

# SOYBEAN CHECKOFF DOLLARS DID THAT!

## A FEW WAYS THE CHECKOFF HAS GROWN SOYBEAN VOLUME AND VALUE.

By Christopher Krull

Soybean checkoff dollars work in many ways, in many different places. These are a few successes you're likely aware of but may not have known the soy checkoff helped make possible.



### THE BIRTH OF BIODIESEL

You've heard of biodiesel, but you may not know that checkoff dollars, working at the state level, gave birth to the industry. With continued checkoff support, biodiesel has seen mass acceptance and U.S. soybean farmers have seen increased profits. According to the National Biodiesel Board, demand for biodiesel increases the value of soybean oil – adding 63 cents per bushel of the whole bean sold.

*"By funding the development of biodiesel, the checkoff successfully responded to prevailing market conditions; at the time, there was a surplus of soybean oil. Today, we're looking at ways to further increase biodiesel use in evolving engine technology, as well as products such as Bioheat® home and commercial heating oil."*

GREGG FUJAN, USB DIRECTOR AND NEBRASKA FARMER



### GREASING THE WHEELS OF OIL INNOVATION

High oleic soybean oil is just one success story demonstrating how the industry can produce new soybean varieties the market demands. Created by the checkoff, QUALISOY brings together members of the soy value chain including seed companies, processors and food companies. Having stakeholders at one table enables open dialogue and a clear path forward for future oil and meal innovation that will benefit the entire U.S. soybean industry.



### GROWING EXPORT DEMAND

The soy checkoff – through its international arm, the U.S. Soybean Export Council – works to increase demand for U.S. soy in more than 80 countries around the globe. From representing U.S. soy in market access issues to demonstrating U.S. soy's functionality and value, the checkoff is working to keep export markets growing.

These efforts are paying off. Soy exports generated more than \$24 billion of revenue for the U.S. last year, with more than 60 percent of the U.S. crop being exported.



### HAMBURGERS DON'T GROW ON TREES

The U.S. Farmers & Ranchers Alliance (USFRA) works to engage in dialogue with consumers who have questions about how today's food is grown and raised. The soybean checkoff is one of 100 organizations working with USFRA, which, among other things, produced Farmland, a documentary to connect producers and consumers of food. The soy checkoff's investments with USFRA work to influence food companies and the decisions they make around modern production practices.