



2016

SOYBEAN SUCCESS REPORT



American Soybean
Association®

If you believe, belong.

Strategic Direction

NEW ASA STRATEGIC PLAN

MISSION: To advocate for U.S. soy farmers on policy and trade.

VISION: To be a nimble, responsive, and highly effective agriculture policy organization.

The American Soybean Association (ASA) has a new strategic plan to guide the Association from 2016 through 2020. The plan provides strategic and structural changes that place enhanced emphasis on ASA's advocacy work and efforts on policy and trade to benefit U.S. soybean farmers.

ASA's strategic plan includes highly focused mission and vision statements, and forward-thinking structural changes that support goals in the areas of policy advocacy, governance and financial stewardship.



POLICY ADVOCACY

GOAL Increase ASA's policy effectiveness through enhanced policy leadership and communications.

Under this goal, ASA strategies focus on key legislative and regulatory issues, increasing financial and staff resources to support policy work, expanding advocacy responsibilities for the ASA Board, enhancing policy communications, and growing the SoyPAC.

GOAL Enhance ASA's leadership and influence on international trade, and increase the knowledge of soybean farmers on trade issues and opportunities.

ASA's strategies for this goal target efforts involving market development, trade agreements, market access, strategic partnerships, leveraging resources, and biotech acceptance.

GOVERNANCE

GOAL Enhance board policy focus, agility, efficiency and diversity.

Under this goal, ASA's strategies realign the focus of the full Board of Directors on specific advocacy efforts, provide for a nine-member Governing Committee, streamline board meetings, refine the voting delegate structure, and elevate the role of diversity on the ASA board.

GOAL Define and strengthen the partnership between ASA and the state affiliates; shape the ASA structure of membership to provide state affiliates with flexibility in determining membership types/dues; and base representation on the Board of Directors on structured investment levels.

ASA strategies for this goal focus heavily on providing flexibility to state soybean association affiliates through a change in ASA's revenue structure. ASA membership becomes complementary with any state membership and a new investment structure for affiliates determines board representation.

FINANCIAL STEWARDSHIP

GOAL Enhance ASA financial security to help move ASA to the next level of strength as a major policy organization.

Under this goal, a new structure of affiliate investment levels provides more opportunities for state soybean associations to support the enhanced national focus on policy and trade efforts that benefit U.S. soybean farmers.

Governing Committee

A MESSAGE FROM ASA'S PRESIDENT

Dear ASA Members and Soybean Industry Friends,

There is much to be optimistic about within our industry in 2016, and we will remain steadfast in our work on the many issues important to U.S. soybean farmers.

The American Soybean Association will continue to champion biodiesel, and protect farmers against overregulation in Washington. We will lay the framework for the next farm bill so that it continues to foster progress for soybean farmers.

ASA will remain a forceful advocate for acceptance of biotechnology, both by consumers here in the U.S., and by our export partners abroad. We will work to ensure that our farmers have access to the solutions that come from advanced plant breeding methods and innovation.

We will continue to be the leading voice within agriculture for the passage of trade agreements that drive profitability on the farm. Most immediately that means the Trans-Pacific Partnership, but we hope to lay the groundwork for a soy-friendly Transatlantic Trade and Investment Partnership with the European Union as well.

As an association, the future is strong for ASA. We have committed ourselves to a new strategic plan to take us through 2020. Through a series of significant changes over the coming year, the new structure will enable ASA to focus more of our time and energy on the policy issues that drive profitability for soybean farmers all across the country. The plan will also enable states to set, meet and drive beyond their own membership goals in the innovative ways that best fit their needs. All of this will foster better cooperation between the proud organizations at the state and national levels and at the end of the day, will mean a stronger and healthier industry.

Finally, on a personal note, I am extremely honored to share this coming year with the unique personalities on the ASA Board of Directors. The implementation of the strategic plan, and indeed all of the smaller, incremental changes that ASA will make to ensure our success as the voice of the soybean industry will depend entirely on the foresight of the ASA Board. These are farmers who each bring something very unique to our organization, and I am proud to serve as president alongside them.

I look forward to working with you, and for you, this year.



Richard Wilkins
President, American Soybean Association

ASA Governing Committee Members



President
Richard Wilkins
Greenwood, Del.



Chairman
Wade Cowan
Brownfield, Texas



Vice President
Ron Moore
Roseville, Ill.



Secretary
John Heisdorffer
Keota, Iowa



Treasurer
Davie Stephens
Wingo, Ky



At-Large Member
Bret Davis
Delaware, Ohio



At-Large Member
Kevin Hoyer
West Salem, Wis.



At-Large Member
Kevin Scott
Valley Springs, S.D.



At-Large Member
Sam Butler
New Hope, Ala.

Board of Directors

THE FARMER LEADERS OF ASA



Charles Atkinson
Great Bend, KS



Jerry Bambauer
New Bremen, OH



Cliff Barron
Johnsonville, SC



Ken Boswell
Shickley, NE



Dean Coleman
Humboldt, IA



Kendall Culp
Rensselaer, IN



Mike Cunningham
Bismarck, IL



Cory Devillier
Lettsworth, LA



Todd DuMond
Union Springs, NY



Ed Erickson, Jr.
Milnor, ND



Wayne Fredericks
Osage, IA



Ray Gaesser
Corning, IA



Ted Glaub
Jonesboro, AK



George Goblish
Vesta, MN



Bill Gordon
Worthington, MN



Bruce Hall
LaCrosse, VA



Gerry Hayden
Calhoun, KY



Brooks Hurst
Tarkio, MO



Mark Huston
Thamesville, OT, CA



Willard Jack
Belzoni, MS



Mark Jackson
Rose Hill, IA



Eric Maupin
Dyersburg, TN



Jim Miller
Belden, NE



Lance Peterson
Underwood, MN



Monte Peterson
Valley City, ND



Dave Poppens
Lennox, SD



E.L. Reed
Chillicothe, MO



Dan Roe
Monticello, WI



Joel Schreurs
Tyler, MN



Pam Snelson
Wann, OK



Jeff Sollars
Washington
Court House, OH



Joe Steinkamp
Evansville, IN



Matt Stutzman
Jasper, MI



Lawrence Sukalski
Fairmont, MN



Wyatt Whitford
Ernul, NC



Bill Wykes
Yorkville, IL

Not pictured: **Steve Yoder, Jr.**, Altha, Fla.

Policy & Trade Initiatives

MAJOR INITIATIVES ASA IS WORKING ON IN 2016

LEGISLATIVE INITIATIVES



Oppose reopening the Agricultural Act of 2014 or reducing funding for farm income supports, crop insurance, conservation, or export programs. Support supplementing current income assistance programs for cotton producers.

Complete enactment of the Safe and Accurate Food Labeling Act or successor legislation as early as possible to preempt implementation of state labeling laws.

Enact the Trans-Pacific Partnership (TPP) agreement.

Renew the biodiesel tax credit for 2017, including conversion to a producers' credit.

Continue to advocate for increased agricultural research funding and soy research priorities.

Support development and enactment of global food security legislation that ensures the U.S. Department of Agriculture and the U.S. agriculture industry a central role in international agricultural development program development and implementation.

Oppose efforts to reduce funding for food aid.

REGULATORY INITIATIVES



Support efforts to block implementation of the Waters of the U.S. (WOTUS) rule in the courts.

Ensure adequate review by the Environmental Protection Agency of petitions to expand the Renewable Fuel Standard eligibility for imported biodiesel, and proper prevention and enforcement of trade violations by biodiesel importers.

Work with the Administration and industry allies to develop and implement regulatory reforms that enhance the timeliness of biotech trait approvals and avoid pre-market approval requirements for new plant breeding techniques, including gene editing.

Lead U.S. Biotech Crop Alliance efforts to convince the Administration to adopt a Low Level Presence (LLP) strategy for the adventitious presence of unapproved biotech traits and to develop an international LLP policy.

Continue engagement in all areas surrounding pollinator health, including habitat issues and pesticide registrations.

Continue to support implementation and increased funding of waterways infrastructure projects on the Upper Mississippi River System and expanded port and harbor maintenance.

TRADE NEGOTIATIONS & MARKET ACCESS INITIATIVES



Obtain timely approvals of new biotech products in major markets, including China.

Support legislative efforts to remove barriers to trade with Cuba, including ending the embargo.

Continue to monitor achievement of "soy family" goals in a comprehensive agreement on agriculture within the Transatlantic Trade and Investment Partnership negotiations, including: make the European Union (EU) biotech approval process more timely and transparent; ensure acceptance of U.S. conservation laws as meeting Renewable Energy Directive requirements; ensure that the "coupled option" does not expand production of protein crops; reduce tariffs and Sanitary and Phytosanitary market access barriers for U.S. livestock products; and ensure the EU's new pesticide law does not prevent renewal of product registrations.

Monitor and proactively respond to any decision by Brazil to challenge the U.S. crop insurance program for soybeans, including asking the United States Trade Representative to consider a countersuit against Brazil programs.

ASA 2015 Accomplishments

OVERVIEW OF ASA SUCCESSES IN 2015

SOYBEAN COMPETITIVENESS

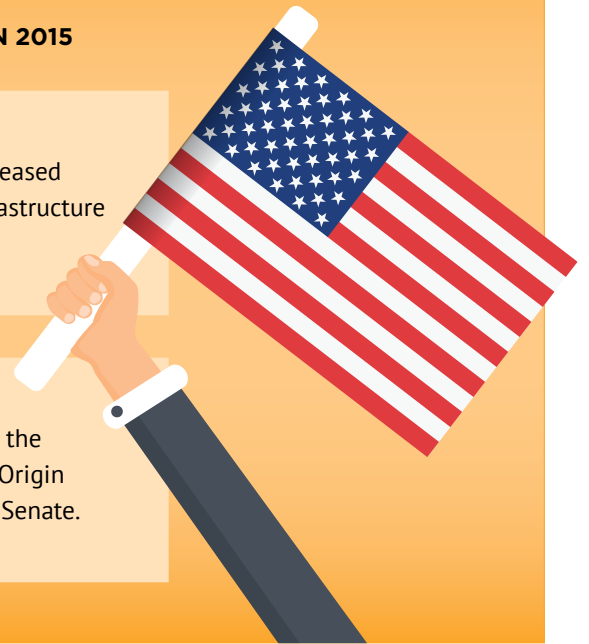
U.S. Soybean Production: 3.930 BILLION BUSHELS IN 2015

ASA worked to enact a Surface Transportation Reauthorization to provide funding certainty for road and bridge construction and maintenance.

ASA led the charge for increased funding for waterways infrastructure and harbor maintenance.

ASA's cooperation with the U.S. Department of Agriculture resulted in the elimination of biotech application backlogs.

ASA lent critical support in the fight to rescind Country of Origin Labeling in the House and Senate.



SOYBEAN VALUE

U.S. Soybean Crop Value: \$34.58 BILLION IN 2015

ASA drew a line in the sand on crop insurance, and got Congress to rescind the \$3 billion cut included in the FY-2016/17 budget agreement.

ASA identified issues with the structure of the County Agricultural Risk Coverage program and established resolution of the use of administrative counties for the program.

ASA helped to secure increased funding for the Agriculture & Food Research Initiative by \$25 million.

ASA helped to lead the industry's effort to secure House passage of the Safe and Accurate Food Labeling Act.



The American Soybean Association had a series of significant victories for U.S. soybean farmers and the soy industry in 2015. ASA's role as a leader in Washington, DC and around the world in farm and trade policy provides the leverage for the Association to continue to have these kinds of successes that will help soybean growers to farm more profitability in the coming years.

SOYBEAN EXPORTS

**U.S. Soybean Exports: 1.843 BILLION BUSHELS
IN 2014/15 MARKETING YEAR**

ASA fought to grant the White House Trade Promotion Authority, which allowed the Trans-Pacific Partnership negotiations to be successfully completed.

ASA led industry efforts as coordinator of the U.S. Biotech Crops Alliance and as coordinator of the international agricultural development coalition on legislative proposals.

ASA continued its cooperation with the U.S. Soybean Export Council on submission of the Soy Sustainability Protocol to meet the European Union's Renewable Energy Directive (RED) requirements and continuing emphasis on RED as a priority in the Transatlantic Trade and Investment Partnership negotiations.

ASA's work helped conclude a Trans-Pacific Partnership agreement with increased market access for soy and livestock products, enhanced sanitary and phytosanitary provisions, and biotech and low-level presence procedures.

BIODIESEL

U.S. Biodiesel Production: 1.47 BILLION GALLONS IN 2015

ASA advocated for and obtained a final rule on the Renewable Fuel Standard that increases biodiesel volumes to 2 billion gallons by 2017.

ASA achieved reinstatement of the biodiesel tax credit in the Tax Extenders package, permanent reinstatement of higher Section 179 expensing limits, and a five-year extension of Bonus Depreciation provisions in the Tax Extenders package.



State Soybean Affiliates

ASA AND THE STATE ASSOCIATIONS WORK TOGETHER FOR SOYBEAN FARMERS

The American Soybean Association has 26 affiliated state soybean associations. Working together, the national and state associations provide representation for soybean farmers on legislative and regulatory issues, as well as trade policy. Find out about the issues and activities ASA is involved in when you go online to SoyGrowers.com.

State soybean associations and their website addresses are listed below.

Alabama Soybean & Corn Association



alabamasoycorn.org

Arkansas Soybean Association



arkansassoybean.com

Georgia/Florida Soybean Association



No state website, visit Soygrowers.com

Illinois Soybean Association



ilsoy.org

Indiana Soybean Alliance



indianasoybean.com

Iowa Soybean Association



iasoybeans.com

Kansas Soybean Association



kansassoybeans.org

Kentucky Soybean Association



kysoy.org

Louisiana Soybean Association



No state website, visit Soygrowers.com

Michigan Soybean Association



misoy.org

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



midatlanticsoy.org

Minnesota Soybean Growers Association



mnsoybean.org

Mississippi Soybean Association



mssoybean.com

Missouri Soybean Association



mosoy.org

Nebraska Soybean Association



nebraskasoybeans.org/ne-nsa

New York Corn & Soybean Growers Association



nycornsoy.org

North Carolina Soybean Producers Association



ncsoy.org

North Dakota Soybean Growers Association



ndsoygrowers.com

Ohio Soybean Association



soyohio.org

Oklahoma Soybean Association



No state website, visit Soygrowers.com

South Carolina Corn & Soybean Association



sccsafarms.org

South Dakota Soybean Association



sdsoybean.org

Tennessee Soybean Association



tnsoybeans.org

Texas Soybean Association



texassoybeans.org

Virginia Soybean Association



vasoybean.com

Wisconsin Soybean Association



wisoybean.org

Grain Farmers of Ontario



gfo.ca

International Soy Programs

WORLD INITIATIVE FOR SOY IN HUMAN HEALTH

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program develops agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy. WISHH, the soy family's trailblazer for trade, helped open new markets for value-added U.S. soy in El Salvador, Ivory Coast and Myanmar.

U.S. soybean exports to Bangladesh and Pakistan have grown substantially to over 10 million bushels, so WISHH is transitioning these markets to the U.S. Soybean Export Council (USSEC) for continued expansion. While most of the soy protein used in Pakistan goes into the poultry market, the tilapia industry, started by WISHH under a U.S. Department of Agriculture (USDA)-funded project in 2013, is a growing source of demand for soy in Pakistan.

Since U.S. soybean farmers founded WISHH in 2000, it has worked in 25 countries to build markets for U.S. soy protein. WISHH is now working in feed and animal production in targeted markets, especially Africa. In 2015, the U.S. Department of Agriculture awarded WISHH a Food for Progress development project in the West African country of Ghana. The five-year, \$15 million dollar project benefits U.S. soybean growers as well as Ghana's poultry and feed industry, by building strong demand for soy protein.



ASA Director Joe Steinkamp (left) and ASA CEO Steve Censky (center) inspect feed ingredients at Darko Farms, a vertically integrated poultry operation, from day old chicks to a 2,000 birds/day slaughter and chill facility. Samuel Darko (right), Managing Director, praises defatted soybean meal, like that from the United States, for its high performance in poultry feeds.

U.S. SOYBEAN EXPORT COUNCIL

U.S. soybean farmers exported more than 2.3 billion bushels of U.S. soy (whole soybeans, meal and oil) in the 2014/15 marketing year, valued at more than \$27 billion. The U.S. Department of Agriculture reported that the final export total for U.S. soybeans in marketing year 2014/15 included more than 1.8 billion bushels of whole soybeans, meal from 552 million bushels and oil from 172 million bushels.

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. Cost-share funding provided by the U.S. Department of Agriculture's Foreign Agricultural Service is invested by the American Soybean Association in the U.S. Soybean Export Council to operate global offices and conduct activities to maximize the use of U.S. soy internationally.

U.S. SOY PRODUCT EXPORTS IN MARKETING YEAR 2014/15

TOP BUYERS OF U.S. WHOLE SOYBEANS

CHINA
1.084 BILLION BUSHELS

MEXICO
130 MILLION BUSHELS

JAPAN
78 MILLION BUSHELS

TOP BUYERS OF U.S. SOYBEAN MEAL

MEXICO
MEAL FROM 85 MILLION BUSHELS

PHILLIPINES
MEAL FROM 66 MILLION BUSHELS

CANADA
MEAL FROM 39 MILLION BUSHELS

TOP BUYERS OF U.S. SOYBEAN OIL

MEXICO
OIL FROM 46 MILLION BUSHELS

DOMINICAN REPUBLIC
OIL FROM 22 MILLION BUSHELS

PERU
OIL FROM 19 MILLION BUSHELS

Training Soy Leaders

SOYBEAN LEADERSHIP COLLEGE

The 16th annual Soybean Leadership College was presented by the American Soybean Association in January 2016 in Orlando, Fla., with participation from about 120 men and women of all ages and from across the country. The College provides current and future agriculture leaders with training to effectively promote the soybean industry and communicate key agricultural messages that help expand U.S. soybean market opportunities. In addition to providing a forward-looking educational experience, Soybean Leadership College fosters networking and collaboration between growers from across the country, which in turn increases the effectiveness of soybean growers at the local, regional and national level.



About 120 attendees of all ages participated in the 2016 Soybean Leadership College, where they had the opportunity to ask questions and learn from speakers and panelists on a variety of leadership and agriculture related topics.

ADVOCACY COMMUNICATIONS TEAM

In 2015, ASA established the Advocacy Communications Team (ACT) to help share the important story of good work being done by America's farmers and the promise of modern agriculture. In this training, a diverse group of soybean farmers completes an intense communications-focused program that provides them with the skills needed to share their stories through various channels including social media, interviews and speaking engagements, both on and off the farm.



As part of the Advocacy Communications Team, a diverse group of soybean farmers participates in intense communications training to tell the important story of America's farmers.

LEADERSHIP AT ITS BEST

The annual Leadership At Its Best program, sponsored by Syngenta, recognizes up-and-coming soybean farmer-leaders and provides them with extensive training to further develop their leadership skills. The program provides additional education on communication styles, strategic planning, forecasting, media training and business etiquette. Soybean farmer-leaders from 15 states participated in the 2015-2016 training. Syngenta also sponsors Advanced Leadership At Its Best training for current ASA leaders.



ASA's then-First Vice President Richard Wilkins addresses the 2015-16 Leadership At Its Best class in Minneapolis in August 2015, sponsored by Syngenta.



Syngenta trainer Steve Powell discusses an effective approach to communications on challenging topics with the Advanced Leadership At Its Best class in 2015.

YOUNG LEADER PROGRAM

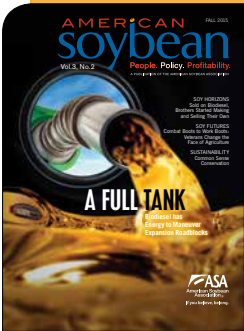
For more than 30 years, the ASA DuPont Young Leader program has identified and trained leaders for the soybean industry. In 1984, the program was a groundbreaker, recognizing the value that both partners play in a farming operation and training them equally, thereby encouraging and emphasizing the importance of diversity in the soybean industry. Today, the Young Leader Program continues to break boundaries, identifying and training new, innovative and engaged growers to serve as the voice of American agriculture.



The 2015-2016 class of ASA DuPont Young Leaders.

News & Information

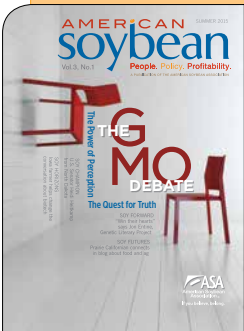
AMERICAN SOYBEAN MAGAZINE



Featuring: Biodiesel and Market Expansion

Highlights from Fall 2015 Issue
(Read stories at Soygrowers.com/ASAmag)

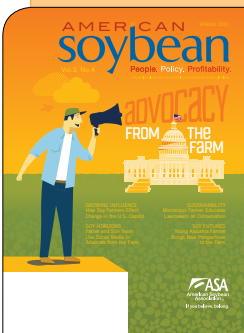
- Biodiesel has the energy to maneuver expansion roadblocks.
- Kansas brothers Matt and Luke Jaeger started making and selling their own biodiesel.
- Aaron White returned to his farming roots in Iowa after a career in the U.S. Marine Corps.



Featuring: The GMO Debate

Highlights from Summer 2015 Issue
(Read stories at Soygrowers.com/ASAmag)

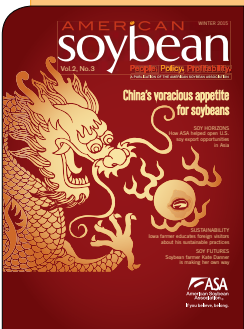
- The GMO debate—the power of perception and quest for truth.
- Iowa farmer Laura Foell is changing the conversation about biotech.
- North Dakota farm wife Jenny Dewey Rohrich blogs to connect with consumers on food and ag.



Featuring: Advocacy from the Farm

Highlights from Spring 2015 Issue
(Read stories at Soygrowers.com/ASAmag)

- How farmers effect change in Washington, DC and beyond.
- Kentucky father and son team Ramey and Quint Pottinger use social media to connect with lawmakers and consumers.
- Kyle Bridgeforth talks about his experience as an emerging black farmer in Alabama.



Featuring: Soy Export Marketing

Highlights from Winter 2015 Issue
(Read stories at Soygrowers.com/ASAmag)

- U.S. soybean growers build relationships and markets in China.
- Iowa farmer Mark Jackson educates international visitors about sustainable practices on his farm.
- Kate Danner is making her own way as a soybean farmer in Illinois.

eBEAN NEWS



The *eBean News* is an electronic newsletter published by ASA every Thursday to keep America's soybean farmers informed about important policy issues and other stories impacting the soybean industry. In *eBean News* you will find out about legislative and regulatory happenings, export market development, activity impacting the industry and advocacy efforts by, and for, U.S. soybean farmers.

If you don't already receive the weekly *eBean News*, you can sign up at Soygrowers.com/?p=4542 and it will be emailed to you.

SOYGROWERS.COM



Soygrowers.com is your online resource for a wealth of news and information about legislative, regulatory and trade issues that ASA is working on, as well as other issues impacting the soybean industry. Soygrowers.com is also where you access the Soy Action Center, which is a resource that allows you to easily contact your elected members of Congress to express your views or support for issues that impact soybean farming and agriculture.

On Soygrowers.com you also find information about international marketing efforts for soy, education programs, leadership training, award programs, and the leadership and governance of ASA.

The American Soybean Association advocates for U.S. soy farmers on policy and trade.



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



If you believe, belong.

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)