



Delaware
SOYBEAN BOARD 

Strategic Plan
March 2020

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

✓ DSB identified six priorities:

1. Production
> yield, weeds/pests, environment
2. Animal Ag
3. Emerging Markets
4. Consumer Education
5. Technology
6. Regulation

Production

Objectives	Yield – The Delaware bushel per acre increases by 20% by 2021.	Weeds/Pests – Delaware soybean farmers have the information they need to deal with the most immediate threats to their crops.	Environment – Delaware soybean farmers know, implement, and have access to the best production practices to help them continue to steward the land.
Strategies	✓ Conduct research and farmer education in the areas of genetic improvement and yield protection (weeds, pests, diseases, drought).	✓ Conduct research and farmer education on management of herbicide resistant weeds, including but not limited to Palmer Amaran and Marestalk.	✓ Conduct research and farmer education. ✓ Identify innovative methods to control wildlife, with an emphasis on deer.

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.

Strategies:

- ✓ Identify and communicate market opportunities to Delaware soybean farmers.
- ✓ Encourage local industries to incorporate alternative soybean uses, including but not limited to biodiesel and protein content.

Consumer Education

Objective:

The Delaware public is comfortable with today's farming practices and familiar with soy products.

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.



STRATEGIC PLAN SUMMARY

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	Production			Animal Ag	Emerging Markets	Consumer Education	Technology	Regulation
Objectives	<u>Yield</u> The Delaware b/a average increases by 20% by 2021	<u>Weeds/Pests</u> DE soybean farmers have the information they need to deal with the most immediate threats to their crops.	<u>Environment</u> DE soybean farmers know, implement and have access to the best production practices to help them continue to steward the land.	The animal agriculture market remains at its current size (or grows) to continue consuming majority of DE soybean production.	DE soybean farmers are aware of all unique market opportunities for their soybeans.	The Delaware public is comfortable with today's farming practices and familiar with soy products.	DE 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.	DE soybean farmers are familiar with and have a resource to help navigate all farm-related regulations. DE soybean farmers are familiar with issues that can impact their farms.
Strategies	Conduct research and farmer education in the areas of genetic improvement and yield protection (weeds, pests, diseases, drought)	Conduct research and farmer education on management of herbicide resistant weeds, including but not limited to Palmer Amaranth and Marestalk.	Conduct research and farmer education. Identify innovative methods to control wildlife, with an emphasis on deer.	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.	Identify and communicate market opportunities to DE soybean farmers. Encourage local industries to incorporate alternative soybean uses, including but not limited to biodiesel and protein content.	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 value of ag to the state.	Identify and communicate technology information to DE soybeans farmers.	Aggregate and provide resource to farmers with regulation information.

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