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ILLINOIS SOYBEAN ASSOCIATION

Long-Range Strategic Plan



FOCUS

MARKET DEVELOPMENT

SOYBEAN PRODUCTION

GOVERNMENT RELATIONS

MISSION

The Illinois Soybean Association upholds the interests of Illinois soybean producers through promotion, advocacy, research and education.

VISION

To be a trusted partner of Illinois soybean farmers to ensure profitability now and for future generations.

VALUES

Integrity, leadership, stability and entrepreneurship.

STRATEGIC FOCUS AREAS

MARKET DEVELOPMENT:

Promote Illinois soy as the preferred choice for U.S. and global customers and support advancements to infrastructure.

GOALS

Build our international reputation, grow our domestic markets, promote our advantage in infrastructure, communicate the benefits of soy, develop and promote high-value soy-based industrial products and increase soy-based fuel usage in major markets.

SOYBEAN PRODUCTION:

Cross-functional agronomic research and education that creates opportunities for Illinois soybean farmers to increase on-farm profitability and manage crop production risks.

GOALS

Build relationships to augment ISA's agronomic research and education programs; prioritize regionally-specific production opportunities, challenges, and economic factors; focus on soil, water quality, agricultural resource resiliency, and land stewardship; and expand ongoing outreach and research education.

GOVERNMENT RELATIONS:

Act to improve legislation and build relationships that advance beneficial farm policies and limit burdensome regulations.

GOALS

Establish ISA as a policy leader and identify common priorities for potential partnerships, continue to lead beneficial coalitions, explore opportunities on current and future policy priorities, and develop resources to support quick and effective action on legislation and/or regulation.