

STRATEGIC PLAN

FY27 - 30



Farmer Support

Share ideas and information to support and encourage Nebraska soybean farmers.



Production & Crop Research

Invest in targeted research to improve Nebraska soy production and quality.



Community Engagement

Interact with our local communities to showcase Nebraska soybeans, farms and farmers.



Demand & Utilization

Promote the power, versatility and sustainability of Nebraska soy.

MISSION

Growing value for Nebraska farmers by maximizing their checkoff investments.

VISION

Feeding, fueling and farming for the future.

CORE VALUES



INTEGRITY

Honest and transparent investment of checkoff funds.



INNOVATION

Explore opportunities through new perspectives and ideas.



ADAPTABILITY

Meet the evolving needs of Nebraska soybean farmers.



COLLABORATION

Develop and sustain partnerships to achieve shared goals.



Farmer Support

OBJECTIVES:

- ▶ Support Nebraska soybean farmers through evaluating new inputs and technologies while sharing timely production information, revenue opportunities and research results.
- ▶ Provide information and learning opportunities to farmers to support long-term, multi-generational farm success.
- ▶ Build the reputation, importance and excitement of growing soybeans in Nebraska.
- ▶ Boost knowledge and support of the Nebraska soybean checkoff throughout the agricultural value chain.
- ▶ Drive soybean farmer understanding and support of local markets like livestock production and biodiesel.



Production & Crop Research

OBJECTIVES:

- ▶ Support land-grant research that demonstrates the potential to achieve real and profitable benefits for Nebraska soybean farmers and/or consumers.
- ▶ Support industry production research that demonstrates the potential to achieve real benefits for Nebraska soybean farmers and/or consumers.
- ▶ Serve as a channel to connect soy research innovations across multiple entities to advance Nebraska soy profitability.



Community Engagement

OBJECTIVES:

- ▶ Provide accurate and timely information about Nebraska soybean farmers and the challenges they face to policy and decision makers.
- ▶ Educate youth about soybean and livestock production to encourage their future participation in and support of the industry.
- ▶ Develop community connections that spotlight soybean farmers, stewardship, consumer products and their impact to the economy.



Demand & Utilization

OBJECTIVES:

- ▶ Increase usage of Nebraska soybeans and meal by international end users.
- ▶ Increase usage of Nebraska soybeans, meal and oil by domestic end users.
- ▶ Support livestock production growth and expansion across Nebraska.
 - Grow demand for Nebraska soybeans through biodiesel, renewable diesel and sustainable aviation fuel.
- ▶ Support research and commercialization of new uses for soybeans.
- ▶ Grow demand in targeted overseas markets for U.S. meat and poultry products.



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