

The cover features a light green background with a repeating pattern of hexagons. A dark grey rectangular area is positioned at the top right. A white rectangular area is located on the right side, containing the title and subtitle. A thick green horizontal line is at the bottom of the white area.

# Delaware Soybean Board

Strategic Plan  
March 2016



# Mission

- Invest Delaware soybean checkoff dollars to create opportunities for Delaware soybean farmers to become more profitable and efficient

# Vision

- To be a leader in research, marketing and education for the benefit of Delaware soybean growers.

# Priorities

- Directors and industry leaders identified six priorities and ranked them:
  1. Production (including yield, weeds/pests and environment)
  2. Animal Ag
  3. Emerging Markets
  4. Consumer Education
  5. Technology
  6. Regulation



# Production

<b>Objectives</b>	<b>Yield – Delaware Average bushel per acre increases by 20% by 2021</b>	<b>Weeds/Pests – Delaware soybean farmers have the information they need to deal with the most immediate threats to their crops</b>	<b>Environment – Delaware soybean farmers know, implement, and have access to the best production practices to help them continue to steward the land</b>
Strategies	Conduct research and farmer education in the areas of genetic improvement and yield protection	Conduct research and farmer education on management of herbicide resistant weeds, with an emphasis on Palmer amaranth and marestalk	Conduct research and farmer education.

# Animal Ag

## Objective:

The animal agriculture market remains at its current size (or grows) to continue consuming the majority of Delaware soybean production

## Strategy:

Partner with the value chain in programs that demonstrate shared values between farmers and the public and proactively answer consumer questions about poultry and livestock production.

# Emerging Markets

## Objective:

Delaware soybean farmers are aware of all the unique market opportunities for their soybeans.

## Strategy:

Identify and communicate market opportunities to Delaware soybean farmers.



# Consumer Education

## Objective:

The Delaware public is comfortable with today's farming practices.

## Strategy:

Partner with the value chain in programs that demonstrate shared values between farmers and the public and proactively answer consumer questions about farming and food production.

Demonstrate the value of ag to the state.



# Technology

## Objective:

Delaware soybean farmers understand the value of new technology for their operations. They know about the technology options available to them, the ROI and how to use them.

## Strategy:

Identify and communicate technology information to Delaware soybean farmers.

# Regulation

## Objective:

Delaware soybean farmers are familiar with and have a resource to help navigate all farm-related regulations.

Delaware soybean farmers are familiar with issues that can impact their farms.

## Strategy:

Aggregate and provide a resource to farmers with regulation information.



# We invite your proposals

## **Timeline:**

- July 15 – Proposals due to DSB office (see next page)
- August 17 – DSB board meeting sets FY17 budget
- Oct. 1 – FY17 begins

## **Format:**

- Proposals should use the format provided on the DSB website: [www.desoybeans.org](http://www.desoybeans.org)
- Project period will be Oct. 1, 2016-Sept. 30, 2017.
- Soybean checkoff funds may not be used for lobbying.

# Questions? Contact

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