



2015 SOYBEAN SUCCESS REPORT

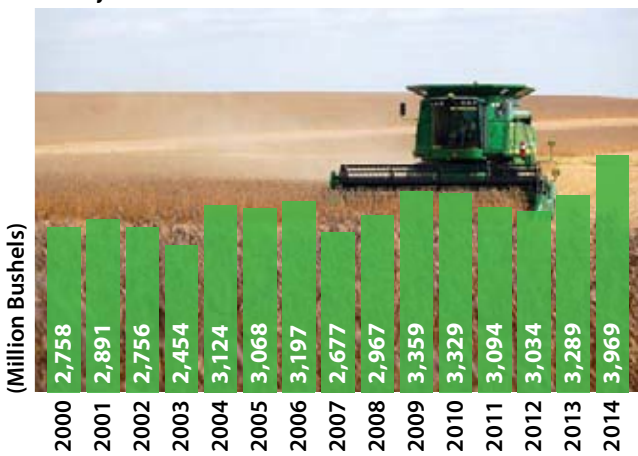


If you believe, belong.

ASA Actions that Supported U.S. Soybean Farmer Competitiveness

- ASA requested that the Environmental Protection Agency (EPA) withdraw its proposed definition of **Waters of the United States (WOTUS)** due to serious concerns regarding the scope and potential impact of the rule. ASA pointed out four major inconsistencies, including the incorrect application of the nexus test, confusion on the issue of tile drainage, questions regarding jurisdiction over prior converted cropland and discrepancies concerning the amount by which the EPA's jurisdiction would expand.
- ASA supported the restoration of the maximum amount of **expensing under Section 179** to \$500,000 in the new tax extenders legislation that received Congressional approval. The package that passed also included reinstatement of the expired 50 percent bonus depreciation for the purchase of new capital assets, including agricultural equipment.
- ASA met with senior EPA officials to discuss **pollinator health** issues, including the importance of maintaining registrations for important seed-treatment products widely used by soybean farmers. EPA officials encouraged the group to find ways to work with beekeeping organizations and reminded the group to stay focused on the "end game" of increasing pollinator populations.
- ASA and fellow farm groups unveiled "Privacy and Security Principles for Farm Data," an agreement on **data privacy and security** principles that will protect farmer data while encouraging the use and development of a full range of innovative, technology-driven tools and services to boost the productivity, efficiency and profitability of American agriculture.

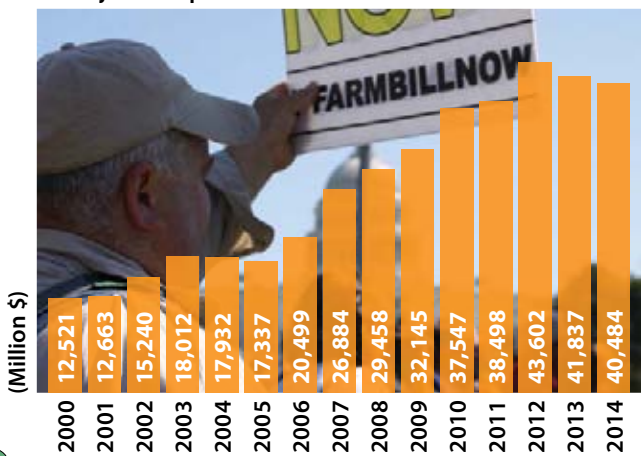
U.S. Soybean Production



ASA Actions that Supported Soybean Crop Value

- ASA was successful in obtaining the inclusion of numerous soy-championed provisions included in the **2014 Farm Bill**. ASA worked to ensure that the law represents the best interests of soybean farmers by strengthening crop insurance programs, streamlining conservation, strengthening the farm safety net while letting markets dictate what crops farmers plant, and investing in key programs in the areas of trade promotion, research and renewables.
- ASA responded to a study from the Center for Food Safety reported in the Statesman Journal in Salem, Ore., on the safety of **soy-based infant formula**, specifically addressing the tactics used by the activist special interest group in the fight over GMO (genetically modified organism) labeling in Oregon. ASA pointed to a "mountain of peer-reviewed science backing the safety of food with genetically modified ingredients." Following a recount, the Oregon measure was defeated.
- ASA urged the FDA not to rescind the generally regarded as safe (GRAS) status for **partially hydrogenated oils (PHOs)** as a way to further reduce trans fat consumption. ASA encouraged the agency to take into account the time needed to ramp-up domestic production of high oleic soybean oil, and urged FDA to pursue alternative strategies that have already aided in the dramatic reductions in trans fat consumption over the last decade.
- ASA reiterated to EPA its support for the benefits of **neonicotinoid seed treatments** to soybean farmers. ASA noted that soybean farmers pledge to help promote new honey bee health programs to grower members—but have serious concerns about the focus on eliminating crop protection products as the remedy to rebuilding honey bee populations.

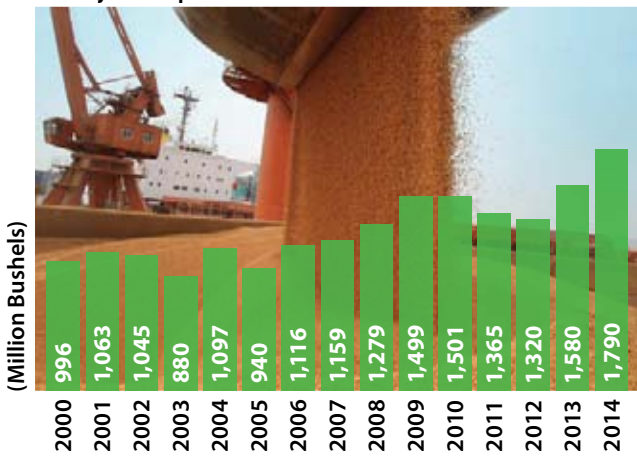
U.S. Soybean Crop Value



ASA Actions that Supported U.S. Soybean Exports

- ASA continues its outreach to the Obama Administration to raise the issue of **biotechnology approvals** in its interactions with the Chinese government. ASA has stressed the importance of high level and broad U.S. Government engagement with China on these issues. China is a key export market for U.S. farmers, and this trade has been put at risk by China's unpredictable regulatory approval procedures for biotechnology products.
- ASA urged passage of bipartisan **Trade Promotion Authority (TPA)** legislation this year, noting that action on TPA is needed to help ensure high-standard outcomes in the Trans-Pacific Partnership (TPP) negotiations, and to help further expand U.S. agricultural commerce with other countries.
- ASA has joined a national coalition to address **liberalizing trade between the United States and Cuba**. ASA supports the administration's actions to normalize relations with Cuba, and believes it is time to end the embargo and allow open trade and investment.
- ASA was a driving force in passage of the **Water Resources Reform & Development Act (WRRDA)** and pushed its implementation, emphasizing that soybean producers depend on waterways and ports to move products to market efficiently.
- ASA testified on **rail service issues** and the negative impacts of reduced railcar availability on soybean growers. The backlog of rail service negatively affects basis levels and cash bids, and unreliable rail service negatively impacts the competitiveness of U.S. soybeans in the global market.

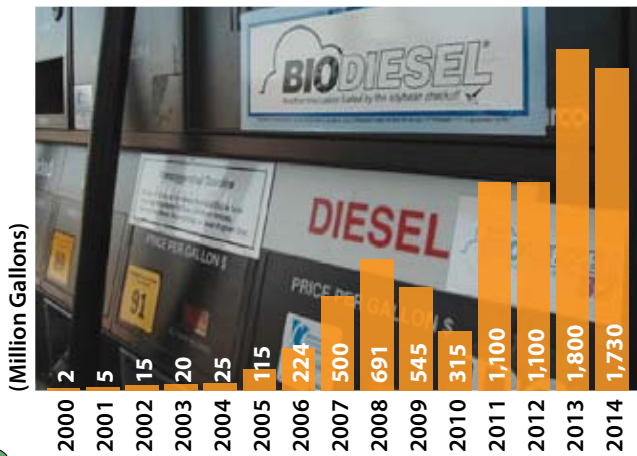
U.S. Soybean Exports



ASA Actions that Supported U.S. Biodiesel Production

- ASA supported the passage and enactment of the **tax extenders** package that includes extension of the \$1 per gallon biodiesel tax credit. More than 1.7 billion gallons of biodiesel was produced in 2014. Soybean oil is the primary feedstock used to produce biodiesel.
- ASA expressed its frustration that the EPA did not finalize the 2014 Required Volume Obligations (RVO) numbers in the **Renewable Fuel Standard** before the end of the year. ASA pointed out that the continued delays create great uncertainty for the biodiesel industry and soybean farmers and limits the industry's ability to invest and expand.
- ASA identified significant barriers to U.S. exports to the Office of the U.S. Trade Representative, particularly on the distorting impact of **Argentine Differential Export Taxes (DETs)** and the artificial advantage they provide to soybean products exported from that country. Argentina's DET system includes the highest tax rate for whole soybeans and the lowest rate for more processed soy product like biodiesel, creating economic incentive for processing the beans in Argentina and exporting the value-added products rather than the raw beans, and distorting the competitive balance among soybean processors.

U.S. Biodiesel Production



ASA in Action During 2014



U.S. Deputy Agriculture Secretary Krysta Harden (left) meets with ASA then-President Ray Gaesser (left-center), his son, Chris Gaesser (right) and ASA then-Chairman Danny Murphy (right-center) at the ASA booth during the 2014 Commodity Classic show. The deputy took time to meet with growers and exhibitors for several days in San Antonio, Texas.



U.S. Representative Mike Pompeo discusses Environmental Protection Agency regulations and GMO (genetically modified organism) labeling during lunch at ASA's March 2014 Legislative Issues and Education Forum in Washington, D.C.



ASA then-President Ray Gaesser (left) and Iowa Secretary of Agriculture Bill Northey (right) make opening remarks at the Big Data Workshop on Aug. 25, 2014. ASA joined with the PrecisionAg Institute for the workshop at Iowa State University that attracted more than 300 farmers, industry suppliers, ag retailers, government agency officials and consultants.



Auctioneer Eric Maupin (right) and spotter Ted Glaub (left) call out bids during the 2014 ASA Soy Social and Auction in San Antonio, Texas. The annual live and silent auction raises money for SoyPAC, which supports the election of lawmakers in Washington who champion soybean farmer priorities and helps educate them about soybean issues.



ASA then-First Vice President Wade Cowan represented ASA in Taiwan in May 2014, discussing the state of U.S. soy and answering questions as part of the U.S. Soybean Export Council Soy Marketing Crushers Training Camp. Cowan met with key Taiwanese officials to hear concerns and discuss America's ability to supply the United States' sixth-largest soy importer's needs in the coming year.

Major Efforts and Initiatives ASA will be working on in 2015

- ▶ Enact **Trade Promotion Authority** to help ensure high-standard outcomes in the Trans-Pacific Partnership (TPP) negotiations and to help further expand U.S. agricultural commerce with other countries.
- ▶ Push for a **tax package** that includes a permanent reinstatement of Section 179 expensing and bonus depreciation at the \$500,000 level, and a multi-year extension of the biodiesel tax incentive.
- ▶ Enact **GMO food labeling** legislation to establish voluntary national standards for the labeling of products containing biotech ingredients and prevent a patchwork of state laws.
- ▶ Support comprehensive legislation to make **international agricultural development** and food assistance programs more effective and efficient.
- ▶ Enact a **Surface Transportation Reauthorization** bill that funds needed infrastructure improvements and includes an increase in truck weight limits on interstate highways.
- ▶ Oppose cuts to **crop insurance** or reducing funding for farm income supports, conservation or export promotion programs, including through budget reconciliation.
- ▶ Continue to lead efforts to **accelerate approval processes for biotech traits** both domestically and abroad.
- ▶ Lead effort to convince the Obama Administration to adopt a **global low-level presence (LLP) strategy** for biotech traits.
- ▶ In the **Renewable Fuel Standard**, get the Environmental Protection Agency (EPA) back on track in establishing robust 2014, 2015 and 2016 Required Volume Obligations (RVO) that provide sufficient volume levels for biodiesel.
- ▶ Support Congressional efforts to force EPA to withdraw the **Waters of the U.S.** proposed rule, and provide education to EPA officials when appropriate.
- ▶ Continue to drive achievement of U.S. **market access** goals in negotiations on the Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP).
- ▶ Support funding for voluntary, incentive-based programs to achieve **water quality** and environmental goals.

2015 ASA Executive Committee



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The Farmer Leaders of Your Association

Collaboration & Cooperation to Advance the Soybean Industry

Membership is a cooperative program between ASA and its 26 affiliated state soybean associations, representing 30 soybean producing states. A membership includes both the national and state organization. Membership dues provide the resources to help ASA and state soybean associations work on legislative and regulatory issues of importance to U.S. soybean farmers.

Learn more about the work and programs of the American Soybean Association at www.Soygrowers.com. Find out more about the state associations through their websites, listed below. Membership numbers, as of Jan. 1, 2015, are also listed below for each state association.

Alabama Soybean & Corn Association

107 MEMBERS
www.alabamasoycorn.org

Arkansas Soybean Association

567 MEMBERS
www.arkansassoybean.com

Georgia/Florida Soybean Association

61 MEMBERS
(No state website, visit www.Soygrowers.com)

Illinois Soybean Association

1,877 MEMBERS
www.ilsoy.org

Indiana Soybean Alliance

871 MEMBERS
www.indianasoybean.com

Iowa Soybean Association

3,266 MEMBERS
www.iasoybeans.com

Kansas Soybean Association

573 MEMBERS
www.kansassoybeans.org

Kentucky Soybean Association

979 MEMBERS
www.kysoy.org

Louisiana Soybean Association

112 MEMBERS
(No state website, visit www.Soygrowers.com)

Michigan Soybean Association

528 MEMBERS
www.michigansoybean.org/michigan-soybean-association

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

218 MEMBERS
www.midatlanticsoy.org

Minnesota Soybean Growers Association

4,149 MEMBERS
www.mnsoybean.org

Mississippi Soybean Association

234 MEMBERS
www.mssoybean.com

Missouri Soybean Association

1,235 MEMBERS
www.mosoy.org

Nebraska Soybean Association

1,183 MEMBERS
www.nebraskasoybeans.org/ne-nsa

New York Corn & Soybean Growers Association

245 MEMBERS
www.nycornsoy.org

North Carolina Soybean Producers Association

317 MEMBERS
www.ncsoy.org

North Dakota Soybean Growers Association

865 MEMBERS
www.ndsoygrowers.com

Ohio Soybean Association

1,982 MEMBERS
www.soyohio.org

Oklahoma Soybean Association

57 MEMBERS
(No state website, visit www.Soygrowers.com)

South Carolina Corn & Soybean Association

208 MEMBERS
www.sccsafarms.org

South Dakota Soybean Association

910 MEMBERS
www.sdssoybean.org

Tennessee Soybean Association

208 MEMBERS
www.tnssoybeans.org

Texas Soybean Association

51 MEMBERS
www.texassoybeans.org

Virginia Soybean Association

239 MEMBERS
www.vasoybean.com

Wisconsin Soybean Association

959 MEMBERS
www.wisoybean.org

Grain Farmers of Ontario

154 MEMBERS
www.gfo.ca



Jerry Bambauer
New Bremen, Ohio



Dennis Bogaards
Pella, Iowa



Sam Butler
New Hope, Ala.



Kendall Culp
Rensselaer, Ind.



Mike Cunningham
Bismarck, Ill.



Cory Devillier
Lettsworth, La.



Todd DuMond
Union Springs, N.Y.



Ed Erickson, Jr.
Milnor, N.D.



Wayne Fredericks
Osage, Iowa



Ted Glaub
Jonesboro, Ark.



George Goblish
Vesta, Minn.



Walter Godwin
Pelham, Ga.



Bill Gordon
Worthington, Minn.



Bruce Hall
LaCrosse, Va.



Gerry Hayden
Calhoun, Ky.



Bob Henry
Robinson, Kan.



Brooks Hurst
Tarkio, Mo.



Mark Huston
Thamesville, Ont.



Willard Jack
Belzoni, Miss.



Mark Jackson
Rose Hill, Iowa



Eric Maupin
Dyersburg, Tenn.



Jim Miller
Belden, Neb.



Lance Peterson
Underwood, Minn.



Monte Peterson
Valley City, N.D.



Dave Poppens
Lennox, S.D.



E.L. Reed
Chillicothe, Mo.



John Rivers
Sumter, S.C.



Dan Roe
Monticello, Wis.



Joel Schreurs
Tyler, Minn.



Kevin Scott
Valley Springs, S.D.



Jeff Sollars
Washington
Court House, Ohio



Matt Stutzman
Adrian, Mich.



Lawrence Sukalski
Fairmont, Minn.



Steve Wellman
Syracuse, Neb.



Wyatt Whitford
Ernul, N.C.



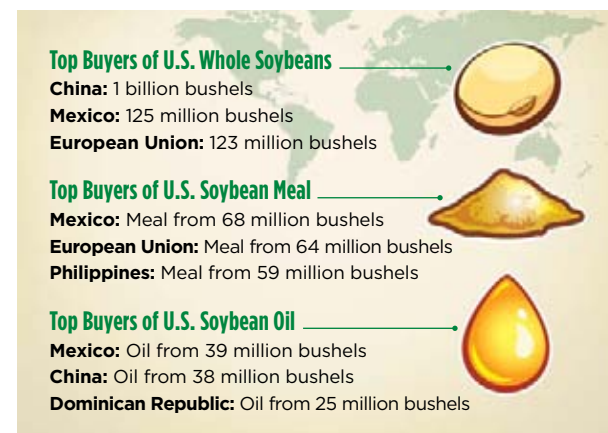
Bill Wykes
Yorkville, Ill.

U.S. Soybean Export Council (USSEC)

U.S. soybean farmers exported more than 2.1 billion bushels of U.S. soy, in the form of soybeans, meal and oil, valued at more than \$30 billion, in the 2014 marketing year. That represents 64 percent of U.S. soybean production.

ASA, through the U.S. Soybean Export Council (USSEC), along with the Soybean Checkoff and industry partners, helps maintain and grow U.S. soy export markets. 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.

Top Buyers of U.S. Soy in Marketing Year 2014



World Initiative for Soy in Human Health

La Brioché Bakers in Senegal, Africa receive WISHH technical assistance and training on utilization of soy in their various baked goods.



The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program develops viable agricultural value chains in emerging markets through the transfer of technology and subsequent behavior change, resulting in long-term demand building for U.S. soy. Over the last two years, WISHH programs have increased the total Metric Tons of U.S. soy product exports to their target countries by over 382 percent, with over \$2 million of those export sales occurring in Africa in just 12 months.



Since U.S. soybean farmers founded WISHH in 2000, it has worked in 25 countries to improve health, nutrition and food security in emerging markets through programs and partnerships that build the groundwork for future markets of U.S. soy. In 2014, WISHH's USDA-funded "FEEDing Pakistan" assisted 2,000 Pakistani fish farmers and increased the market value of fish produced from zero to an estimated 450 mill rupees (\$4.5 million USD).

2014 Commodity Classic Broke All Records



Education is a main focus of Commodity Classic. A wide variety of current issues and topics are on the agenda. A Learning Center session on soil health at the 2014 Commodity Classic is featured here.

Commodity Classic features a huge trade show, which allows farmers to meet one-on-one with top management from key agribusiness companies and learn about the latest technologies.

The Commodity Classic convention and trade show in San Antonio, Texas, Feb. 27-Mar. 1, 2014, shattered previous records for the landmark event.

Total attendance was 7,325, representing an 18 percent increase over 2013's record-breaking number of 6,214. Other records broken were the number of growers, at 3,874, a 16.5 percent increase over 2013's record-breaking number of 3,324; and the number of first-time attendees, at 1,261. Additionally, the trade show featured an all-time high of 301 participating companies, representing a record 126,200 net square feet of booth space.

Commodity Classic is a joint venture between the National Corn Growers Association and the American Soybean Association, with affiliates including the National Association of Wheat Growers and the National Sorghum Producers.

As America's largest farmer-led, farmer-focused convention and trade show, Commodity Classic offers a wide range of learning and networking opportunities for growers in the areas of production, policy, marketing, management and stewardship—as well as showcasing the latest in equipment, technology and innovation.

In 2015, the 20th annual Commodity Classic is in Phoenix, Ariz., the city where it all started twenty years ago.



Early riser sessions at Commodity Classic, such as a live taping of U.S. Farm Report, offer a variety of unique experiences and outstanding education.

World Soy Foundation



Mirna, a teacher at a World Soy Foundation-supported school in Guatemala, noticed positive changes in her students after they began

drinking soymilk each morning, particularly with their engagement in their schoolwork.

The World Soy Foundation (WSF)—the philanthropic arm of the American Soybean Association and soy industry—works to reduce malnutrition through the power of soy.



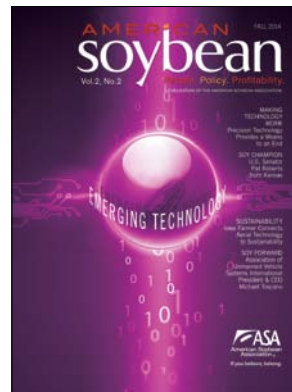
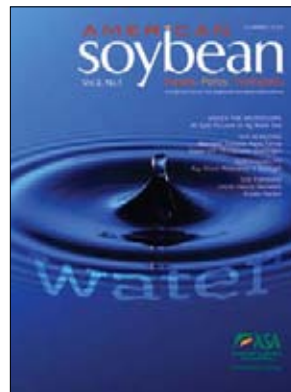
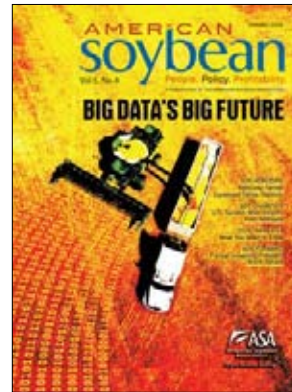
The WSF believes soy can be a solution to malnutrition and help create thriving, vibrant communities around the world. In 2014, over 570 U.S. soybean farmers chose to become a part of the solution and support the WSF.

That support allowed WSF to provide soy-based meals or snacks to thousands of children so they could focus on their schoolwork, not their hunger; to educate community leaders and organizations on the importance of good nutrition so they are empowered to be agents of change; and to give kids the opportunity to grow and thrive because they now have time to just be kids.

To learn more about WSF and how you can become a part of the solution to hunger and malnutrition, visit www.worldsoyfoundation.org.

NEWS AND INFORMATION

ASA Magazine has Eye on the Future



In 2014, *American Soybean*, ASA's quarterly magazine for members, featured a broad range of topics impacting soybean growers. Each magazine's cover story addressed a topic of interest to ASA's farmer members and looked at how that issue is helping shape the future.

Winter issue cover story: Biotechnology

Spring issue cover story: Big Data

Summer issue cover story: Water

Fall issue cover story: Emerging Technology

Each issue provides information about how soybean farmers across the country continue to operate efficiently, sustainably and profitably. Readers learn from other farmers, industry leaders and thought leaders. The magazine also features news about ASA actions and legislative issues, as well as a twice a year focus on "Soy Champions," who are members of Congress that champion the issues important to U.S. soybean farmers.

Soygrowers.com is Your Resource

The American Soybean Association website, Soygrowers.com, offers you a wealth of news and information about ASA issues, programs and opportunities. You will also find ASA's guiding resolutions developed by soybean farmer members.

At Soygrowers.com you can read about the top policy and legislative issues ASA is working on and advocating for, on behalf of soybean farmers. You can also access the Soy Action Center to easily contact and provide your views to your elected members of Congress.

In addition, there is information about learning opportunities and award programs. A directory of state affiliate contact information is available for reference and there is access to various ASA podcasts and publications.



The website is also where you can find out more about special benefits of membership in ASA, which include discounts on the purchase of Chrysler, GM and Ford vehicles.

Go to Soygrowers.com and explore the many things it has to offer.



I am a soybean farmer,
trade advocate,
and ASA member.



David Ausberger, Jefferson, Iowa

We are soybean farmers,
animal ag supporters,
and ASA members.



Phyllis & Mark Legan, Coatesville, Ind.

I am a soybean farmer,
biodiesel proponent,
and ASA member.



Jerry Peery, Clinton, Ky.

Your story is our story. As an ASA member, you join tens of thousands of other soybean farmers to ensure someone is watching your back when policy and regulations are being debated and created in Washington, DC.

Representing your interests. Expanding your markets. Protecting your future. Defending your freedom to operate.

You grow soybeans. At ASA, our job is to make sure you can keep doing it competitively and profitably. That takes vigilance and diligence on the policy front. That's what ASA does for you and all of America's soybean farmers.

You know how policy can have a profound impact on your profitability. It is time to belong to ASA.



If you believe, belong.

Visit soygrowers.com or contact the American Soybean Association at 800.688.7692



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

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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

Membership@soy.org

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

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



If you believe, belong.