



THE FUTURE IS OURS TO GROW

2025-2027 STRATEGIC PLAN OVERVIEW

Our Vision: Indiana farmers lead in responsibly growing soybeans for use in products worldwide.

Our Mission: The Indiana Soybean Alliance proactively works with partners to improve opportunities for Indiana soybean farmers.

OUR STRATEGIC FOCUS AREAS:



MARKET DEVELOPMENT

Work with partners to accelerate demand for Indiana soybeans in all forms

Objectives

- Increase livestock and meat exports from Indiana
- Increase exports for US soybeans and soybean products
- Expand the demand for high oleic soybeans and high oleic soybean oil
- Increase demand for biodiesel and renewable diesel produced in Indiana



SUSTAINABILITY

Implement environmental, economic and community outreach programs

Objectives

- Increase farmer adoption of improved nutrient and soil health systems
- Through community partnerships, strengthen consumer's trust in farmers by highlighting shared economic, environmental and social values
- Invest in research that helps farmers produce soybeans more economically



VALUE CREATION

Increase the value of Indiana soybeans by bringing new food and industrial uses to market through partnerships and research

Objectives

- Increase the number of soybean-based industrial products in the market
- Increase the number of foods with soybean ingredients in the market



PRODUCER ENGAGEMENT

Engage more deeply with Indiana's 20,000+ soybean farmers and give back to farmer communities

Objectives

- Increase understanding of the return of checkoff programs back to the farm
- Fund programs that allow ISA to engage more deeply with Indiana farmers and their communities

Learn more at: Incornandsoy.org



2025-2027 STRATEGIC PLAN OVERVIEW

Our Vision: Indiana corn farmers are recognized as trusted stewards of the land; actively growing solutions for farm, food, and energy security.

Our Mission: The Indiana Corn Marketing Council promotes innovative solutions to grow the value of corn in Indiana from seed to consumer.

OUR STRATEGIC FOCUS AREAS:



MARKET DEVELOPMENT

Work with partners to accelerate demand for Indiana corn in all forms

Objectives

- Increase livestock and meat exports from Indiana
- Expand exports for US corn and corn products
- Increase demand of ethanol produced in Indiana



SUSTAINABILITY

Implement environmental, economic and community outreach programs

Objectives

- Increase farmer adoption of improved nutrient and soil health systems
- Through community partnerships, strengthen consumer's trust in farmers by highlighting shared economic, environmental and social values
- Invest in research that helps farmers produce corn more economically



VALUE CREATION

Increase the value of Indiana corn by bringing new corn industrial uses to market through partnerships and research

Objectives

- Increase the number of corn-based industrial products in the market



PRODUCER ENGAGEMENT

Engage more deeply with Indiana's 20,000+ corn farmers and give back to farmer communities

Objectives

- Increase understanding of the return of checkoff programs back to the farm
- Fund programs that allow ICMC to engage more deeply with Indiana farmers and their communities

Learn more at: Incornandsoy.org