**Vision:**
To be the innovative leader for the sustainable future of Michigan soybean farmers.

**Mission:**
Manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

**Production Research**
Invest in production research that benefits Michigan soybean producers.

**Create Demand**
Grow potential market and product opportunities for Michigan soy.

**Consumer Education**
Create a positive public perception of Michigan agriculture.

**Producer Education**
Provide Michigan farmers with resources for making well-informed decisions.
**Production Research**
Invest in production research that benefits Michigan soybean producers.

Objectives:
- Michigan State University field crop researchers are willing and able to conduct soybean research.
- Independent agriculture research entities and partners are willing and able to conduct soybean research.
- Michigan soybean farmers host innovative on-farm research trials.

Success:
- Michigan soybean producers incorporate MSC-funded research recommendations on their farms.

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**Create Demand**
Grow potential market and product opportunities for Michigan soy.

Objectives:
- Industry is aware soybean oil can replace other plant and fossil oils in industrial use applications.
- Pork and poultry industries expand use of Michigan soybeans in their rations.
- Michigan specialty soybean contracted acres increase.
- Biodiesel is accepted among diesel users as a tactic for reaching corporate sustainability objectives.
- International aquaculture increases the use of U.S. soy in their feed rations.

Success:
- Demand for Michigan soy grows in new and existing markets.

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**Producer Education**
Provide Michigan farmers with resources for making well-informed decisions.

Objectives:
- Michigan soybean farmers seek resources from the checkoff to help manage risk and improve profits.
- Michigan agriculture organizations work together to ensure the long-term success of farming in Michigan.
- Michigan soybean farmers serve in industry leadership positions.

Success:
- Michigan farmers look to the Michigan Soybean Committee for soybean resources.

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**Consumer Education**
Create a positive public perception of Michigan agriculture.

Objectives:
- Legislators/Regulators use sound science to make realistic agriculture policy and regulatory decisions.
- Michigan consumers trust soy and soybean producers.
- Students form a positive perception of soybeans and soybean farming in Michigan.

Success:
- Consumers understand the importance of agriculture and the soybean industry’s work in Michigan.