

**PROJECT:** HO Rapid Farmer Expansion (USB #2230-262-0413)

**SUBPROJECT:** Outreach & Education Campaign

**DELIVERABLE:** Create talking points for growers to ask seed suppliers about future opportunities for high oleic production with their individual brand(s).

United States soybean growers have the opportunity to earn as much as \$2.00 bu. premium in 2023 and beyond with little change to their production practices, or on-farm storage, High Oleic soybean is in demand from food service and snack manufacturers, but the market opportunity is currently limited by lack of supply. This is a domestic market that soybean growers have developed with the soy checkoff and is projected to grow, if supply can meet demand.

The 2024 market is expected to sustain production from more than 1 million acres in the U.S., but, high oleic soybean seed production is centralized within a small handful of companies. As you are meeting with your seed suppliers, it is important for you to not only have a solid understanding of the value of high oleic soy production for your farm operation, but it is also important for seed companies to understand the demand and growth potential for this market to ensure it is properly supplied.

- **We have a premium market with high oleic soybeans.** Currently three processors purchase high oleic soybeans from growers at premiums ranging from \$0.55 to \$1.25/bushel, potentially going as high as \$2.00 for 2023, depending on how growers produce, market and store the crop, but the opportunity to capture that market is limited because there is a limited amount of seed.
- **Food processors and distributors are committed to this market.** Domestic production of high oleic soybeans is seen as being less risky by food companies because it is produced domestically. It gives visibility to where the crop is grown, which is important to consumers.
- **There is a global market available for high oleic soybeans due to the lack of a consistent, reliable supply of vegetable oils.** Ukraine and Russia are No. 1 and No. 2 in worldwide sunflower seed oil exports. The September 2022 Oilseed: World Market and Trade report from USDA's Foreign Ag Service projects 2022-23 marketing year exports for those two countries at 69% and 6.4% of the world vegetable seed crush. Given the geopolitical disruption in this region, more than 6% of the world vegetable oil market is effectively available for other sources of vegetable oils.
- **High oleic is not a conventional soybean – it's a specialty soybean and it's built to perform.** High oleic soybean varieties consistently perform as good or better than conventional numbers with a range of maturities and the same germplasm as conventional varieties, which means they offer the same agronomic attributes and yield performance.
- **Weed control options for high oleic soybeans are widely available and continue to grow.** Growers can treat them like they would conventional soybeans, with attention to specific weed pressures and utilizing the right herbicide program. Start clean with a strong preemergent program and rotate three modes of action to manage herbicide resistance.
- **The "soft IP" program allows for more lenient protocols than traditional identity preservation grain handling procedures.** Strict on-farm segregation is not necessary. As long as the grain

meets minimum thresholds for oil contents on an aggregate level, it meets the requirements for processing as high oleic soybean oil.

***The market has been developed. The benefits of high oleic soybean production strongly favor farmers.  
What are the opportunities for high oleic production within your brand(s)?***

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