

Delaware Soybean Board Strategic Plan - Updated March 2024

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
Objectives	Yield The Delaware bushel/acre average increases 20% by 2030.	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.	The animal agriculture market remains at its current size (or grows) to continue consuming majority of Delaware soybean production.	Delaware soybean farmers are aware of all unique market opportunities for their soybeans.	The Delaware public is comfortable with today's farming practices. Consumers are familiar with soy-based alternative product options in the marketplace.	Delaware soybean farmers understand the value of new technology for their operations. They know about the technology options available to them and how to use them.
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, with an emphasis on Palmer Amaranth and Marestalk.	Conduct research and farmer education.	Partner with the value chain in programs that demonstrate shared values between farmers and the public. Proactively answer consumer questions about poultry and livestock production.	Identify and communicate market opportunities to DE soybean farmers.	Partner with the value chain in programs that demonstrate shared values between farmers and the public. Proactively answer consumer questions about farming, food, and soy bio-based products. Demonstrate the value of agriculture to the state of Delaware.	Identify and communicate technology information to DE soybeans farmers.