



If you believe, belong.

# SOYBEAN SUCCESS REPORT

# 2014





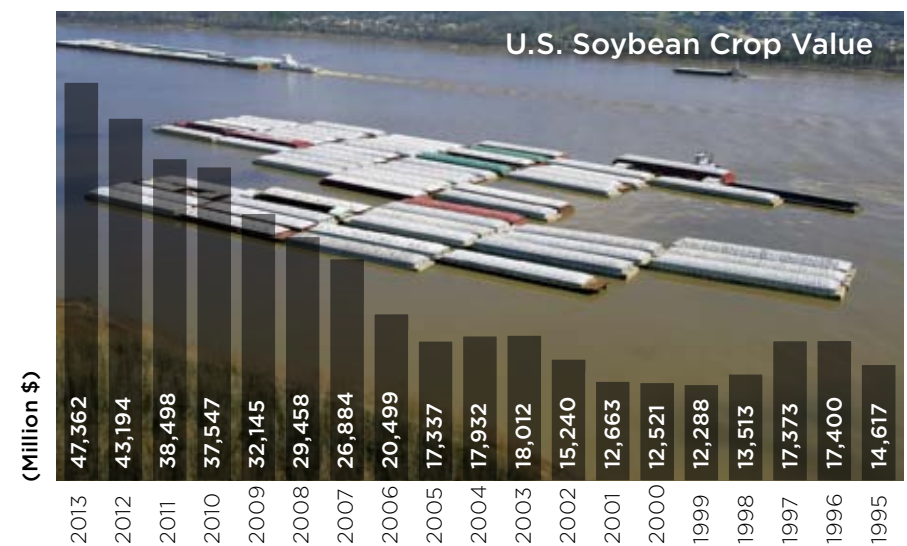
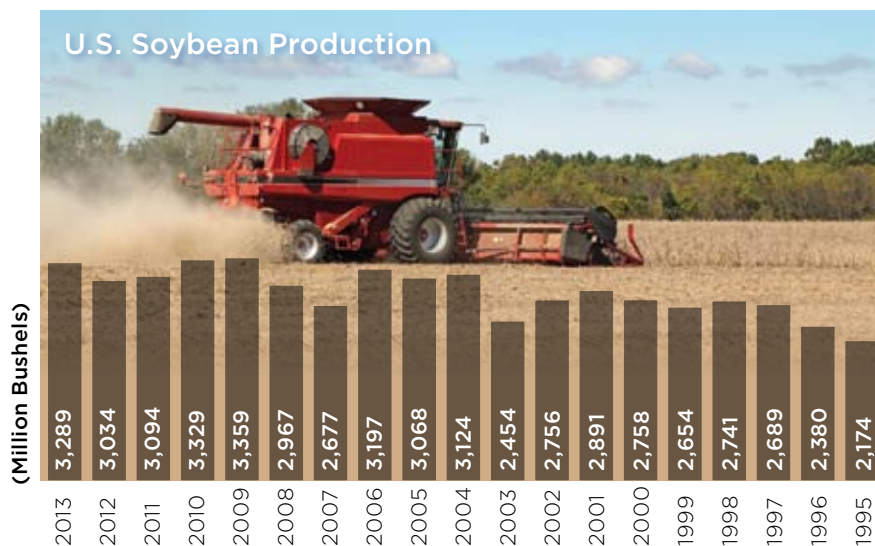
# ASA LEGISLATIVE AND POLICY

## ASA Actions that Supported U.S. Soybean Farmer Competitiveness

- ASA succeeded in having numerous ASA-championed provisions included in the new Farm Bill including: a strengthened crop insurance program; income safety net provisions to buffer significant revenue or price declines; and allowing farmers to plant for the marketplace rather than government programs.
- ASA petitioned leaders from the House and Senate Agriculture Committees to include an exemption for small- and medium-sized farms from onerous oil spill regulations in the farm bill. The language was included in the Senate and House waterways bills.
- ASA provisions in the fiscal cliff deal provided for a permanent estate tax rate of 40 percent on estates valued at \$5 million, or \$10 million per couple.
- ASA backed legislation amending the Federal Insecticide, Fungicide and Rodenticide Act to eliminate the duplicative pesticide permitting requirements under the Clean Water Act.
- ASA successfully opposed state GMO labeling legislation in Washington, as well as an amendment to the farm bill that would have permitted states to require labels on food products containing GMOs.

## ASA Actions that Supported Soybean Crop Value

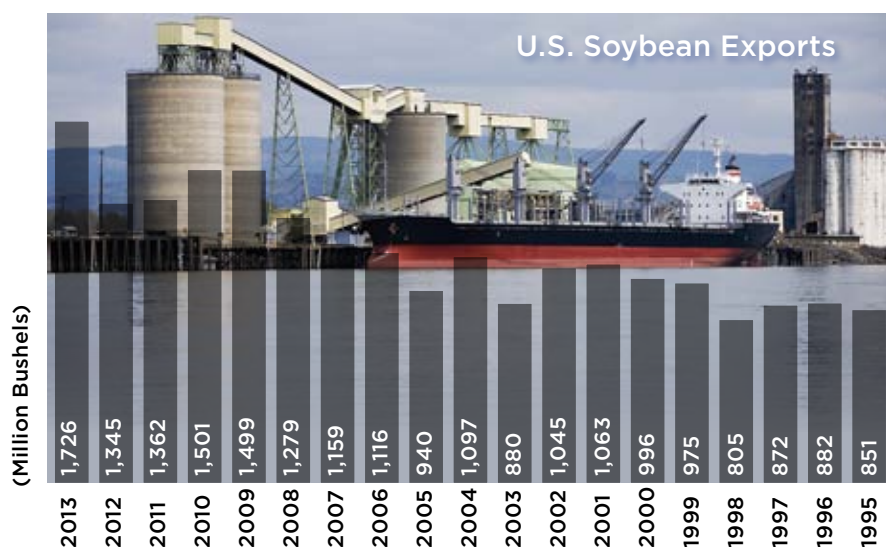
- ASA responded to the Food and Drug Administration's announcement that the agency would remove trans fats from the marketplace by banning partially hydrogenated oils. ASA and the United Soybean Board together reiterated the safety and healthfulness of soybean oil and soyfoods, and touted the potential of high-oleic soybean oil to replace partially hydrogenated soybean oil. ASA also called for the time needed to bring high-oleic production up to the level needed to satisfy the marketplace.
- ASA supported the House-passed Water Resources Reform and Development Act and the Senate-passed Water Resources Development Act, which will provide critical investment in American waterways infrastructure.
- ASA met with Senators to discuss low water levels and the Army Corps of Engineers' work to remove barriers in the Mississippi River's navigation channel, a vital part of the inland waterways system transporting U.S. soybeans to international customers.
- ASA successfully opposed another amendment to the farm bill that would have made the soybean checkoff and all national checkoff programs voluntary.



# ACCOMPLISHMENTS

## ASA Actions that Supported U.S. Soybean Exports

- U.S. soy exports reached their highest values ever at over \$28 billion in the 2013 marketing year. These achievements were made possible in part by ASA's long-time work to develop domestic and international demand and to expand market access.
- ASA met with Obama Administration officials in D.C. to discuss the approvals process for new biotech traits in the U.S. and China, underscoring the industry's concerns about the impacts of delays in approvals of new traits on grower competitiveness, the ability to manage weed resistance, and having international clearances in place so as not to disrupt exports.
- ASA testified before the U.S. Trade Representative's Trade Policy Staff Committee on agricultural and soybean-specific aspects of the proposed Transatlantic Trade and Investment Partnership (TTIP), highlighting the importance of the European Union (EU) marketplace for American soy, and noting the sharp decline in soy exports to the EU as a result of certain EU policies.
- ASA publicly expressed its support for Japan's entry into the Trans Pacific Partnership (TPP), noting the vast potential within the Japanese market, but opposing the Japanese request for special treatment and concessions for its agricultural products.



## ASA Actions that Supported U.S. Biodiesel Production

- ASA advocated for a provision in the fiscal cliff deal to extend the biodiesel tax credit through 2013. This helped the biodiesel industry achieve record-setting production of nearly 1.8 billion gallons in 2013.
- ASA testified in Washington and activated ASA member response to the Environmental Protection Agency's Proposed Rule for the 2014 Renewable Fuel Standard Required Volume Obligations (RVO), calling the proposal a "step back." ASA expressed concern that the biomass-based diesel levels for 2014 and 2015 would be reduced below the amount actually produced in 2013.
- ASA was successful in having programs that assist in the commercialization of biodiesel included in the new Farm Bill. This includes \$5 million for the Biodiesel Fuel Education Program, giving our industry opportunities to raise awareness among engine manufacturers, diesel mechanics and others on using biodiesel in the coming years. Also included is \$15 million in funding for the Bioenergy Program for Advanced Biofuels which will assist sales of biodiesel through 2018.



# 2014 ASA BOARD AND AFFILIATED S

## Alabama | ASA DIRECTOR

Alabama Soybean  
& Corn Association  
104 Members  
[www.alabamasoycorn.org](http://www.alabamasoycorn.org)



Sam  
Butler  
New Hope, Ala.

## Arkansas | ASA DIRECTOR

Arkansas Soybean  
Association  
552 Members  
[www.arkansassoybean.com](http://www.arkansassoybean.com)



Ted  
Glaub  
Jonesboro, Ark.

## Georgia/Florida | ASA DIRECTOR

Georgia/Florida  
Soybean  
Association  
67 Members



Walter  
Godwin  
Pelham, Ga.

## Illinois

Illinois Soybean  
Association  
1,947 Members  
[www.ilsoy.org](http://www.ilsoy.org)

## Kansas | ASA DIRECTOR

Kansas Soybean  
Association  
566 Members  
[www.kansassoybeans.org](http://www.kansassoybeans.org)



Bob  
Henry  
Robinson, Kan.  
ASA Vice President

## Kentucky | ASA DIRECTORS

Kentucky Soybean  
Association  
962 Members  
[www.kysoy.org](http://www.kysoy.org)



Gerry  
Hayden  
Calhoun, Ky.  
Davie  
Stephens  
Wingo, Ky.

## Louisiana | ASA DIRECTOR

Louisiana Soybean  
Association  
109 Members



Cory  
Devillier  
Lettsworth, La.

## Michigan

Michigan Soybean  
Association  
534 Members  
[www.michigansoybean.org/michigan-soybean-association](http://www.michigansoybean.org/michigan-soybean-association)

## Mississippi | ASA DIRECTOR

Mississippi Soybean  
Association  
228 Members  
[www.mssoybean.com](http://www.mssoybean.com)



Danny  
Murphy  
Canton, Miss.  
ASA Chairman

## Missouri | ASA DIRECTORS

Missouri Soybean  
Association  
1,072 Members  
[www.mosoy.org](http://www.mosoy.org)



Matt  
McCrate  
Cape Girardeau, Mo.  
Tom  
Raffety  
Wyatt, Mo.

## Nebraska | ASA DIRECTORS

Nebraska Soybean  
Association  
1,288 Members  
[www.nebraskasoybeans.org/ne-nsa](http://www.nebraskasoybeans.org/ne-nsa)



Jim  
Miller  
Belden, Neb.  
Steve  
Wellman  
Syracuse, Neb.

## New York

New York Corn & Soybean  
Growers Association  
207 Members  
[www.nycornsoy.org](http://www.nycornsoy.org)

## Oklahoma | ASA DIRECTOR

Oklahoma Soybean  
Association  
52 Members



Robert  
Ross, Jr.  
Webbers Falls, Oka.

## South Carolina | ASA DIRECTOR

South Carolina  
Corn & Soybean  
Association  
200 Members  
[www.sccsafarms.org](http://www.sccsafarms.org)



John  
Rivers  
Sumter, S.C.

## South Dakota | ASA DIRECTORS

South Dakota Soybean  
Association  
902 Members  
[www.sdsoybean.org](http://www.sdsoybean.org)



David  
Poppens  
Lennox, S.D.  
Kevin  
Scott  
Valley Springs, S.D.

## Tennessee

Tennessee Soybean  
Association  
201 Members  
[www.tnsoybeans.org](http://www.tnsoybeans.org)



# STATE ASSOCIATIONS

## ASA DIRECTORS



Dean Campbell  
Coulterville, Ill.

Mike Cunningham  
Bismarck, Ill.

Ron Moore  
Roseville, Ill.

ASA Vice President

## Indiana | ASA DIRECTORS

### Indiana Soybean Alliance

856 Members  
www.indianasoybean.com



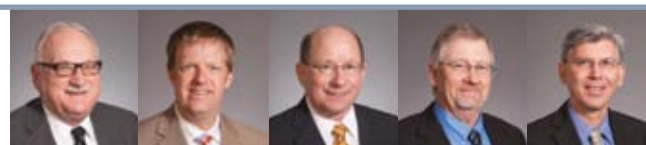
Alan Kemper  
Lafayette, Ind.

Joe Steinkamp  
Evansville, Ind.

## Iowa | ASA DIRECTORS

### Iowa Soybean Association

3,892 Members  
www.iasoybeans.com



James Andrew  
Jefferson, Iowa

Dennis Bogaards  
Pella, Iowa

Ray Gaesser  
Corning, Iowa

John Heisdorffer  
Keota, Iowa

Mark Jackson  
Rose Hill, Iowa

ASA President

## ASA DIRECTOR



Matt Stutzman  
Jasper, Mich.

## Mid-Atlantic | ASA DIRECTOR

### Mid-Atlantic Soybean Association (DE, MD, NJ, PA)

209 Members  
www.midatlanticsoy.org



Richard Wilkins  
Greenwood, Del.

ASA Treasurer

## Minnesota | ASA DIRECTORS

### Minnesota Soybean Growers Association

4,034 Members  
www.mnsoybean.org



Ron Bunjer,  
Arco, Minn.

Bill Gordon,  
Worthington, Minn.

Lance Peterson,  
Underwood, Minn.

Lawrence Sukalski,  
Fairmont, Minn.

Bob Worth,  
Lake Benton, Minn.

ASA Vice President

## ASA DIRECTOR



Todd Du Mond  
Union Springs, N.Y.

## North Carolina | ASA DIRECTOR

### North Carolina Soybean Producers Association

342 Members  
www.ncsoy.org



Wyatt Whitford  
Ernul, N.C.

ASA Secretary

## North Dakota | ASA DIRECTOR

### North Dakota Soybean Growers Association

689 Members  
www.ndsoygrowers.com



Ed Erickson, Jr.  
Milnor, N.D.

## Ohio | ASA DIRECTORS

### Ohio Soybean Association

1,928 Members  
www.soyohio.org



Jerry Bambauer  
New Bremen, Ohio

Bret Davis  
Delaware, Ohio

Jeff Sollars  
Washington Court House, Ohio

## ASA DIRECTOR



Eric Maupin  
Dyersburg, Tenn.

## Texas | ASA DIRECTOR

### Texas Soybean Association

53 Members  
www.texasoybeans.org



Wade Cowan  
Brownfield, Texas

ASA First Vice President

## Virginia | ASA DIRECTOR

### Virginia Soybean Association

261 Members  
www.vasoybean.com



Bruce Hall  
LaCrosse, Va.

## Wisconsin | ASA DIRECTORS

### Wisconsin Soybean Association

1,015 Members  
www.wisoybean.org



Kevin Hoyer  
West Salem, Wisc.

Dan Roe  
Monticello, Wisc.

ASA Vice President

## Canada | ASA DIRECTOR

### Grain Farmers of Ontario

154 Members  
www.gfo.ca



Mark Huston  
Thamesville,  
Ontario, Canada

# INCREASES ACHIEVED AND RECORDS SET

## ASA Membership Grows Stronger

2013 was a year of growth in the area of membership at the American Soybean Association.

ASA MEMBERSHIP	ASA NEW MEMBERS	ASA RECRUITERS
Increased by [6 percent]	Increased by [11 percent]	Increased by [11 percent]
grew from 21,198 in 2012 to 22,436 in 2013.	grew from 1,873 in 2012 to 2,090 in 2013	grew from 364 in 2012 to 403 in 2013

Membership in ASA includes membership in a state soybean association. There are 26 state soybean associations affiliated with ASA, representing 30 soybean producing states.

## Commodity Classic Continues Record Growth



# 6,214

Attendance records continued to be broken at the Commodity Classic in 2013. Record attendance totaled 6,214, including a record number of 3,324 corn, soybean, wheat and sorghum growers. There were also 1,078 first-time non-exhibitor attendees, another record set. The Commodity Classic Trade Show also experienced the highest number of exhibitors. The 1,010-booth trade show was sold out with a waiting list of interested parties ready to take advantage of cancellations. Secretary of Agriculture Tom Vilsack made his fourth straight appearance before General Session attendees. Commodity Classic is owned jointly by the American Soybean Association and the National Corn Growers Association.

## ASA Action Partnership Addresses Soybean Challenges

In 2013, the ASA Action Partnership (ASAAP) continued to move forward on issues important to soybean farmers. ASAAP is a collaborative effort of all agriculture industry sectors that have a stake in the growth of the soybean industry. This includes state and national checkoff organizations, soybean processors and exporters, technology providers, seed companies, crop protection companies, agriculture equipment and transportation companies. ASAAP's role is to: 1) Identify and address the challenges and issues facing the soybean industry; and 2) Develop an action strategy and allocate necessary resources to achieve the strategic objectives and goals.

## International Programs Advance Soy Use

### U.S. Soybean Export Council

U.S. soybean farmers exported 1.72 billion bushels of soybeans in the 2013 marketing year. That was 56 percent of U.S. soybean production in 2013. The value of these exports set a new record of \$28 billion, a 19 percent increase from 2012. This was made possible by the efforts of ASA through the U.S. Soybean Export Council (USSEC), the Soybean Checkoff and industry partners. ASA invests cost-share funding provided by the U.S. Department of Agriculture's Foreign Agricultural Service in USSEC to operate global offices and conduct activities to maximize the use of U.S. soy internationally.



### World Initiative for Soy in Human Health (WISHH)

WISHH is an ASA program designed to build long-term demand for soybeans and create customers and markets for U.S. soy. WISHH works with multiple private voluntary organizations and commercial companies in more than 28 different developing countries in Africa, Asia and Central America. Many of these groups are using U.S. high-protein soy to improve diets and health as well as encourage growth of food industries in developing countries. Soy is easily added to diverse and locally available foods that are popular, but are often lacking in protein. Soy can increase the protein without changing the taste.

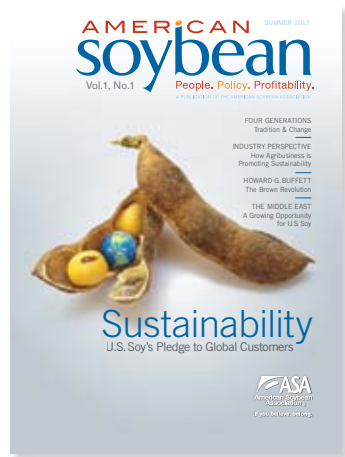


### World Soy Foundation

The World Soy Foundation (WSF) is the charitable arm of the American Soybean Association and the soybean industry. This organization acts as an independent foundation to help reduce hunger around the world, whether it's Minneapolis, Maputo or Mumbai. WSF continues to feed hungry populations with soy protein and to provide education about the nutritional value of soy. A proper diet not only boosts children's health, but studies have shown that it allows them to learn better in school. WSF offers training and menu design to school cooks, administrators and community representatives in developing countries.

# REVITALIZED COMMUNICATION AND MARKETING EFFORTS

## ASA Premieres New Soybean Magazine



ASA's new quarterly magazine called "American Soybean" made its debut in 2013. This members-only magazine is full color with 36 pages of content designed to explore the on-farm impacts of the policy, production and marketing issues that affect producer profitability.

The magazine features forward thinking initiatives, timely issues, innovations, generational successes, grassroots advocacy, and farm and trade policy with an eye on the future. Through the magazine, ASA members also learn about production and industry advancements, export promotion activity and how ASA members are making a difference.

## ASA Debuts Dynamic New Website

In 2013 the American Soybean Association presented a dynamic new look on its website SoyGrowers.com that showcases top-of-mind information and features user-friendly navigation throughout the site. A clean and contemporary design enhances clearly organized categories and makes the site interesting to look at and easy to use.



A rotating banner provides immediate access to four or five highlighted programs or items of interest. Top news stories are featured on the homepage. Overall, the website provides a variety of information about soybean issues, membership in ASA, learning opportunities, leadership training programs and background about the ASA organization. The membership section includes details about ASA benefits that help members save money and earn rewards.

## ASA Redesigns SoyStats Online Site



The American Soybean Association unveiled a newly-redesigned SoyStats.com website. SoyStats.com is the online home for the printed SoyStats, ASA's annual publication of statistical data on the soybean industry in the United States.

The new format provides quick, easily digestible information on all aspects of soybean production, consumption and export. Farmers, consumers, industry and media all use the site for easily accessible information on soybean planting data, yield and production, market value, uses, exports and global competitors.

## ASA Ad Features Soybean Farmer Members

ASA's branding ads in 2013 featured ASA members. As a grassroots membership organization the issues that are important to members are the issues that are important to ASA. The members help guide the policy direction of ASA to make sure the issues important to soybean farmers are being represented. The ASA print ad ties together the elements of membership and ASA representation.



## Stay Informed

Receive updates when new news content and educational podcasts are available from ASA.

To set up to receive updates, go to:

**[feeds.feedburner.com/ASA\\_News](https://feeds.feedburner.com/ASA_News)**

**[feeds.feedburner.com/ASAEducationalPodcasts](https://feeds.feedburner.com/ASAEducationalPodcasts)**





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You can't always be here.  
But ASA can.

The American Soybean Association  
is a dues paying membership  
organization with a mission to serve  
farmers by protecting and increasing the  
market value and opportunities  
for soybean farmers.

**Stay in touch with ASA**

[SoyGrowers.com](http://SoyGrowers.com)

[Membership@soy.org](mailto:Membership@soy.org)

[Twitter.com/ASA\\_Soybeans](https://twitter.com/ASA_Soybeans)

[Facebook.com/AmericanSoybeanAssociation](https://facebook.com/AmericanSoybeanAssociation)



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