1. Build consumer confidence about today's farm and food system.
2. Increase influence on targeted audiences.
3. Advance innovative production research.
4. Increase research utilization, application and farmer engagement.
5. Stimulate development of new soybean products.
6. Increase availability and awareness of soybean products.
7. Improve collaboration with industry partners to build new markets.
8. Continuously develop board knowledge and leadership skills.
9. Build support with farmers and key stakeholders for MSPC programs.