



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

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