

Maryland Soybean Board Strategic Plan Updated 3/11/2020

Mission	The Maryland Soybean Board works to maximize the profitability of Maryland soybean producers by investing Maryland checkoff funds for research, marketing and education.						
Vision	To be a leader in research, marketing and education for the benefit of Maryland soybean growers.						
Priorities	We Are A Resource			Animal Ag	Emerging Markets	Farmer Engagement	Consumer Education
Objectives	<u>Careers In Ag</u> Increasing enrollment strengthens ag colleges. Agriculture/plant science viewed as good career option.	<u>Production Research</u> Md soybean farmers have the information they need to deal with the most immediate threats to their crops.	<u>Road Safety</u> Md drivers respect farm equipment on our roads. "Near misses" and accidents are reduced.	State welcomes poultry and livestock production. Neighbors understand the value of local meat production to economy, environment and quality of life.	Biodiesel, bioheat and other soy-based products are used and recognized as superior products.	Maryland farmers know methods to engage on their own behalf, feel trained and competent in doing so. Maryland farm organizations work together to engage on behalf of our farmers.	We are seen as a resource (Priority #1) for information promoting the viability and sustainability of Maryland farming. Md soybean farmers are trusted to make the right decisions on their farms.
Strategies	Max Career Website	Conduct research and farmer education on priority topics. Create new list of priorities.	Have agriculture included in state's Zero-Death plan (SHA) Form coalition to promote road safety Get insurance data Blog & social posts on MMF Create driver's ed module	Partner with the value chain (DPI, Dairy, Pork, SMM) to demonstrate shared values & proactively answer consumer questions about poultry and livestock production. CFI USFRA	Green Fairs Promotion Regional Biodiesel/Bioheat Promotion <ul style="list-style-type: none"> • Baltimore • Takoma Park National Biodiesel Board Soy crayons	Provide both opportunities for engagement and training to Md farmers; support farmers who engage. Ag Coalition FB & emails Social Media Meetup Engage Online Training, engAGE app Create a catalog of regulations.	My Md Farmers Md Farm & Harvest CommonGround

Market Environment Considerations: Low commodity prices, high land prices, shortage of labor, increasing housing developments, misunderstanding about farming practices, lack of market competition, plentiful but overwhelming amount of soybean/ag product, input and technology options, diversified operations, land rights issues, uncertainty for next generation of farmers