Challenges to Your Freedom to Operate
Cecil Eaddy on ROI, Our Biggest Customer and the Key to Southern Charm

By Jennifer Anthony

Cecil Eaddy grows soybeans near Manning, S.C. He has served six years volunteering as a director on the United Soybean Board (USB). He helps oversee the soybean checkoff’s fiscal responsibilities and ensure the national checkoff program remains efficient.

Q: As a farmer who helps oversee USB’s Audit & Evaluation (A&E) program, you help ensure checkoff funds benefit all U.S. soybean farmers. What do you believe is this program’s biggest accomplishment?

A: We feel we've accomplished our mission when the committee audits a research project or a contractor and we find they are in compliance with USB. This is the biggest accomplishment we can make, and it shows that we are doing our jobs in communicating USB standards and procedures properly.

Q: The A&E Committee conducts a return-on-investment (ROI) study every five years. The last one showed the checkoff returned $6.40 to U.S. soybean farmers in exchange for every checkoff dollar invested. Do you see this rising in the future? How?

A: The checkoff’s ROI is great due to the high-quality product we produce in the United States and ship around the world. Researchers are always working to bring an even better U.S. soybean crop to the market. Hopefully, the ROI will continue to increase due to the high-quality product we put on the market.

Q: You've also helped build domestic markets for soy as a member of USB's domestic marketing program. What's the outlook for soybeans here at home?

A: Great, if we continue to support our number one customer, the domestic animal ag sector, in order to maintain the domestic market for our crop.

Q: What unique challenges do you and other South Carolina soybean farmers face?

A: Mostly insects and weather challenge us. Also, it's important our small soybean-producing state continues to have a great soybean-breeding program with alternative breeding lines.

Q: What gives your state its Southern charm?

A: South Carolina has a very diverse group of people with generous hospitality and a rich history.
From the USB & Soybean Checkoff Chairman

This spring, many of our urban and suburban neighbors and friends experienced a harsh taste of what many U.S. farmers face nearly every year. For example, Joplin and St. Louis, Mo.; Tuscaloosa, Ala.; and even Springfield, Mass., encountered severe weather that caused major disruptions in thousands of businesses and lives.

I’ve heard it said farmers represent the biggest gamblers in our economy. We risk our livelihoods every year due to the unpredictability of weather, plant diseases and pests. Where I farm, we had levees holding back flood waters that jumped the Mississippi River’s banks, while at the same time utilized irrigation to the east in an attempt to save crops we were able to plant. Some of the same farmers who lost crops to floods later lost them to drought.

Just recently, the farmer-directors who represent you on the United Soybean Board (USB) pledged to devote a significant investment in speeding up the effort to identify specific genes within the soybean genome. This new, major effort could significantly accelerate the breeding of new U.S. soybean varieties that can better withstand some of the yield loss we now experience as a result of extreme weather, pests and diseases.

Our soybean checkoff can’t stop the rain or make it rain. But it can help minimize the negative impact of excessive moisture and drought. Finding solutions to these production challenges remains a priority of USB. It represents what we have come to expect from our soybean checkoff.

Marc S. Curtis, USB Chairman
Leland, Miss., soybean farmer

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**Challenges to your freedom to operate**

**More Obstacles to Your Freedom to Operate May Be Closer Than You Think**

*By Abby Stutsman*

Like many who farm along the Mississippi and Missouri river systems, this has been a tough year for Jimmy Sneed. Floodwater settled into a third of the fields on his northwest Mississippi farm this spring, leaving his crops underwater for weeks. As that water receded, so did the rain, further stunting what survived the flood.

Despite the adverse weather, an even bigger challenge lurks outside Sneed’s front door — a series of mailboxes dotting the winding roads along his Hernando, Miss., farm, located in the hills atop the Mississippi Delta.

The mailboxes, belonging to new neighbors relocating from nearby cities, are hard to miss, especially with farm equipment in tow.

“As farmers, we operate in such a time crunch and can get so zoned in on what we’re doing; we need to recognize that our neighbors don’t always share that lifestyle,” says Sneed, a United Soybean Board (USB) farmer-leader. “I have more and more neighbors who have no farming background. To coexist, I try to understand what being a good neighbor means to them. I need to look at things from their perspective and be respectful of their lifestyles.”

“And if I clip a mailbox, which I occasionally do, I need to fix it right away.”

Despite the resurgence in rural living, most Americans today are three generations or more removed from the farm, leading to many misconceptions that could impact the future of soybean farming.

According to the United Nations Food & Agriculture Organization, the world population could rise to 8.2 billion people in 2030 from nearly 7 billion now, requiring a 50 percent increase in food production over the next 20 years to meet global demand.

But will U.S. farmers be free to help meet these growing needs? The majority of U.S. soybean farmers who participated in a recent checkoff-funded survey said new challenges threaten their farms. More than 80 percent said outside influences such as government regulations, environmental challenges, deterioration of transportation infrastructure and other key issues increasingly threaten their ability to operate profitably.

To address this concern, USB farmer-leaders recently took action and put in place a new strategy to help ensure that U.S. soybean farmers and their customers have the freedom and infrastructure they need to operate. Collaboration across today’s U.S. agricultural industry plays a critical role in the plan. This includes several strategic objectives and activities, such as:

- Creating conversations between farmers and consumers to enhance trust in today’s farming and food production.

<table>
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<th>The Problem</th>
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<td>A complex regulatory system.</td>
<td>Work to ensure 90 percent regulatory approval before new traits hit the market.</td>
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<td>Economic burden to comply with some regulations.</td>
<td>Fund studies to create more realistic sustainability benchmarks.</td>
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<td>Misconceptions about production practices.</td>
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<td>Aging system in need of repairs.</td>
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Examining the rules and regulations facing U.S. soybean farmers and poultry, livestock and fish farmers and the costs they face as a result.

Blowing the whistle on the nation’s crumbling transportation system and working to increase investment to fix it.

The rules for rules

The story begins with the civics of soy. Farmers today comply with more rules and regulations than ever before. Understanding the rule-making process can help you make more informed decisions on your farm.

Federal regulatory agencies follow a complex process to ensure that final rules are based on science-backed data, and economic and environmental analysis. The process also provides an opportunity for public comments on proposed rules, giving you and advocacy organizations the chance to inform policy makers how a proposed rule may affect your farm and the U.S. economy.

“Maintaining our freedom to operate hinges on providing accurate information to farmers, consumers and regulators,” says Sneed. “We all want safe food, safe workplaces and a healthy environment. It’s important for everyone to understand the potential impact regulations could impose on food production and prices.”

By law, soybean checkoff dollars cannot be used for advocating in favor of or opposing laws or regulations. But that same law stipulates that soybean checkoff dollars can be used for research and education to better inform farmers, their customers, consumers and those who develop policies about issues that affect U.S. soybean farmers. Current USB efforts target key areas such as sustainability, biotechnology, transportation, the animal-agriculture sector and more.

“A slurry of proposed rules, some pertaining literally to slurry, could impact the future of animal agriculture, the No. 1 customer for U.S. soy,” says Bob Worth, a soybean farmer from Lake Benton, Minn., who serves as a vice president of the American Soybean Association. “That’s a perfect way for the industry to work together on behalf of soybean farmers.”

Supporting your customer

A slurry of proposed rules, some pertaining literally to slurry, could impact the future of animal agriculture, the No. 1 customer for U.S. soy.

“Freedom to operate is the right that I have to do the job that needs to be done to raise healthy, productive animals to supply not only meat for American consumers, but also meat for my family,” says David Hartke, a USB farmer-director who grows soybeans and hogs in Teutopolis, Ill.

“Maintaining our freedom to operate starts on your farm.

1. BE AWARE! KNOW THE ISSUES – Reading this article can be your first step. Continue learning about the issues impacting your operation at the local, state and federal levels and correct misinformation when you hear it.

2. SPEAK UP – in person, on radio talk shows, letters to editors, on the Internet, every day, everywhere. It’s your story — if you’re not telling it, nobody is listening.

3. STAY POSITIVE and avoid discrediting alternative agricultural systems. “I tell my kids all the time, if you can’t say anything nice, don’t say anything at all,” says Carrie Divine, a seventh-generation farmer from Morganfield, Ky., and CommonGround volunteer. “Farmers have a great story to share, and we’ve got to keep it positive to enhance trust.”

4. JOIN THE MOVEMENT – Check out CommonGround, the U.S. Farmers and Ranchers Alliance, the Animal Ag Alliance and other, like-minded groups, and get involved with your local commodity or general farming organizations.

5. SUPPORT YOUR CUSTOMERS AND YOUR NEIGHBORS – Reach out to local poultry, livestock and fish farmers to better understand the challenges they face. Participating at the local level can make a bigger impact than you think. Likewise, sitting out can do more damage than you may think.

continued on next page
"A big concern of mine is the future of animal ag."

"The future of animal ag is a necessity for a productive cropping operation," adds Hartke. "Why would a person want to invest in animal ag if he doesn’t know if he has the ability to operate for the long term? Building a hog house is not a one- or two-year investment."

The checkoff has invested funds to conduct state-by-state research that summarizes rules and regulations that impact the U.S. animal ag sector. That’s in addition to funding an annual study that measures the economic benefits that poultry, livestock and fish farmers provide at the state and federal levels. USB also plans to measure some of the major rules and regulations facing U.S. soybean farmers and the costs they impose.

The good, the bad and the not-so-ugly misconceptions

Countless surveys show that Americans trust farmers, including a recent survey commissioned by USB and the National Corn Growers Association (NCGA).

Yet nearly half of all adults who participated in that 2010 survey expressed concern about the food they serve their families, naming food safety as their top worry. The study also suggests educational efforts targeting consumers aren’t always effective, making it increasingly difficult to demonstrate the value of today’s agriculture to people who don’t farm.

That lack of understanding can lead to harmful rules and regulations, and can even grow into active opposition against the agricultural sector.

According to Janice Swanson, Ph.D., of the animal science department at Michigan State University, it can go even further than that.

"These issues won’t be cleared up by tomorrow, but my fellow U.S. soybean farmers should know that their checkoff is working hard to protect their freedom to operate. That’s critical for the world, and critical for us and our families."

– David Hartke, a soybean checkoff farmer-director who raises crops, livestock and his family in Teutopolis, Ill.
"If you get to the point where you regulate someone out of existence, what’s going to happen when (the agricultural industry) moves offshore?" Swanson asks.

USB collaborates with organizations throughout the food industry to address these concerns. USB and NCGA created CommonGround™, a farmer-driven, volunteer movement to help start conversations between women who grow food and women who buy it.

USB also helped create the U.S. Farmers and Ranchers Alliance, an industry-wide collaboration that works to maintain and enhance the freedom of American farmers and ranchers to operate in an economical, sustainable and responsible manner.

Open, honest conversations are central to both efforts, hinting at new opportunities for U.S. farmers.

“It doesn’t matter if we’re talking about local regulations that address things like noise, odor or traffic from agriculture, or even federal regulations,” Sneed says. “Maybe there are some things we do need to improve. We need to be open to suggestions and remedies. We can learn from consumers and make things better.”

What makes you optimistic about soybean farming in the future?

By Robin Miller

“With the upward trend in yield being fueled by advanced technologies and improved crop-protection products and farming practices, I am certainly optimistic about the soybean industry. I believe that the future of the industry will be enhanced even further with new agricultural research.”

~Jed Clark, Mayfield, Ky., soybean farmer

“I am optimistic because I live in a region with lots of poultry farms and the expanding major markets of Richmond, Va.; New York; and Boston (large poultry markets). We do not export conventional soybeans in this area because local demand for high-protein poultry feed is so high.”

~Hans Schmidt, Sudlersville, Md., soybean farmer

“The increasing worldwide population and the protein source that my soybeans will consistently provide to that market keep me optimistic. Biotechnology, new soybean genetics and the myriad potential new uses for soybeans are also exciting. There are many new uses for soybeans in the pipeline, and many that haven’t been discovered yet.”

~Warren Stemme, Chesterfield, Mo., soybean farmer
Thirty-one Qualified State Soybean Boards invest one-half of all checkoff dollars collected to benefit soybean farmers in your states or regions. If you don’t see your state below, look for it to be part of the rotation here in a future issue.

The Arkansas Soybean Promotion Board recently partnered with the University of Arkansas Division of Agriculture to expand the soybean production podcast program. Farmers can receive emails or text alerts for all new podcasts posted. Check out the soybean podcasts and sign up for the alerts at www.aragriculture.org/crops/soybeans/podcasts.

A new insect appeared in Georgia soybean fields last year – the kudzu bug. Unlike stink bugs, this insect feeds on stems and reduces vigor. The Georgia Soybean Commission currently funds research at the University of Georgia to investigate best management practices for this pest.

The Illinois Soybean Association’s SoyIllinois Facts & Statistics brochure showcases Prairie State farmers’ ability to supply, deliver to and meet the demands of their soybean customers. The SoyIllinois booklet is available in print and on the Web at www.soycam.com. The website also includes data for each Illinois county.

Indiana Soybean Alliance was a proud sponsor of the “Year of Soybeans” at the Indiana State Fair, recently in Indianapolis. The Alliance engaged fairgoers in a discussion about the versatility of soybeans; soybeans’ role in providing a safe, nutritious food supply; and how Indiana soybean farmers and their families raise their crops in a way that preserves the land, water and air.

Attendees at the 2011 Kansas Nutrition Council Conference discussed food production and consumer preferences with a panel of Kansas farmers and other members of the state agricultural industry. Teresa Brandenburg, of Russell, represented Kansas soybean farmers and answered questions about agichemicals and other technologies; no-till farming; and being part of a multigenerational, family enterprise.

The Kentucky Soybean Board educated fairgoers recently at the Kentucky State Fair about the importance of Kentucky’s livestock and poultry industry.

Did you know the ports of southern Louisiana and New Orleans each rank in the top five in the United States for transporting agricultural goods? Approximately 80 percent of all U.S. soybean exports ship through the port of New Orleans.

The Minnesota Soybean Research and Promotion Council partnered with Radio Disney to bring soy to the stage at the Minnesota State Fair. The Radio Disney Road Crew used games, songs and dance to educate young children and their families about the many uses for soybeans. Farmer-leaders were there to answer questions and share stories about how they work hard to produce healthy food for everyone.

The Missouri Soybean Merchandising Council (MSMC) and Missouri Soybean Association (MSA) have revamped their website – www.mssoy.org. This engaging new site encompasses all that the MSMC and MSA offer. Please take time to visit the new and improved site.

Soybean farmers can learn about the latest pest and disease issues affecting their soybean crops this year through an educational blog by Rutgers University. View this great tool online at www.fieldforagecropsnutrientmanagement.blogspot.com.

At the recent Summer Crop Tour, popular agronomist Ken Ferrie, president of Crop-Tech Consulting, Inc., addressed attendees on how to use technology to better understand soils and improve productivity. The New York Corn & Soybean Growers Association sponsored the tour.

During a recent Ag-Access tour, the Oklahoma Soybean Board shared the impact of the state’s soybean production and checkoff accomplishments. The Ag-Access tour included 50 professors and other faculty from Oklahoma State University, including some from its Food Products Research Center and the Noble Research Center.

The South Carolina Soybean Board participated in the “Open Summer Season” event at the new South Carolina State Farmers Market. Board members served edamame, strawberry soy smoothies and spinach soy artichoke dip to Farmers Market patrons and educated consumers on the importance of soy.

Farmer-leaders representing the South Dakota Soybean Research & Promotion Council and South Dakota Secretary of Agriculture Walt Bones traveled to China and Vietnam at the beginning of September for a trade mission. The group met with representatives about increasing the use of South Dakota soybeans in those countries, as well as visited a number of grain, swine and aquaculture facilities.

The Tennessee Soybean Board’s new website continues to provide new and valuable information and tools to soybean farmers. Read the latest soybean newsletter, check soybean and grain prices, and learn about Tennessee’s checkoff-funded research projects, all available at www.tnsoybeans.org.

The Texas Soybean Board added a new collaborator this year to its network of research institutions: the University of Texas-Arlington. The checkoff-funded project at UT-Arlington focuses on evaluating and improving Bradyrhizobium inoculation in drought conditions, using a newly developed molecular marker system.
Feeding Japan’s Recovery

In the wake of the devastating tsunami in Japan, checkoff helps get soyfoods to the areas hit the hardest.

By Lisa Cassady Jayne

The United Soybean Board (USB) and the soybean checkoff continue to help those affected by the earthquake and tsunami in Japan by assisting small businesses there in donating food to those in need.

“Soy users in Japan have been loyal customers for more than 50 years,” says Roy Bardole, USB International Marketing program vice chair. “We hope this deed shows the Japanese people that U.S. farmers will support them in this difficult time.”

This program works with companies, including soyfood processors, suppliers and distributors, to donate soyfoods to people affected by the disasters. The soybean checkoff’s representatives who live and work in Japan continue to carry out the program. Japanese small businesses apply for reimbursement for donations of soyfoods. For example:

• The Asahimatsu Shokuhin frozen tofu manufacturing company donated the equivalent of $25,000 of tofu to the city of Ishinomaki, Miyagi Prefecture, in June. The frozen tofu was labeled “Provided by U.S. Soybean Farmers” in both English and Japanese.

• The Miyagi Prefecture Natto Association plans to donate natto, a popular Japanese soyfood made of fermented soybeans, to the area hit hardest by the tsunami.

The disaster took its toll on Japan’s agricultural sector, including:

• Feed Mill Sector – The earthquake and resulting tsunami damaged 31 percent of the feed mill facilities in Japan. A majority now operate as they did prior to the two natural disasters.

• Animal Agriculture Sector – The Japanese have located most of their poultry and livestock sector in Japan’s mountain ranges and therefore suffered only a 10 percent loss in its inventories.

• Ports – The Japanese have been able to reopen all soybean-importing ports and now operate at close to a normal level. No major difficulties to shipping exist.

Let’s Talk

By Erin Hamm

Did you know the United Soybean Board (USB) continuously posts the latest news and information about the soybean checkoff on the new and improved USB website at www.unitedsoybean.org? Not only does the site offer everything U.S. soybean farmers need to know about the checkoff and its activities, but it also serves as a channel for you to talk to your checkoff – and to each other – directly.

Here are just a few ways you can use your soybean checkoff website:

✓ Post comments on articles that interest you.
✓ Communicate with USB farmer-leaders.
✓ Subscribe to receive newsletters and updates.
✓ Watch and comment on “Beyond the Bean On-Air” webisodes.
✓ Make a suggestion on how to improve the USB website to better meet your needs.
✓ Read and comment on Beyond the Bean magazine articles.
✓ Follow USB on Twitter and Facebook.
✓ Check out profiles of fellow soybean farmers to learn about new techniques.

Visit www.UnitedSoybean.org today and get the conversation started!
The Texas Transportation Institute at Texas A&M University completed a study, funded by the soybean checkoff, which examined proposals for financing repairs to our nation’s roads. The United Soybean Board’s (USB) Global Opportunities program and the Soy Transportation Coalition partnered to fund and manage the study. USB farmer-directors made transportation one of its two priority issues when they met last February.

Every six years, Congress decides how much to spend on specific projects and revenue sources for improving roads. The current federal surface-transportation plan expired nearly two years ago.

The old federal system governing surface transportation primarily finances infrastructure projects using an 18.4-cent-per-gallon tax on gasoline and a 24.4-cent-per-gallon tax on diesel fuel. These taxes have not changed since 1993, but construction costs have risen. In addition, some farmers and other Americans now drive fewer miles. Most modern vehicles and machinery have better fuel efficiency. As a result, a growing funding gap exists – approaching $200 billion on an annual basis – between what our surface-transportation repairs demand and the revenue available for improvements.

The study examined a number of funding mechanisms and their potential to generate the revenue our surface-transportation system requires, including:

- Increase the federal tax on gas and diesel.
- Charge fees for vehicle miles traveled (VMTs).
- Increase the use of tolls.
- Establish a National Infrastructure Bank that would strive for collaboration among states, municipalities and private investors.
- Create a tariff on crude oil and imported gasoline and diesel.
- Increase the heavy vehicle use tax and other registration fees.
- Enact a transaction tax on crude oil securities.
- Increase taxes on containerized shipping.

Among the above options, the gas and diesel tax and a VMT present the greatest likelihood to address our funding gap. A National Infrastructure Bank also appears to be generating serious consideration.

While the gas and diesel tax has resulted in low administrative costs and general public acceptance, it has proven to be an increasingly unreliable and inadequate source of money.

Citing a national study, our report notes that a VMT tax of 2 cents per mile could generate $134 billion. A VMT of 5 cents per mile could raise $262 billion. A VMT represents a user fee that would generate revenue regardless of the fuel efficiency of a vehicle. However, administrative costs of a VMT would likely be high. Many Americans could also be concerned about an invasion of privacy if the government would need to monitor the location and volume of miles driven by you and others.

U.S. soybean farmers continue to actively explore solutions to ensure proper maintenance of our roads and bridges. Adequate transportation infrastructure allows U.S. agriculture to remain profitable and competitive.

The entire study, “Funding the Future Surface Transportation System: The Impact on Agriculture,” can be found in the “Studies” section of the “Global Opportunities” program area page on the USB website at www.UnitedSoybean.org.
Looks Can Deceive: Tips on Identifying Crop Stressors

By Lisa Brown

From a distance, several soybean diseases, pests and other stressors tend to look the same. However, taking a closer look could increase your yields this year and help you get the most out of next year’s crop, too.

“Late-season diseases such as sudden death syndrome, white mold, soybean cyst nematode, brown stem rot and stem canker all appear the same from the pickup truck,” says Ohio State University professor and field crops extension specialist Anne Dorrance, Ph.D. “Farmers really need to get out of the pickup and dig through their soybean crop to differentiate late-season crop issues.”

Use these tips to scout your fields for the following late-season soybean stressors:

• Diseases: Dorrance advises pulling open the canopy and looking at the stems down the row to identify disease symptoms.

• Weeds: You can scout for surviving glyphosate-resistant weeds from the combine by evaluating the weed pattern, identifying the weed species and estimating the weed-emergence date, says Seth Naeve, University of Minnesota Extension soybean agronomist.

• Nematodes: Terry Niblack, also with Ohio State, urges you to stay ahead of SCN by taking soil samples to evaluate your fields before SCN symptoms appear.

To learn more about late-season soybean-management practices, visit the “Production” section of USB’s website at www.UnitedSoybean.org.

Terry Niblack, Ph.D., chair of Ohio State University’s Department of Plant Pathology, says taking some time in the fall to scout for soybean cyst nematode can pay dividends the following year.
The “Why” of Buying Soy

Web-based Soybean Meal INFOcenter brings benefits of U.S. soybean meal directly to top customers.

By Laura Schafer

Soybean meal proves to be an important source of protein for poultry, livestock and fish globally. So it’s vital for feed manufacturers and formulators; nutritionists; and poultry, livestock and fish farmers to have access to technical information about it. The Internet-based Soybean Meal INFOcenter intends to provide the most complete and up-to-date information to those who currently use or may be interested in using soybean meal.

“The INFOcenter provides important information to our number one customer — the animal ag sector,” says Stan Hanson, a soybean farmer from Garretson, S.D., and a farmer-director on the United Soybean Board’s domestic marketing program.

Not only does the center compile useful information and resources in one place, but it’s also represented at major feed trade shows throughout the year, such as the International Poultry Exposition, World Pork Expo, World Aquaculture Conference and Expo, and World Dairy Expo, to inform these audiences about the benefits of and proper use of soybean meal.

“It’s important to educate current and potential users of soybean meal about how U.S. soybean meal is high in quality and a good source of protein,” adds Hanson.

Learn more about soybean meal by visiting the Soybean Meal INFOcenter on the Internet at www.soymeal.org.

Biobased Labels Headed to a Store Near You

USDA program helps shoppers identify products made with soy and other biobased ingredients.

By Tyler Kelley

Manufacturers and vendors of biobased products, including soy-based products, may apply for a new biobased label from the U.S. Department of Agriculture’s (USDA) BioPreferred program, which makes it easier for consumers to identify products made from renewable materials.

“If we continue the process of replacing petroleum-based chemicals, we can recreate an economy that features biobased products,” says Ron Buckhalt, USDA BioPreferred program manager. “It’s great to be a part of the program, and I feel like it’s making the world a better place for our children and grandchildren.”

Soy can replace petroleum-based chemicals in many products, and U.S. soybean farmers, through the soybean checkoff, fund the research, development and commercialization of new industrial uses for soybeans.

Through early August, USDA certified 559 products from 142 different companies, many of which feature soy-based products, to carry the label. Look for BioPreferred-certified products in hardware, farm supply and other retail outlets near you.
The Demand Domino Effect
As the world’s appetite for meat grows, the demand for poultry and livestock (and the soybean meal they consume) grows right along with it.

By Dan Manternach, Ag Services Director, Doane Advisory Services

There is still a protein gap between Asian and Western diets. Despite growth in global protein production over the past decade, production has barely kept pace with population growth.

The planet has added 118 million people (equivalent to the entire population of Mexico) in just the past three years. Take a look at Figure 1 and you’ll see India and China combine to account for more than a third of this planet’s people. Both countries run enormous trade surpluses. China’s hard-currency reserves alone have grown to more than $1.3 trillion.

When you add up total protein consumption per person per year in the form of meat, fish, poultry, milk and dairy products, you see some stunning gaps. In India, with nearly four times the population of the United States, each person consumes 20 percent as much protein as the average American or European. In China, with more than four times the population of the United States, per capita protein consumption is less than 40 percent of this country’s per capita consumption.

Take a look at average protein consumption from all sources among these top 12 countries in Figure 2. India’s per capita consumption is still only one-third the average. And that’s after it rose 21 percent over the past three years. China’s consumption is still only two-thirds of the global average, even though it increased 7 percent over the past three years. These two countries still have a lot of demand growth between them just to get up to average. And, again, we’re talking about one-third of the world’s population.

Demand for protein meal, such as soybean meal, figures directly into this protein gap because demand for high-quality animal feed is directly linked to demand for more meat, poultry, dairy products and fish in human diets. Yes, fish! Aquaculture continues to grow. Globally, humans consume more than 111 million metric tons of fish and seafood, up 11 percent in three years, and over a third of it comes from aquaculture (fish farms), where high-protein feedstuffs make up the fish food. China alone accounts for about 31 percent of the planet’s fish consumption. Yet that’s down from a 40 percent share three years ago.

Then there’s Indonesia. With 245 million people, Indonesia is the fifth-biggest country in the world. Just for perspective, if Indonesia alone brought its protein meal consumption up to the 12-country average, it would require the meal from another half-billion bushels of soybeans.

It’s a similar story for potential vegetable-oil demand. As the demand for meat, fish, poultry and other fried food grows in the developing world, so does the demand for vegetable oil for frying. The bottom line is that the largest countries have the biggest gaps to fill to catch up with the West in per capita protein consumption. Increasing that consumption in those countries could mean an even brighter future for U.S. soybean farmers.

Dan Manternach serves as director of ag services at Doane Advisory Services of St. Louis, a subsidiary of Vance Publishing Corp., based in Lincolnshire, Ill. Dan is the editor and publisher of Doane’s Agricultural Report, website manager for www.Doane.com and chief wheat analyst for Doane’s Commercial Advisor. Prior to joining Doane, Dan spent two years as a vice president with Sparks Companies of Memphis (now Informa Economics Inc.). A graduate of Iowa State University, he is also a former president of Professional Farmers of America in Cedar Falls, Iowa.

Figure 1
Global population shares of the top 12 countries

Figure 2
Total protein consumption per capita

Sources: U.S. Census Bureau, U.S. Department of Agriculture Foreign Agricultural Service
Taking Ag for Granted

Disconnect between decision-makers and the realities of farming has Lewis Everett questioning the future.

By Cassie McCloud

Environmental stewardship has always played an important role on farms throughout the United States. But with the establishment of new limits on pollutants reaching the Chesapeake Bay by the Environmental Protection Agency (EPA), some farmers are concerned that they may have to make changes that might have a negative impact on their operations. These new standards have some farmers outside of the Chesapeake watershed region concerned that they might be the next affected.

Lewis Everett represents the fifth generation to run his family’s soybean, cotton and peanut farm in Joyner, Va., located in the Chowan River Basin in southern Virginia. Even though Everett’s family farm lies outside the highly regulated Chesapeake Bay watershed, he believes the standards enacted there still deserve the attention of all U.S. farmers.

“All of agriculture will be impacted as more regulations come into play,” Everett says. “If we were to lose agriculture in the U.S., it would be a very difficult thing to replace. You can’t just build another farm in a month like you can build a store. A farm cannot be started in a day.”

Everett adds that much has changed in just the 11 years he’s been farming. As the number of consumers who understand farming goes down, the number of regulations some farmers face goes up.

“Agriculture makes up a majority of business in the rural area where I live and farm, but I’m always surprised at the number of people who are still unaware of what American farmers provide for the United States and the world,” Everett says. “People don’t think about what it would be like if we have to rely on other countries to put food on our tables. But, if (farmers) do not maintain our freedom to operate, that just might become a reality.”

The concerns of maintaining their freedom to operate and the challenge of feeding a growing world population weigh heavily on the minds of many farmers across the United States. As a result, more farmers understand the importance of weighing in on the issue and talking with consumers to build awareness about today’s farming and how it impacts Americans.

Everett says that while some agricultural education programs are effective, it can be tough to resonate with consumers and convey the high ethical standards and values behind food production. Many consumers simply take agriculture, and its benefits, for granted.

“Agriculture has come to a crossroads, and I’m not certain in which direction it will go,” Everett says. “With a majority of Americans further and further removed from farming, it’s disconcerting that decisions are being made by individuals who do not understand all that American farmers do for the U.S. and the world.”

Chesapeake Bay Watershed

A Fresh Approach to Fair Season with Soy-Based Products

By Kayla Hedrick

While 4-H youths across the nation take home blue ribbons this year, some fairs sported a green ribbon of their own. New in 2011, the soybean-checkoff-funded Green Ribbon Fairs program helps fairs implement soy-based products as part of their everyday operations. Eleven state, county and regional fairs participated.

“The checkoff helped bring many of these products to the market,” says Geno Lowe, soybean farmer from Hebron, Md., and farmer-leader for the United Soybean Board (USB). “Now, we look to promote them and create greater demand for these products and our soybean oil.”

The Green Ribbon Fairs program provides an opportunity for fairs and farmers to work together to demonstrate the benefits of soy biodiesel and other soy-based products, such as cleaning supplies and building materials, to a huge audience. These fairs could draw as many as 2.6 million people.

“We want to bring the diversity of soy products to the attention of consumers,” says Cara Lawson, promotion specialist with the Ohio Farm Bureau Federation (OFBF), one of the recipients of the Green Ribbon Fairs reimbursements. “With the Green Ribbon Fairs program, we can showcase products throughout our display by not only using them, but also by drawing attention to the unique products through informational signs.”

At the Ohio State Fair, USB partnered with the Ohio Soybean Council and OFBF to make soy-based products front and center for fair workers and attendees alike.

“We try to connect the average fairgoer to where their food comes from and the everyday products that come from agriculture,” adds Lawson. “We’ll be using soy-based paints on our exhibit pieces and talk about the soybean industry as it pertains to poultry production, too.”

OFBF will also incorporate soy-based cleaning products and hand sanitizers in high-traffic areas around the Agriculture and Horticulture Building.

Some fairs used soy biodiesel to run generators and midway rides. Others switched their dust suppressant to a soy-based version to control gravel dust on high-dust areas throughout the fair.

“This program provides soy product exposure to the public,” says Lowe. “This program lets consumers see the products at work and even try out some of the products.”

Meet with soybean checkoff farmer-leaders and learn more about checkoff activities at the following industry events:

**October 22-28**
American Society of Farm Managers and Rural Appraisers Annual Meeting
Phoenix
www.portal.asfmra.org

**November 9-11**
National Association of Farm Broadcasters Convention
Kansas City, Mo.
www.nafb.com

**December 6-7**
USB Annual Meeting
St. Louis
www.unitedsoybean.org

Visit www.unitedsoybean.org for a full list of upcoming events.
Your diesel engine works hard. Return the favor with the fuel that works harder for your engine – soy biodiesel.

Improved fuel lubricity and an extended engine life don’t have to come at a cost to our air quality or our natural resources. Made from soybean oil, produced and refined right here in the United States, soy biodiesel delivers the year-round performance your engine deserves and the environmental benefits that we are all looking for.

Sustainable, renewable and brought to you with the help of soybean farmers and their checkoff. Soy Biodiesel – Fuel Made Better.

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