

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 and international usage of products, including specialty products, derived from soybean oil and meal
- Increase global 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 and commercialize new soy-based products and applications
- Develop and commercialize new soybean traits and technologies that increase value and create specialty product opportunities
- Research technologies and on-farm practices that support Ohio soybean farmers' commitment to conservation



Goal - BUILD UNDERSTANDING

Create value for Ohio soybean farmers by communicating with farmers and educating key target audiences

Objectives:

- Increase knowledge of modern agriculture's value among Ohio teachers and students
- Communicate the importance 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