OUR MISSION
Indiana Corn Marketing Council works to enhance the value of corn for Indiana corn farmers.

OUR VISION
Indiana Corn Marketing Council will be a catalyst for innovation and leadership for the Indiana grain industry.

OUR STRATEGIC PROCESS
The Indiana Corn Marketing Council engaged nearly 200 participants, including industry leaders, former board members and ICMC staff, in multiple sessions to develop ICMC’s new strategic direction. Perceptions and insights were captured in a number of ways as groundwork for the organization’s three year strategy.

 Among these:
• Participant surveys
• Key industry trends assessment
• Industry expert interviews
• Board member forums

OUR STRATEGIC FOCUS AREAS
- MARKET DEVELOPMENT: Move the Pile: Working with partners to accelerate demand for corn in all forms
- SUSTAINABILITY: Three-legged stool of sustainability: Environmental, community and economic
- VALUE CREATION: Increase value: Finding new markets and new uses for corn and increasing the value of corn grown.
- PRODUCER ENGAGEMENT: Sharing the checkoff story: Engaging more deeply with Indiana’s 20,000 corn farmers
MARKET DEVELOPMENT
- Increase market access and grow international and domestic demand for corn in all forms
  - Ethanol infrastructure support
  - Increase exports to Mexico, Colombia and South Korea

SUSTAINABILITY
- Continue to increase the number of acres in Indiana utilizing sustainable production practices
  - Meet nutrient loss reduction goals for Indiana
  - Expand reach to strengthen consumers' perceptions and increase community awareness regarding farm sustainability practices
  - Convey sustainability messaging to consumers
  - Support efforts that reduce production and input costs and improve on-farm profitability
  - Identify opportunities to improve on-farm profitability
  - Seek non-traditional value generation

VALUE CREATION
- Develop new value-added markets and products from corn in all forms
- Develop technologies in food, beverage and industrial markets
- Facilitate regulatory approvals for corn products

PRODUCER ENGAGEMENT
- Increase awareness and understanding of the ICMC checkoff programs and return on investment for Indiana corn farmers
- Create resources for farmer information
- Develop ROI measurement for activities
- Create additional opportunities for farmers to engage with ICMC aside from joining the Board
- Provide producer engagement activities
- Promote checkoff programs through partnerships
- Seek feedback on producer needs

Funded with Indiana corn checkoff dollars.

www.incorn.org