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People. Policy. Profitability.

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SUSTAINABILITY  
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The American Soybean Association (ASA) represents U.S. soybean farmers on domestic and international policy issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 soybean producing states and more than 300,000 soybean farmers.



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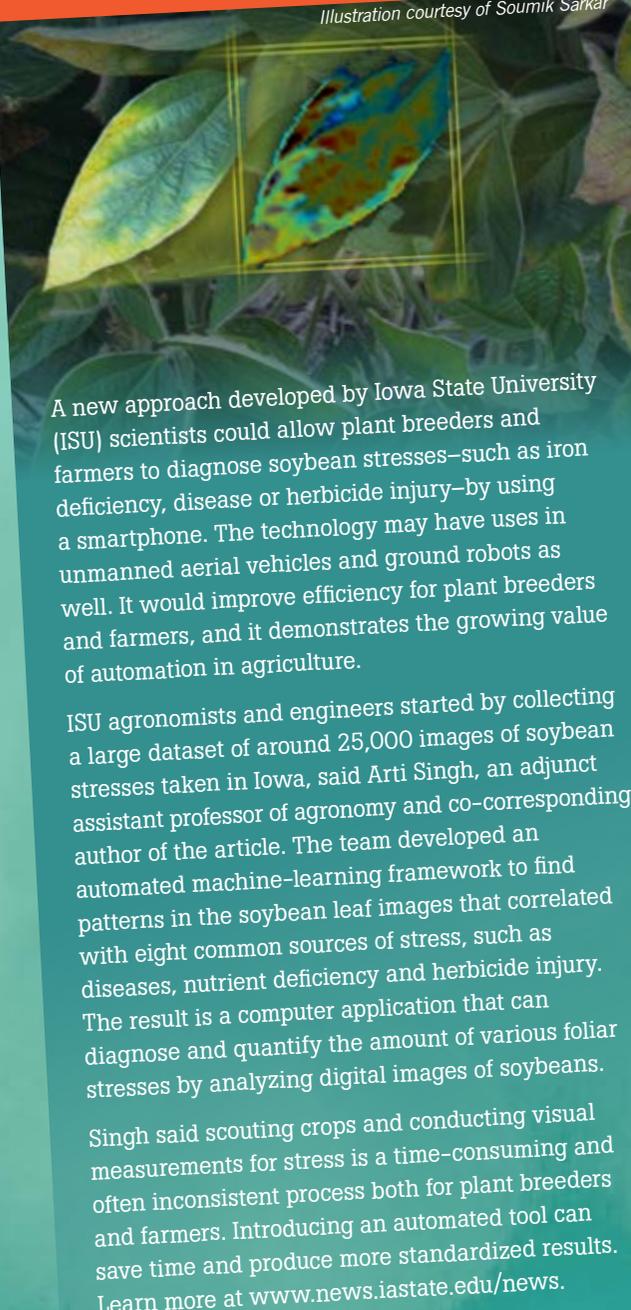


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# SOY news

## New Iowa State University Research Could Help Farmers Diagnose Soybean Stresses with Smartphone

Illustration courtesy of Soumik Sarkar



A new approach developed by Iowa State University (ISU) scientists could allow plant breeders and farmers to diagnose soybean stresses—such as iron deficiency, disease or herbicide injury—by using a smartphone. The technology may have uses in unmanned aerial vehicles and ground robots as well. It would improve efficiency for plant breeders and farmers, and it demonstrates the growing value of automation in agriculture.

ISU agronomists and engineers started by collecting a large dataset of around 25,000 images of soybean stresses taken in Iowa, said Arti Singh, an adjunct assistant professor of agronomy and co-corresponding author of the article. The team developed an automated machine-learning framework to find patterns in the soybean leaf images that correlated with eight common sources of stress, such as diseases, nutrient deficiency and herbicide injury. The result is a computer application that can diagnose and quantify the amount of various foliar stresses by analyzing digital images of soybeans.

Singh said scouting crops and conducting visual measurements for stress is a time-consuming and often inconsistent process both for plant breeders and farmers. Introducing an automated tool can save time and produce more standardized results. Learn more at [www.news.iastate.edu/news](http://www.news.iastate.edu/news).

Source: Iowa State University News Service

## Purdue Students Develop Soy Hydroseeding Adhesive

A chat with farmers over a cup of coffee in a small Indiana town led to an invention that earned a team of four students first place in the 2018 Student Soybean Innovation Competition. Team SoyTack won \$20,000 for its soy-based tackifier, a fast-curing, formaldehyde-free soil stabilizer. The Indiana Soybean Alliance has funded the competition since 1994.



From left: SoyTrack innovators Susan Hubbard, Terence Babb, Jacob Semonis and Christopher Stichter. Photo Credit: Indiana Soybean Alliance

Junior roommates Jacob Semonis, agricultural economics and agronomy, and Christopher Stichter, agricultural systems management, went to the competition callout looking for technical expertise to balance their own strengths. They found it in Terence Babb, a senior in multidisciplinary engineering, and Susan Hubbard, a junior in biological engineering.

Semonis, who grew up on a family farm in Atwood, Indiana, went home and had coffee with some farmer friends who suggested a need for erosion control. He brought the idea back, and the team spent hours brainstorming—and arguing—until they landed on hydroseeding, a process that applies a mixture of mulch, seed, adhesive and water to where the seed is meant to grow. “It was like a lightbulb went off,” Semonis said. SoyTack, the team’s soy-based adhesive for hydroseeding applications, was born.

Source: Purdue University



# U.S. SOY TRANSPORTATION COSTS

U.S. SOY'S COMPETITIVE ADVANTAGE

THANKS TO OUR MORE EFFICIENT INFRASTRUCTURE OF HIGHWAYS, RIVERS, RAILS AND PORTS, IT IS FAR LESS EXPENSIVE TO SHIP SOYBEANS FROM THE UNITED STATES THAN FROM BRAZIL. THIS MAKES U.S. SOY SIGNIFICANTLY MORE COMPETITIVE GLOBALLY.

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DISCOVER MORE AT **SOY.ORG**

Source: Farm to Market: A Soybean's Journey from Field to Consumer, 2012.



| By **Chris Crawford**

**S**oybeans are the most valuable agricultural commodity exported from the United States, accounting for more than \$28 billion in export value in 2017. This is according to an international marketing strategy prepared for the United Soybean Board (USB) and Qualified State Soybean Boards (QSSBs).

Exports also accounted for more than 60 percent of U.S. soybean production last year, making them key to growing the industry's profitability. And soy exports continue to trend upward for the foreseeable future, which is why USB earmarked \$27 million for international marketing in 2018.

# SOY EXPORTS POWER THE INDUSTRY

This year, soybean plantings also are projected to surpass corn, reaching an estimated record crop of 89 million acres. This is where the U.S. Soybean Export Council (USSEC) goes to work to continue to grow the international market for U.S. soybeans. The group does so by advocating for the use of U.S. soy in feed, aquaculture and human consumption, and promotes the benefits of using soy through education programs.

The American Soybean Association's (ASA's) World Initiative for Soy in Human Health (WISHH) complements the work of the USSEC by exploring smaller, immature markets to promote the import of U.S. soy for human and animal diets in developing countries.

## International marketing strategy

What is known as the “international marketing strategy” was commissioned by USB and created by a firm called Context in 2017 to research the top target global soy markets and how to best prioritize them. The report noted that U.S. soybeans are exported to more than 100 markets, so focusing on high-priority markets will offer the best options for continued profitability.

The study comprised two phases, with phase one happening in July and August 2017 and including about 90 market interviews about the needs and opportunities in the international soy market. The market opportunity assessment scored 232 markets, prioritizing 39 of them.

The second phase occurred from July through October 2017 and included a series of 20 workshops and one-on-one sessions that captured more than 80 stakeholders’ input on priority markets.

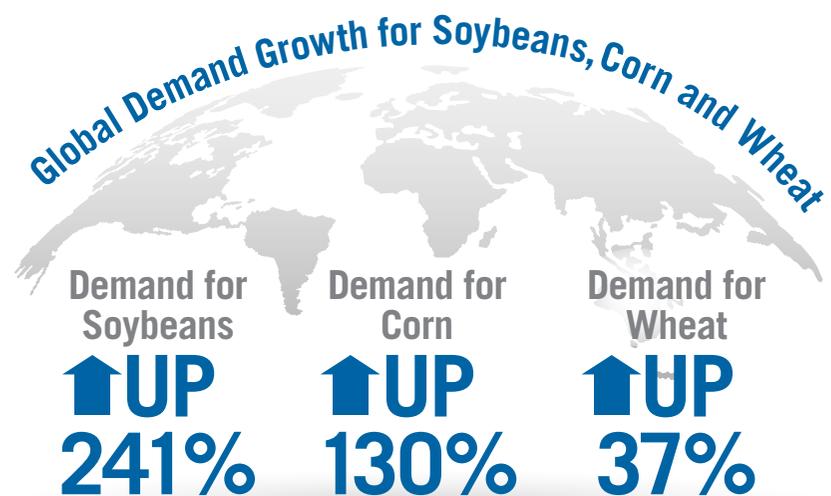
Markets were divided into four categories:

- Immature (Ethiopia, Liberia),
- Basic “open” (Pakistan, India),
- Expansion “grow” (China, Mexico)
- Mature “maintain” (European Union, Japan, South Korea).

The study found 98 percent of U.S. soybean exports go to basic, expansion or mature markets, and 93 percent of U.S. soy trade value is in expansion and mature markets.

The report suggested a revised international marketing strategy that shifts more funding for investment into new (basic) markets with increasing emphasis on growing demand in areas currently with low consumption.

USSEC prepared a summary of the report for QSSBs that states, “If the U.S. soy industry could close existing



Source: USDA, based on numbers from 1990/91 to USDA estimates for 2018/19

gaps in this per capita consumption growth by 50 percent, that would provide an additional \$10 billion in export opportunity annually.”

The strategy then for current basic markets is to introduce world-class technology, while the focus in expansion markets will be to create a preference for U.S. soy. Finally, for mature markets, the plan is to focus on overcoming policy issues such as biotechnology concerns.

“In all markets, the competitive advantage of the great U.S. sustainability story provides a marketing point of difference. Dividing markets in this manner is a fresh, innovative way to think about international marketing,” according to the USSEC summary.

The revised strategy will focus on the areas of animal, aquaculture, human and sustainability to drive the programs in priority markets.

Jim Sutter, CEO of USSEC, said the international marketing strategy is focusing more on basic markets because consumption of soy in these countries is currently low, their income levels are rising and they typically have larger populations.

“This is the ‘figuring it out’ year for the international marketing strategy

to decide what to do in each of the current basic markets,” Sutter said. “Then we need to ask how we gradually scale back activities in mature markets, including less training for those who already know what they’re doing.”

Sutter pointed out that strategic development of immature markets will continue to be the responsibility of WISHH.

“WISHH will prepare these markets to become basic markets, which is when USSEC will take the handoff and prepare them with training,” he said.

### WISHH’s role in developing markets

Jim Hershey, executive director of ASA’s WISHH, said the QSSBs started WISHH almost 20 years ago to develop demand for U.S. soy in smaller or, as yet, non-existent immature markets.

So far, WISHH has worked with private- and public-sector organizations in 23 developing countries in Africa, Asia and Central America, training people how to use soy for economic and nutritional advantages.

According to Hershey, for every checkoff dollar farmers contribute to

(continued on page 8)

(continued from page 7)

the organization, WISHH gets another \$6 from the U.S. Department of Agriculture (USDA) and other groups to support its efforts.

Hershey said WISHH uses a strategy called “trade and development” in immature markets. For example, Ghana is a new market WISHH has started to explore.

“Our main project in Ghana, with a budget of \$15 million, will last five years. We will help the poultry and feed industry there become more efficient by using soy more effectively,” Hershey said. “They cannot grow enough soy to keep up with demand. So, we help develop markets to get demand to the point where they need imports to meet the demand. This is happening this year.”

Cambodia is another market WISHH has been involved in the past two years. Hershey said even though the country is smaller than its neighbors Vietnam and Thailand, it’s already relatively sophisticated in its soy use for animal feed.

The Cambodian government is interested in creating an aquaculture business big enough to raise the country’s own fish; one feed mill is nearing completion of a new aquaculture feed factory.

When WISHH first arrived in the country, it sent a feed milling technician from the Northern Crops Institute at North Dakota State University in Fargo. Containers of whole U.S. soybeans were imported to demonstrate milling techniques and now, feeding demonstrations are being performed using soymeal for poultry and swine.

“We’re showing them that good soy-based feed will get the animals ready for market faster than their previous antiquated methods,” Hershey said.

The Northern Crops Institute also has hosted representatives from other countries in North Dakota

who are interested in learning more about using soy for feed, he added.

“As the soy industry looks to realign its international marketing strategies based on population and economic growth, there are some immature markets with lots of room to grow,” Hershey said.



Poultry producers in Ghana appreciate the quality of U.S. soybean meal for their layer and broiler rations. *Photo courtesy of ASA/WISHH*

## Lessons learned from China

Hershey said China is the best example of why it’s important to invest long-term in markets. The U.S. started working to promote soy in China in the early 1980s, he said, and it took more than 10 years before China began importing soy in limited quantities.

“Now more than half of U.S. soy exports and more than a quarter of U.S. production are exported to China,” Hershey said.

John Baize, market analyst for USSEC, backed this fact up with the statistics.

“For 2018–19 starting Sept. 1, China is projected to import 103 million metric tons of soybeans,” he said.

Furthermore, USDA projects China will import 143 million metric tons in 2027–28.

Baize said China has become the largest importer of soybeans and

has steadily increased its imports because its large population has a rising per-capita income, which historically has led to people including more meat in their diets.

“When people move beyond an annual income of \$1,000 to \$2,000, they are still poor but can afford some meat in their diets, like chicken to go with their vegetables, rice and beans,” he said.

And to farm-raise these pork and chicken products, China needs more soymeal.

The country also consumes a large quantity of soybean oil—this year, China will consume 17.3 million metric tons of soyoil, Baize said, which is used almost exclusively for cooking.

## What lies ahead?

The future for U.S. soybeans and the market for exports look extremely bright, Baize said.

Biotechnology has led to soy crops with higher and quicker yields; better seeds, fertilizer and fungicides combined with higher prices at market have helped the U.S. soy industry continue to grow.

And even though Brazil projects to pass the U.S. in soybean production in the coming year or so at 119 million metric tons versus 118 million metric tons, respectively, Baize said the international market has plenty of territory to share.

Last year, the U.S. produced its biggest soybean crop to date at 4.39 billion bushels, and a plan is in place for the country to produce 5 billion bushels in the next five years, Baize said.

As for the future of U.S. soy exports, Baize said Southeast Asia looks like a ripe market.

“Vietnam, Indonesia, Thailand and the Philippines all have good population growth and rising per capita income,” he said. “I see good



Ghanaian poultry producers meet with ASA board member Stan Born (*holding soybeans*) and Indiana farmer Levi Huffman (*second from right*) regarding their interest in producing high-quality feeds. The poultry operation had just installed an Insta-Pro extruder (*shown in background*) to manufacture feeds for thousands of birds and had built a processing plant to meet the standards of major brands that have now opened restaurants in Ghana. *Photo courtesy of ASA/WISHH*

growth potential in the Middle East, as well, but not as good as in Asia.”

According to USSEC’s 2017 Annual Report, Indonesia, the Philippines and Vietnam are three of the top producers of aquaculture in the world, with Myanmar and Thailand in the top eight and Malaysia rounding out the top 12. This bodes

well for promoting U.S. soy for feed.

During the season prior to the 2017 report, more than 275 million bushels of U.S. soybeans and its equivalent were exported and consumed in Southeast Asia.

Interestingly, Baize said Russia also is a good growth market for soy exports

but current sanctions prevent the U.S. from shipping product to the country.

Sutter said he’s quite optimistic about the next five years for U.S. soy in the global economy.

He repeated the theme, that as people gain disposable income, they start eating better food including protein that can be fed with soymeal.

As for soybean oil, Sutter said it traditionally also becomes more popular in a market as that country’s economy grows and develops.

“USSEC’s shift in focus to more basic markets can over time capture a good share of the international markets for U.S. soy and these markets will grow faster with USSEC involved,” he said.

“Our team will be busy making gradual changes to reach the goals of the soy family with the dollars we invest and we’ll continue to grow global demand for U.S. soy in these basic markets.” ■



## ASA/WISHH Successfully Grow Pakistan Market

Pakistan has become a major importer of U.S. soybeans, including 630,230 metric tons during the 2017 marketing year. This is a substantial achievement considering the country wasn’t importing soybeans from the U.S. just five years ago.

The success of U.S. soybeans imports in the Pakistan market is due to a number of factors, and thanks in no small part to the work of the American Soybean Association (ASA) and its World Initiative for Soy in Human Health (WISHH) program.

ASA/WISHH developed this emerging market through funding including from the soybean checkoff program and the U.S. Department of Agriculture’s (USDA) Office of Capacity Building and Development.

According to the U.S. Soybean Export Council’s (USSEC’s) 2017 Annual Report, Pakistan transitioned from an ASA/WISHH immature market to a USSEC basic market in 2017.

This fifth-most-populous nation in the world (around 212 million in 2017) has a GDP of about \$304 billion.

In addition to U.S. marketing efforts, the sharp spike in U.S. soybean imports in Pakistan was caused by a handful

of market factors. These included changes in the Pakistani tariff structure, a decrease in Indian soybean meal exports, a strong Pakistani economy and sustained growth in the poultry sector alongside dairy cattle production.

As of 2017, poultry production in Pakistan consumed about 90 percent of soybean imports, with livestock accounting for about 9 percent. Aquaculture in the country contributes a small amount to increased demand for U.S. soybeans with the introduction of soy-based aquaculture feed and modern production techniques.

ASA/WISHH attributes recent success in Pakistan to the U.S. being able to offer a consistent soybean supply for the poultry, livestock and aquaculture sectors and through education.

“Through technical service, regional seminars and trade servicing, Pakistani (soybean) crushers are better understanding the extrinsic and intrinsic values of U.S. soybeans,” a WISHH report states.” For over 15 years, the U.S. soy family has remained committed to market growth in Pakistan, highlighting the need for long-term market development strategies in emerging markets. As this now qualifies as a basic market, USSEC is accelerating that growth.”

# ASA in Action

## Soy Growers Underscore Importance of Trade with China



“Our message is clear: a 25 percent tariff on U.S. Soybeans into China will have a lasting effect on every soybean farmer in America.”

JOHN HEISDORFFER,  
ASA PRESIDENT

American Soybean Association (ASA) farmer-leaders from across the U.S. took to Capitol Hill to talk with lawmakers recently about the potential impact of Chinese tariffs on U.S. soybeans. ASA President and Iowa farmer John Heisdorffer reiterated the importance of U.S. trade with China.

“We’ve come to D.C. and left our fields during planting season to educate and convey the importance of trade with China,” Heisdorffer said. “Our message is clear: a 25 percent tariff on U.S. soybeans into China will have a lasting effect on every soybean farmer in America.”

### Other ASA Actions:

- Submitted comments on the Section 301 tariffs to the United States Trade Representative (USTR) during its 30-day open comment period.
- Asked soy growers at the state level to take action by contacting both their state governor and congressional representatives through the Soy Action Center.
- Partnered with the U.S. Soybean Export Council (USSEC), on a written testimony for a U.S. China Economic and Security Review Commission hearing, highlighting the U.S. role in growing the Chinese soybean market and the growing concern about a trade war. □



Soy growers talk with Sen. Todd Young (IN) (center) about potential impacts of Chinese tariffs on U.S. soybeans during a recent fly-in to D.C. China purchases 61 percent of total U.S. soybean exports, and more than 30 percent of overall U.S. soybean production. *Photo courtesy of Joe Steinkamp*



ASA President John Heisdorffer (second from right) provides testimony before the House Committee on Ways and Means on the potential impact of Chinese tariffs on U.S. soybeans. He highlights the importance of maintaining China as a robust market for U.S. soybean exports, and the lasting effects implemented tariffs and a trade war would have on soybean farmers.



Soy growers meet with Congressman Collin Peterson (ND) (center) to discuss how trade with China is vital, not only to the hundreds of thousands of U.S. soybean producers, but the rural economies and communities that depend on them. *Photo courtesy of Joe Steinkamp*

## ASA Makes Case for Soy Ingredients with DLA

The American Soybean Association (ASA) staff recently met with the Department of Defense's (DOD) Defense Logistics Agency (DLA) Troop Support staff to discuss the health benefits of soy.

In August, food companies received a surprise notice from DLA that a number of ingredients must be removed from military dining, including several soy ingredients, when used as meat protein extenders. ASA and several other groups submitted comments regarding soy health facts since the announcement.

"Soy is an important component of the American diet, providing high-quality protein that lowers blood cholesterol," the comments state. "Food service providers have, for many years, been

utilizing soy ingredients to lower saturated fat, cholesterol and calories. The implication that soy is used as a filler for meat protein is simply incorrect."

The goals for the meeting were the prompt re-examination of DLA's ingredient restrictions and the facilitation of future communications to create a more science-based, transparent and interactive process for evaluating policy changes in the future.

The meeting was prompted by the recent inclusion of ASA-supported report language in the Fiscal Year 2018 Department of Defense Appropriations bill. That language expressed Congress' concerns about the lack of transparency and scientific justification for restricting



Photo courtesy of United Soybean Board

certain ingredients, and directed the DLA to publish the scientific justification for the August 2017 notice. ASA will continue to engage with DLA and other industry stakeholders in an effort to maintain soy ingredients in military dining. □

## Soy Growers Take Action on NAFTA, Farm Bill

Soy growers are busy contacting their elected officials and asking them to support issues that impact not just their farms, but the U.S. economy and rural communities.

Through the American Soybean Association's (ASA) Soy Action Center, growers contacted their House and Senate leaders, asking them to support doubling funding for the Market Access Program (MAP) and Foreign Market Development Program (FMD). The MAP and FMD programs are two of the most impactful U.S. Department of Agriculture (USDA) export promotion programs. MAP allows agricultural trade associations like ASA to apply for promotion funds to support marketing efforts abroad, while FMD is also used for consumer promotion, technical assistance, market research and other export-oriented

activities. Both programs help sustain the work of the U.S. Soybean Export Council (USSEC) and both require matching funds from recipients.

The Soy Action Center also prompts growers to urge the Administration and Congress to support remaining in the North American Free Trade Agreement (NAFTA). Under NAFTA, U.S. soy exports to Canada and Mexico were almost \$3 billion in 2016. Soy growers depend on trade agreements like NAFTA.

ASA strongly supports completing a new five-year farm bill before the Agricultural Act of 2014 expires at the end of September. The farm bill gives farmers longer-term certainty during this period of continued low crop prices and increased volatility in export markets. ASA board members and state affiliates are stressing the i



importance of completing a farm bill this year through meetings, calls with Members of Congress and through the Soy Action Center as the legislative process moves forward.

Visit [soygrowers.com](http://soygrowers.com) and click on the Soy Action Center logo to find your state and national elected officials and how to contact them. Learn about policy issues ASA is working on and which issues need your support. □

# Policy at-a-Glance

## ASA Policy Positions on Trade

The area of trade is one of the priority policy and legislative focuses of the American Soybean Association (ASA). Here is what ASA's farmer leaders are currently working on regarding U.S. trade strength and trade expansion.

- Ensure continued positive trade with China and North American Free Trade Agreement (NAFTA) partners. Provide insight and assistance during renegotiations of current trade agreements to ensure that current access is maintained and improved.
- Enhance U.S. trade relations with Asia-Pacific countries by initiating bilateral or multilateral agreements.
- Support legislative efforts to remove barriers to trade with Cuba, including ending the embargo.
- Improve the timeliness and predictability of regulatory approvals for new biotech traits by China and the European Union.
- Develop low-level presence (LLP) policies that facilitate trade and innovation in biotech products.
- Support a doubling of funding for the Foreign Market Development (FMD) program and the Market Access Program (MAP) in the farm bill.
- Support global food security provisions in the next farm bill that provide the U.S. Department of Agriculture and the U.S. agriculture industry a central role in developing and implementing international agricultural development programs.
- Support the U.S. reconsideration of the Trans-Atlantic Partnership (TPP).

Find out more about this, and all of ASA's policy and legislative priority issues by going online to [SoyGrowers.com](http://SoyGrowers.com). ▣



An advertisement for bio-K fertilizer. The background is a photograph of a red tractor with a large red sprayer attachment, driving through a green field. In the top right corner, there is a logo for 'nutrient stewardship' consisting of a stylized green 'r' and the text 'nutrient stewardship'. In the bottom right corner, there is a green triangular graphic with the 'bio-K' logo, which includes a Wi-Fi symbol above the text 'bio-K'.

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# Soy Checkoff News from the United Soybean Board

## Standing Out Among the Competition

BYLINE: By Neil Caskey

**B**eing in demand is a good thing, and that's exactly where U.S. soy finds itself. Over the last few decades, global populations have expanded, incomes have risen and diets have shifted to include food items like meat and other high-value agriculture products.

Just how much has demand surged during this period? An impressive 225 percent, according to Jim Sutter, the Chief Executive Officer of the U.S. Soybean Export Council, or USSEC. USSEC, the international marketing arm of the soy checkoff program, works in partnership with the U.S. Department of Agriculture to build preference for U.S. soybeans overseas, which is where most of this increase in demand has occurred.

The U.S. is the second leading exporter of soybeans in the world. According to the U.S. Census Bureau, the U.S. exported a record 2.6 billion bushels of U.S. soy and soy product, valued at \$28 billion, to overseas markets last year.

"But record soybean production is no longer enough to ensure markets for U.S. soy," says Sutter. "Soy production is growing worldwide, and end users have choices."

Indeed, U.S. soybean producers are not the only ones fighting for a bigger piece of the expanding global soybean pie. Brazil and Argentina are formidable competitors and have aggressively boosted their soybean production capabilities to tap into some of these growing markets that the U.S. also serves.

"To position the U.S. as the preferred supplier, we need to differentiate our products and farming practices to stand out among the competition,"



U.S. soybeans have compositional quality attributes the competition is lacking. Specifically, U.S. soybeans have a strong meal nutritional package (protein, amino acids and energy) and elite oil functionality and performance. *Photo Credit: United Soybean Board*

adds Sutter. He describes U.S. soy's competitive advantage as a combination of three critical factors: 1) superior sustainable farming practices; 2) exceptional soybean composition; and 3) consistent and reliable supply.

The U.S. soy sustainability story is a great one. From soil health to water management, when compared with competitors, the sustainable practices used by U.S. soybean farmers are second to none. And systems like the U.S. Soybean Sustainability Assurance Protocol (SSAP) allow U.S. soybean farmers to show their sustainability metrics of production to customers.

U.S. soybeans have compositional quality attributes the competition is lacking. Specifically, our soybeans have a strong meal nutritional package (protein, amino acids and energy) and elite oil functionality and performance.

Finally, the U.S. soy industry is unmatched when it comes to delivering a consistent, reliable supply of soybeans. The U.S. generally has consistently reliable delivery with fewer delays than our competitors in other countries.

The U.S. soybean industry continuously works to keep its advantage as competition stiffens around the globe. The importance of the U.S. Soy Advantage affects all links of the value chain, from farmers to elevators to end users. And when marketed effectively, it makes U.S. soy the clear choice for global buyers — even better for all links of the value chain.

"One of the things U.S. exporters can do to help us drive preference for our products is by proudly marketing their products as U.S. soy all the way to the end consumer," says Sutter. "Helping them better understand how to do that is something we're happy to help facilitate." ■

# Turning Technology into Measurable Results

BYLINE: **By Dan Corcoran**

**D**an Corcoran, a Piketon, Ohio, farmer and former USB director, raises soybeans, seed beans, corn, popcorn, wheat and hay. He also runs a commercial beef feedlot.

An examination of the soybean value chain reveals a disconnect between what farmers and customers prioritize and value in a soybean crop. At the front end, farmers focus on producing more bushels, but at the other end, customers demand quality meal and oil products. Somewhere in the middle, values and priorities get lost in translation, resulting in a disjointed system.

To help inform farmers about how to produce a product that contains the characteristics end users desire, they must first understand what they're currently growing in order to learn what they can do to make it even better. That's why it's important for elevators and processors to implement elevated technology and measurement methods.

## A focus on the future

Just as farmers envision the future for that tiny seed they plant at the beginning of each season, each link along the value chain should keep the next step in mind and envision how to create a future for the industry every step of the way.

Adding more value to the industry means changing the way soy products are evaluated and purchased. This requires collaboration and insight from everyone in the supply chain, including elevators and processors.



Raising the average protein and/or oil content of the U.S. soybean crop could have a huge impact on overall value and market share.  
*Photo Credit: United Soybean Board*

The first step to adding more value and meeting customer needs is working together to ensure greater transparency through better data collection and measurement.

## Greater use of measurement technology

The most common technology used to quickly analyze soybeans for protein and oil is near-infrared reflectance (NIR). This technology can document soybean oil and protein levels while also capturing moisture content. The United Soybean Board works with NIR companies to document the consistency of this technology and has ambitious goals to see it adopted more widely across the supply chain.

At the elevator level, greater use of NIR technology means having the ability to provide farmers with the information needed to make decisions that could lead to increased protein and oil content for the entire crop.

Data about which seed varieties produce higher levels of oil and protein gives farmers more control over the traits their crops possess and allows them to produce a crop with the qualities end users want. By demanding these traits from the seed companies, it in turn motivates those companies to emphasize such traits in their plant-breeding programs.

## Converting measurement data into additional value

Raising the average protein and/or oil content of the U.S. soybean crop could have a huge impact on overall value and market share. End users, both domestically and internationally, have choices. Continuously improving our meal and oil products will help U.S. soy maintain a strong position as a preferred source for human, animal and industrial uses.

Making the industry more profitable takes one step—or one soybean—at a time. Quantity will likely remain a focus going forward. There's no getting around that. But we know a greater emphasis on customer needs and soybean constituents, such as protein and oil, is critical to ensuring long-term profit potential for soybean farmers and the entire soy industry.

Together, we can meet the needs of our customers, add more value for our operations and ensure there is a strong market for our products in the future. ▣





WE ARE U.S. SOYBEAN FARMERS

# SUSTAINABILITY NEVER GOES OUT OF SEASON

**CUSTOMERS PREFER U.S. SOY BECAUSE IT'S SUSTAINABLE.**

But as demands for sustainability continue rising, meeting those demands remains a journey of continuous improvement. Which sustainable practices do you do now? Which ones could you adopt to improve your sustainable footprint? Show your commitment to sustainability with a free truck magnet available at [unitedsoybean.org/sustainability](http://unitedsoybean.org/sustainability)

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# #SoyLeaders

Check out what's trending and what members of the soy family are sharing on social media.



The past few months have been busy on the trade front for soy leaders, specifically on the proposed Section 301 tariffs. As the American Soybean Association (ASA) participated in calls and meetings with

U.S. Administration officials to relay its views and better understand the Administration's objectives with China, many soy growers, like Bret Davis, of Ohio, have taken to social media to underscore the importance of keeping markets open and urged the Administration to [#RethinkTheTariffs](#).



## We asked Bret to share a few thoughts on his approach to advocacy on social media:

**Q:** Why do you think is it important to talk about policy not only on the Hill, but on social media as well?

**A:** It is important to know how ag policy also affects consumers, so they can share the story with others. We need all the help we can get in the policy realm, since farmers are only less than 2 percent of the population.

**Q:** Why is it important to tell your story and how does social media help?

**A:** Social media is a fast and economic way of telling our story to our consumers. They have no idea what happens on a modern farm. It has changed so much

in the last few years. They are three-four generations disconnected from the farm. We need to tell the farm story from the farm perspective. Too many falsehoods are shared in social media. People Google what are conceived to be facts and think "it must be true I read it on the internet."

**Q:** What advice do you have for other growers about advocating for agriculture on social media?

**A:** I hope farmers would share more of their day-to-day activities and trials to let our consumers know what modern farming practices look like.

### Trending #

#TradeNotTariffs  
#FacesOfTariffs  
#RethinkTheTariffs  
#NEEDNAFTA  
#SoyLeaders

### Farmers to Follow

See farmers who are posting photos and videos of what's happening on their farm and sharing policy information important to soy growers.

@wrfredericks  
 @UptownFarms  
 @soyfarmer62  
 @bivensfarms

### Follow the American Soybean Association

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# SoyFutures

## Building a Preference

| By **Dan Lemke**

It's more than just his convenient location that makes Doug Schroeder's Illinois farm a popular destination for visiting international trade teams. He's also a strong proponent for getting to know his soybean customers face-to-face.

Schroeder farms in Champaign County, about halfway between the University of Illinois in Champaign and the Illinois Soybean office in Bloomington. Visiting delegations are often taken to the Chicago Board of Trade to witness commodity trading in action and they frequently visit the University of Illinois to see the latest university soybean research. His farm offers a rural respite.

"Usually teams are coming from a classroom setting at the university or from the Board of Trade, so they're ready to get out, see some hardware and touch some paint," Schroeder said. "They're usually very energetic and enthusiastic."

While many international visitors are awed by the size and complexity of U.S. farm equipment and operations there's far more to trade visits than the wow factor.

### Much to promote

Schroeder raises corn and soybean with his son, Bob. When trade teams come to visit, Schroeder makes sure he also brings his retired parents to meet them.

"I try to stress our farming heritage because it shows we can be a consistent supplier," Schroeder said.



Doug Schroeder's Illinois corn and soybean farm is a popular destination for visiting international trade teams.

*Photo courtesy of Illinois Soybean Association*

"I also stress how U.S. farmers are continually more productive. It used to be that 50-bushel per acre soybeans were good. Now we average 75 bushels per acre. That's a great story that shows we are productive and sustainable by growing more on the same amount of land."

Schroeder said in addition to sustainability, he also promotes U.S. transportation and reliability.

"I have been told the two primary reasons Colombia buys from the U.S. is because we have a consistent, quality product and reliable transportation," Schroeder said. Colombia is the fourth leading importer of U.S. soybean meal. "This coming from a country on the same continent as Brazil and Argentina and they prefer U.S."

Schroeder said he hosts one or two trade teams each year. He's had nearly every type of trade team visit his farm from World Initiative for Soy in Human Health (WISHH) teams where soy nutrition is key, to Chinese teams trying to evaluate the size of the next U.S. soybean crop.

"Each person on these visits has their own agenda. Some are just building good will, some are fact finding and some are calculating," Schroeder said.

Last fall, Schroeder hosted a team of buyers from Central and South America. Even though he was in the middle of harvest, he took the time to meet and talk with the delegation, including a buyer from Colombia.

"Three months later I was in his office in Bogota. When he came into the room, I saw him smile because he made the connection," Schroeder said. "He had seen what he was buying and who he was buying from."

### It's business

Building relationships with customers is important, but trade visits are all about business. International buyers have to watch out for their own best interests.

"When we work with U.S. suppliers, it is interesting sometimes for us to come and know better how they do business, because everywhere in the world people do business differently," said Daouda Guindo, CEO of Guindo & Company, based in Dakar, Senegal.

Guindo has been to the U.S. to connect with soybean farmers and suppliers. "We buy from you, and if you want to go the next step, we have to be more close to discuss, so they will more understand our needs and we more understand the way they do things," he says.

Belinda Pignotti works with the U.S. Soybean Export Council in Central and South America and helps arrange

Doug Schroeder (second from left) hosts one or two trade teams each year on his Champaign County, Illinois farm, like this team visiting from China. Doug's mother, Beverly, is seated in front, his father, Harold, standing behind her, and his son, Bob, standing on the far right. Photo courtesy of Doug Schroeder



trade visits to give buyers a first-hand look at the U.S. soybean industry. She said participants not only gather insight into how soybeans are produced and handled, they can talk to farmers and “see and touch the product.”

Trade visits also allow farmers the chance to tell their stories.

“The fact that U.S. soy farmers can have the chance to meet personally with customers and tell them how proud they are of their work, how their family business has remained generation through generation, builds a special bond between farmer and customer,” Pignotti added.

“These guys are businessmen. They do what’s best for them and they have to,” Schroeder stressed. “They make it clear that if they can get more for their money, if they can get beans into their plants cheaper, they will.

Now, if the value is the same and they have a relationship built with us, they will often defer to us. That’s all we can ask. If it’s close, give us the benefit of the doubt because it’s a slim advantage we’re trying to achieve.”

## Growth opportunity

Schroeder said if given a chance, farmers should be open to hosting trade teams. Not only does it present an opportunity to showcase their farming operation, it’s a chance to learn.

“I guarantee you will get more out of it than you put into it,” Schroeder said. “They want to know and learn about your farm, but it’s an opportunity to get to know your customer and learn about yourself as well. These are bright people. They’re decision-

makers and some are running multi-million if not billion-dollar companies that are vertically integrated. I think farmers who don’t want to participate are missing out on a golden opportunity to improve themselves.”

Farmers may be able to improve themselves, but the ultimate mission of hosting trade teams is to facilitate sales. Schroeder said whether he’s promoting the nation’s strong transportation system, sustainability or soybean quality, the end goal is greater global soybean demand.

“It’s a big picture thing,” Schroeder said. “Sixty percent of Illinois soybeans go to exports. Anything we can do to facilitate growing that number to 61 or 62 percent is a good thing.” ■

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**Do you know someone who represents the diverse, changing face of agriculture that should be featured in Soy Futures? If so, send an email to [jbright@soy.org](mailto:jbright@soy.org).**

# Issue Update

## What's Ahead for NAFTA Renegotiations?

| By **Jessica Wharton**

The North American Free Trade Agreement (NAFTA), the trilateral trade agreement between the U.S., Canada and Mexico, has been good to agriculture, and soy growers are watching closely to see how agriculture will fare in a renegotiated NAFTA.

### Timeline

As of the end of February, seven rounds of NAFTA negotiations concluded, and while no official negotiating rounds have been announced since, top negotiators from all three countries have been rapidly trying to close the remaining chapters in NAFTA before the Mexican Presidential elections in July.

Negotiations became tenser in May, as Speaker Ryan indicated that a final NAFTA agreement needed to be sent to Congress by May 17, if it was to be considered in this Congress. This is due to the timeline set out in the Trade Promotion Authority (TPA) which sets rules for how a Free Trade Agreement moves through Congress.

The United States and Mexico have been pushing for a quick conclusion

given the national elections in both countries, however Canada has been more reticent to move quickly. The three countries struggled to make progress early on due to a slew of “poison” proposals offered by the U.S., however we have seen a renewed fervor to conclude the negotiations since the beginning of 2018. There are still outstanding issues across NAFTA including in the agriculture chapter.

### Chapter 19

Chapter 19 of NAFTA has provided U.S. food and agriculture exporters an effective tool to hold Mexican and Canadian anti-dumping (AD) and countervailing duties (CVD) investigators and administrators accountable through an effective appeals process that can overturn egregious AD and CVD findings and keep markets open for U.S. products. Because of these provisions, U.S. industry sectors, including beef, pork, chicken, corn syrup, apples, and other exported U.S. products, have succeeded in getting unlawful threats to their market access struck down.

Without such dispute-resolution mechanisms, U.S. companies would be forced to contest AD and CVD determinations in lengthy and potentially unreliable Canadian and Mexican court proceedings. Unfortunately, World Trade Organization processes are not a meaningful alternative as they are unduly lengthy and political, and they do not provide for restitution of AD/CVD duties found to be applied improperly.

The application of the dispute settlement provisions under Chapter 19 has been fair and well-reasoned, with 80 percent of panel decisions being unanimous. In addition, home country representations on panels are strong, meaning home countries retain a high degree of national control—higher than the dispute mechanisms in any other U.S. trade agreement.

### Regional/seasonal anti-dumping

The United States also tabled a provision to change trade remedy law by re-defining domestic industry on a regional or seasonal

### NAFTA Timeline Outline



basis, making it easier for all three nations to impose anti-dumping duties on imports of many types of produce. Such a change in trade remedy law in NAFTA would set a precedent that could be seized upon by trading partners across the globe to pursue the same or similar provisions in trade agreements to protect their regional or seasonal agricultural interests, which could threaten consistent, duty-free access for agricultural products to Mexico and Canada.

While recent reports suggest that the United States intends to apply this provision to fruits and vegetables only, Mexico and Canada would likely use this provision to limit exports of a wide variety of agricultural exports from the United States, either by explicitly expanding the change in trade remedy procedures to apply to major U.S. exports, or by retaliating against our products when Mexican or Canadian fruit and vegetable exports are restricted by the imposition of anti-dumping duties by the United States. ▣



# NAFTA

**November 17-21, 2017**

Fifth NAFTA renegotiation round takes place (Mexico City, Mexico)

**January 23-28, 2018**

Sixth NAFTA renegotiation round takes place (Montreal, Canada)

**February 26-March 6, 2018**

Seventh NAFTA renegotiation round takes place (Mexico City, Mexico)

**April – May 2018**

Series of bilateral and trilateral ministerial-level meetings

**May 17, 2018**

Deadline to submit final NAFTA agreement if it was to be considered in this Congress

**July 2018**

Mexican presidential elections

**November 2018**

U.S. midterm elections

# Apply for the 2019 Young Leader Program



## Influence, Inspire, Learn and Connect

The Young Leader Program, sponsored by ASA and Corteva Agriscience™, Agriculture Division of DowDuPont, is a two-phase educational program for actively farming couples or individuals who are passionate about the possibilities of the future of agriculture.

Spouses, even those not employed full-time on the farm, are encouraged to attend and will be active participants in all elements of the program.

### As a Young Leader participant you will

- Explore opportunities and advancements in agriculture to better enable you to tell your story
- Take part in training that is leadership focused and will have an impact on not only your farming operation but other organizations in which you serve
- Connect with soybean farmers from other states and Canada



## Program dates:

### PHASE I

Tuesday, November 27 – Friday, November 30, 2018 in Johnston, Iowa

### PHASE II

Tuesday, February 26 – Saturday, March 2, 2019 in Orlando, Florida in conjunction with Commodity Classic

For more information about the Young Leader Program and to apply for membership in the class of 2019 go to: [soygrowers.com/learn/young-leader-program](http://soygrowers.com/learn/young-leader-program)

# Industry Perspective

## Trade and Transportation: You Can't Have One without the Other

By **Mike Steenhoek**

The American Soybean Association (ASA) and the broader soybean industry have rightfully devoted significant time and energy to ensuring the current turbulence effecting international trade does not have a punitive impact on the profitability of the U.S. soybean farmer. After all, any tariffs imposed on U.S. soybean exports will increase the cost to our valued customers and, as a result, make our industry less competitive.

It should always be our aspiration to ask ourselves, "What are the costs associated with delivering U.S. soybeans from the farm to the customer and how can we resist and minimize them?" An imposed tariff due to an unrelated political dispute is such a potential cost to combat. Similarly, we must maintain focus on the cost and reliability of the transportation system farmers depend upon. If the system is allowed to atrophy and degrade, the effect will be similar, if not more profound, to any potential tariff or other political obstacle inserted between farmers and international customers.

The multi-modal transportation system that allows U.S. soybeans to be delivered from the interior of the country to customers around the world can be an enabler of our competitiveness or a barrier to it. It all depends upon whether we, as a nation, have an investment mentality or a spending mentality. An investment mentality results in a willingness to expend resources today in exchange



**Mike Steenhoek**, executive director, Soy Transportation Coalition

for greater value tomorrow. A spending mentality results in allocating resources today in exchange for immediate gratification.

The good news is that decades ago our nation and the American public possessed an investment mentality and were willing, even during periods of great scarcity, to make the needed investments in infrastructure to enable agriculture and the broader economy to thrive into the present. Critical to this, was the construction of not only roads and bridges, but the modes of transportation, like barge and rail, that are designed to cost effectively transport heavy commodities, like soybeans and grain, long distances. Because we have developed and utilized these modes of transportation, U.S. soybean farmers enjoy a competitive advantage compared to farmers in Brazil.

The bad news is that our nation has increasingly become a spending

nation. More and more decisions emanating from Washington, D.C., and state capitals are designed to produce immediate gratification. This unwillingness to invest in ourselves is widely apparent at many of our dilapidated locks and dams, rural roads and bridges, and other links in our logistics chain. If allowed to continue, our international competitiveness will erode.

ASA and the Soy Transportation Coalition continue to work to promote a multi-modal transportation system that allows the dynamic growth of U.S. soybean exports to continue into the future. As a reminder, a tariff is a barrier to profitability that is imposed upon us by someone else. A dysfunctional, degraded infrastructure is a barrier to profitability that is imposed upon us by ourselves. We must resist both. ▣

# SoyWORLD

## Ag Economists Share Global Trends Connected to ASA/WISHH's Trade Development

ASA/WISHH connects trade and development through trade linkages that fill protein supply gaps. To gain the latest insight on these opportunities, ASA/WISHH asked U.S. agricultural economists to share their views on trends that are driving trade between the U.S. soybean industry and buyers/users around the world. These experts provide insight on the development of value chains and market linkages serving human nutrition as well as animal agriculture in developing countries. ■

“Future growth in demand for animal products is most likely to occur in developing countries and emerging economies. These economies also have enormous efficiencies that can be gained in greater intensification of the livestock sectors. Both of these factors are likely to increase demand for livestock feed, including soybean products.

“There is rising interest in plant-based sources of protein, which could have important implications for soybean market growth. Consumers consistently indicate four factors as being most important when they buy food: Taste, safety, price, and nutrition.”

**Jayson L. Lusk**

Distinguished Professor and Head  
Dept. of Agricultural Economics / Purdue University

“As incomes increase in developing countries, diets are shifting from grains and starches to animal protein. The increasing demand for protein will initially be met with imports given the existing market conditions in these countries. However, the demand will create and expand production opportunities in these countries. Animal feed for domestic production is going to lag the expansion in livestock production and that's where opportunities for US soybean producers come in. As long as U.S. soybean sustains a competitive advantage in landed price in these countries, it stands to win. We can expect to see these trends in all developing countries but more quickly in countries classified as middle income by the World Bank. Watch out for countries with solid commitment to democracy and good governance, political and social stability and good governance. Ghana in West Africa is a perfect candidate as are Ethiopia and South Africa.”

**Vincent Amanor-Boadu**

Professor, Agribusiness Economics & Management  
Dept. of Agricultural Economics / Kansas State University

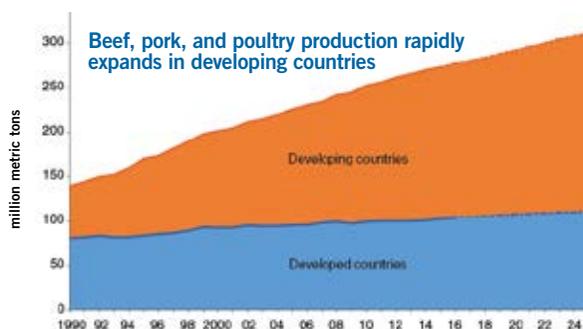
“Data from USDA-ERS shows meat production in developing countries has expanded rapidly and is forecasted to continue to expand at a much faster pace than in developed countries. The growth in demand for feed to support this livestock production is an important piece of the growth in soybean demand worldwide.

“Human nutrition combined with income and population growth are primary drivers of the increase in livestock production and corresponding soybean demand as a feed source.

“Global agricultural development, especially in strengthening poultry feed value chains, is valuable to U.S. producers because it can increase worldwide demand for soybeans.”

**Josh Maples**

Assistant Professor & Livestock Extension Economist  
Dept. of Agricultural Economics, Mississippi State University



Note: Dashed lines represent projection period.  
Source: USDA, Economic Research Service based on USDA's 2016 international baseline data, available at [www.ers.usda.gov/data-products/international-baseline-data.aspx](http://www.ers.usda.gov/data-products/international-baseline-data.aspx).

“As we see meat and fish consumption increase around the world, we know that U.S./North Dakota soybeans can help meet that demand by providing high-quality feed ingredients. It's important to work with developing countries as they begin to expand their livestock development so they understand the value of including US soybeans as a key ingredient.

“We work with developing countries who are looking to educate their citizens on health and best eating practices, and soy naturally is a part of this conversation. Affordable protein is key in these nations looking to help feed populations that cannot afford a meat protein.

“For U.S. soy in general we see the African countries as great potential markets; however, for North Dakota specifically we look at the opportunities in regions like the Asian Sub-Continent, Cambodia and Myanmar.”

**William W. Wilson**

Distinguished Professor  
Dept. of Agricultural Economics / North Dakota State University

“Free trade in both agricultural and non-agricultural products is critical to alleviating food insecurity across the world. And the converse also follows – too many cases of spikes in food insecurity around the world can be directly attributed to countries not allowing for the free flow of products among countries.”

**Craig Gundersen**

Soybean Industry Endowed Professor in Agricultural Strategy  
Dept. of Agricultural and Consumer Economics / University of Illinois

# Sustainability

## Proactive Approach: On-Farm Activities are Perfect Platform to Share Sustainable Practices

By **Barb Baylor Anderson**

Tate Farms has been working the red clay soils of the Tennessee Valley in northern Alabama for more than 100 years. But it is only recently that the farm has had to share roads and field borders with nearby Huntsville's subdivision sprawl. Rather than ignore the evolution, Mike, Steve and Jeff Tate and Steve's son-in-law Stewart McGill have taken a proactive approach to coexistence.

"We farm in neighborhoods where millennials are buying starter homes. These are people who did not have grandparents on the farm," McGill said. "We want to become their farm connection. It is our responsibility to educate them so we can continue to farm."

Since the late 1990s, Tate Farms ([tatefarmsal.com](http://tatefarmsal.com)) has offered education tours for six weeks in the fall. They receive about 20 classes per day of students during that time. The business has grown since 1996 from 15 to 80 acres of pumpkins and gourds. The farm also welcomes families during that six weeks—some 75,000 visitors—for hayrides and other activities. The farm offers picnic areas, restaurants and shopping. Out of season, the area is a rental facility.

"We wanted to acquaint school children with the rural lifestyle and promote agriculture, so they could see how food is grown and how cotton begins as a plant," McGill said. "What we've learned is that agritourism is the best platform farmers have to communicate with the public. People pay to visit our farm, and that makes

them more receptive listeners. Our 168 employees at any given time are available to engage with customers and answer their questions."

In addition to pumpkins, Tate Farms has 6,000 acres of soybeans, corn, wheat and cotton. For the last 20 years, the farm has been 100 percent no-till. Irrigation began in 1988 with 19 center pivot systems covering 1,800 acres. Subsurface drip irrigation was added in 2004.

"It is challenging to be sustainable. We have residue issues with the high yield, irrigated environment. Residue affects fieldwork timing since it keeps the ground cool and wet longer," he said. "But at the end of the day, the most important thing we do is take care of our land."

Water and equipment use generate the most visitor questions. McGill said many people assume the farm takes water for irrigation away from water for their homes.

"We explain how Alabama is fortunate to have many rivers that flow to the Gulf of Mexico, and that surface water used for irrigation is abundant," he said. "We also explain there is no reason to fear our



Stewart McGill (right) pictured with his wife, Kasey, is one of four family partners with Tate Farms. Photo courtesy of Tate Farms

sprayers. Many people think they are personally at risk when we spray."

McGill notes agritourism can be profitable but requires a mindset change. "It can wear you out. You must always be ready. We can't be in the lane fixing a flat when this may be the only 45 minutes someone spends on a farm. We want them to have a good impression," he said. "We love what we do. This can be successful for others passionate about sharing their farms." ▣



# SoyForward

## Expanding U.S. Agriculture Trade is Good for the Men and Women whose Livelihood is Agriculture

By **Senator Joni Ernst**

**O**ur world has become increasingly interconnected thanks to more convenient travel options, technology, and accessibility to the Internet. But for centuries, the practice of trade remains a top and preferred means of building international relationships, expanding economic opportunities, and ensuring a nation's security.

Here in the United States, we produce products consumed around the world, like soybeans, corn, and livestock, just to name a few. Agricultural communities in Iowa and across the country rely on Asian and European nations to purchase our goods, so much so that in Iowa alone, one in five jobs is connected to trade.

Unfortunately, our farmers and ranchers are currently struggling with historically low commodity prices, with net farm income forecasted to decrease another 6.7 percent from 2017 to 2018 nationwide. Our agricultural economy is hurting, and this directly affects the men and women in Iowa who work from sun-up to sundown to feed and fuel our world.

To reverse this downward trend, we must continually ensure our farmers maintain an edge in the global marketplace, and work to establish and strengthen our trade partnerships around the world. However, recently, the focus on trade has slipped and we have taken a more isolated approach, rather than fostering these robust trade agreements.

If the United States does not fulfill the trade needs of our allies, such as Japan and other trade partners, nations like China will step in, dealing a huge blow to our already weak farm economy and putting our national security and interests in jeopardy.

To make sure we remain a favorable trading partner, I joined Senators Angus King (I-Maine), Joe Donnelly (D-Ind.), and Susan Collins (R-Maine) in introducing the Cultivating Revitalization by Expanding American Agricultural Trade and Exports, or the CREAATE Act.

This bipartisan bill would provide additional funding for two of the U.S. Department of Agriculture's (USDA) most successful trade promotion programs: the Market Access Program (MAP) and Foreign Market Development (FMD) Program.

MAP, established in 1985, allows agricultural trade associations, farmer cooperatives, non-profit trade groups, and small businesses to apply for either generic or brand-specific promotion funds to support export efforts.

FMD was first developed in 1955, and is used for the promotion of bulk commodities, helping agricultural trade associations establish permanent presences in important markets.

Each of these programs includes a matching fund requirement.

USDA export programs like MAP and FMD have added an annual average of

\$8.15 billion to the value of American agricultural exports, and added up to 239,800 full and part-time jobs, including 90,000 farm sector jobs. However, despite these successes, MAP and FMD funding has not increased since the 2002 Farm Bill.

Our bill would double the funding for these vital programs over the next five years. This means a renewed focus on developing markets and addressing the very serious concern that our global trade partners may find someone new to trade with if the U.S. falls short.

Just as we strive to remain strong allies with our partners in defense of our nation's security, we must also maintain robust trade partnerships for the good of the hundreds of thousands of men and women whose livelihood is agriculture.

In a world where there are many choices and endless connections, let's make sure that the U.S. and our agricultural goods remain the cream of the crop. ■



**Joni Ernst**

*Sen. Joni Ernst is a Republican from Iowa. She serves on the Senate Agriculture, Nutrition and Forestry Committee, and the Environment and Public Works Committee, among others.*

# 2018 Conservation *Legacy* Awards

## Tell Us Your Story

Showcase Your Accomplishments



Are you using a reduced tillage practice on your farm? Do you grow cover crops? Have you taken steps to improve energy efficiency or water quality? These are just a few conservation practices used on many farms today that help produce sustainable U.S. soybeans. If you are using one of these practices or others, tell us about your accomplishments and you could win a Conservation Legacy Award.

This annual awards program recognizes U.S. soybean farmers who distinguish themselves through outstanding conservation practices, while remaining profitable. All U.S. soybean farmers are eligible to enter.

### Winners receive:

- Expense paid trip to Commodity Classic, February 28 – March 2, 2019, in Orlando, FL.
- Recognition at the ASA Awards Banquet at Commodity Classic.
- A feature on your farm and conservation practices in *Corn & Soybean Digest* and a special online video.
- Potential opportunity for the national winner to join other farmer-leaders on a trip to visit international customers of U.S. soybeans.

*Applications must be submitted by September 5, 2018. Visit [SoyGrowers.com](http://SoyGrowers.com) for application details and videos on past winners.*

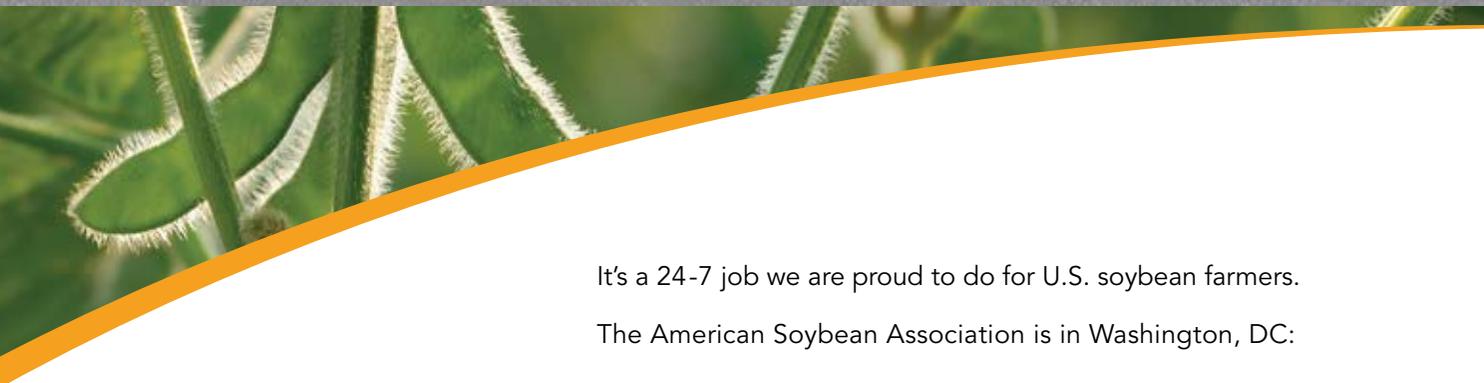


MONSANTO





## Policy makers take notice of ASA.



It's a 24-7 job we are proud to do for U.S. soybean farmers.

The American Soybean Association is in Washington, DC:

- Protecting soybean interests in the farm bill
- Fighting against burdensome EPA regulations
- Growing soybean trade opportunities

That's why ASA matters.

