



2019 SOYBEAN SUCCESS REPORT

A Message from the President



Davie Stephens
ASA PRESIDENT

Dear American Soybean Association Members and Industry Friends,

I am very fortunate to be a part of the American Soybean Association, which enjoys a solid reputation with legislators and the Administration. The work we do is critical to the success of all farms in our 30-state soybean growing region.

ASA focuses on policy at the national level. Whether it's trade, conservation, sustainability, or a variety of other issues we face, the guidelines that legislators set really do shape the future of agriculture, both domestically and globally. It is imperative that we continue to get our message to our legislators on Capitol Hill. ASA gives all soybean farmers "one voice" to our legislators and keeps them laser-focused on our highest priorities.

I farm soybeans, corn, and poultry in Western Kentucky and Northwest Tennessee. My wife and I run the day-to-day operations. Being involved in the daily operations while also leading a national organization really helps me "connect the dots" between policy and how it directly impacts my small corner of the world. As one example, I have seen how ASA has educated legislators, which resulted in support for new technologies that are needed for our farms. ASA's focus on policy also provides the assurance that future generations will have the freedom to operate.

As you may know, we hired a new CEO in 2018, Ryan Findlay. Ryan brings with him a depth of knowledge from past work histories in government, industry, and associations. Ryan "gets it" and is constantly challenging us as an organization to be farmer-leader driven and to be hands-on with our legislators. He supports us being actively involved and not just sitting in meetings. And, he brings a high level of energy and enthusiasm to our organization.

We have had challenging moments throughout 2018. We had a farm bill expiring. We had trade issues that developed throughout the year, resulting in China enacting tariffs on soybeans. That has put additional strains on farm finances in an already down market. We also had the challenge of getting the Administration to continue to focus on infrastructure in the midst of all the other issues. There were, however, more successes than challenges. The Farm Bill was passed in the year it was set to expire, avoiding an extension as in past farm bills. The Market Facilitation Program was implemented, which helped offset, in the short term, some of the financial challenges the tariffs introduced. And, we are on the path to developing strong markets for our soybeans in new, emerging markets.

One thing I also want to mention that many may not know is that our farmer-leaders and our CEO have had great success in meeting face to face multiple times with key influencers and leaders in Washington, DC. The strong reputations of our national and state associations have helped us open doors. At the same time, when legislators and the Administration have situations or particular issues for which they seek more knowledge, they contact us. It is definitely a win-win.

2019 will be focused on four key issues: 1) Implementation of the Farm Bill, 2) Developing new markets and increasing trade, 3) Continuing to increase demand for biodiesel, and 4) Addressing aging infrastructure. I look forward to the challenges—and successes—ahead!

A handwritten signature in black ink that reads "Davie Stephens". The signature is written in a cursive, flowing style.

Major ASA Initiatives for 2019

Farm Bill – Implement policy that strengthens the farm and food safety net

Biodiesel – Continue defense of the Renewable Fuel Standard (RFS); pass multi-year extension of the blenders tax credit.

Regulation – Work with U.S. Department of Agriculture to improve the Coordinated Framework that regulates biotechnology. Streamline approvals of new biotech traits and ensure farmers have a voice in ongoing discussions on air and water quality regulation. Advance ASA's support of plant breeding innovations.

Trade – Work with the Administration and Congress to resolve outstanding tariff issues with China and to complete ratification of the United States-Mexico-Canada Agreement (NAFTA 2.0). Engage with the Administration to direct positive outcomes on bilateral trade negotiations with Japan, European Union, United Kingdom and Cuba. Encourage the Administration to initiate free trade agreement negotiations with other significant soy and livestock importing countries, including Indonesia and the Philippines. Support a doubling of funding for the Foreign Market Development (FMD) program and the Market Access Program (MAP).

Transportation and Infrastructure – Include soy farmer priorities in any infrastructure bill passed. Continue to push for increased funding for inland waterways, ports and harbor maintenance through the annual Energy and Water Appropriations bill. Support enactment of Water Resources Development Act (WRDA) reauthorization and administrative actions to accelerate upgrade of locks and dams on inland waterways system.

WOTUS – Work to finalize the new rule for Waters of the United States (WOTUS).

Aquaculture – Develop regulations that allow domestic off-shore production.

Soyfoods – Defend the valuable soyfoods market from regulatory and legislative challenge, and expand the market.

Budget and Appropriations – Support annual appropriations for the U.S. Department of Agriculture, including Foreign Market Development, Market Access Program, food aid, ag research, conservation programs and rural broadband. Support increased funding for Inland Waterways and Harbor Maintenance Trust Funds. Support increased funding for Environmental Protection Agency pesticide programs.



ASA at Work for Soybean Farmers in 2018

Fought hard for trade, not tariffs – ASA maintained consistent positions on the Administration's trade initiatives, supporting negotiations that can increase agricultural exports to reduce the U.S. trade deficit. ASA also raised concerns about the use of import tariffs, particularly against China, as a tool for obtaining trade and other concessions.

Assisted in securing aid – When China imposed retaliatory tariffs on imports of U.S. soybeans, ASA successfully advocated at the U.S. Department of Agriculture and the Office of Management and Budget for proportionate assistance for soybean producers under the Market Facilitation Program. ASA also advocated that the trade aid package include funding for market development through the Trade Promotion Program.

Encouraged the Administration to be amenable to agreements – ASA supported renegotiation of the South Korea Free Trade Agreement to build momentum for additional trade agreements. ASA strongly supported the successful renegotiation of the North America Free Trade Agreement (NAFTA) as the new United States-Mexico-Canada (USMCA) Agreement. In addition to securing the Mexican market as the second largest importer of U.S. soybeans, the terms agreed to by Canada will increase U.S. poultry and dairy exports. Building on this momentum, ASA is continuing to urge the Administration to move quickly to negotiate additional Free Trade Agreements, including with the European Union, Japan, and other countries with potential for increasing soy and livestock product imports.

Pressed for on-time Farm Bill passage – ASA advocated for passage of a five-year farm bill that protects crop insurance and includes resources for market development, conservation and research, and other programs. The bill maintains the existing crop insurance program, extends the Price Loss Coverage (PLC) and county Agriculture Risk Coverage (ARC) programs in place since the 2014 Farm Bill, allows farmers four elections between these programs on a farm-by-farm and crop-by-crop basis, raises the soybean marketing assistance loan rate to \$6.20 from \$5.00 per bushel, and increases the cap on Conservation Reserve Program (CRP) acres from 24 to 27 million acres.

Extolled the benefits of infrastructure funding – ASA supported continued increases in funding for Army Corps of Engineers inland waterways infrastructure projects and programs. Fiscal year 2019 was the fourth straight year of increased and record funding levels for the U.S. Army Corps of Engineers Civil Works and Operations & Management accounts that support inland waterways infrastructure.

Talked frankly about a fair bioengineered food disclosure rule – ASA worked with others in the supply chain to urge the U.S. Department of Agriculture and the White House to announce the bioengineered food disclosure standard final rule that does not mandate labeling of many refined ingredients and includes an unintentional 5 percent threshold.

Pushed to kill pesky approval times – ASA, through the Pesticide Policy Coalition, led successful efforts to have Congress fully fund the Office of Pesticide Programs at the maximum statutory level, which will aid in more timely reviews and approvals of new and existing crop protection tools.

Put the pressure on for a clearer WOTUS rule – ASA successfully advocated for the Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers to develop a Waters of the U.S. (WOTUS) rule that provides regulatory certainty to farmers and landowners by clearly outlining the regulated bodies of waters, defining the terms, and remaining within the jurisdiction of the Clean Water Act.

Drove hard for biodiesel volumes – ASA advocated for an increase in Renewable Fuel Standard (RFS) biodiesel volumes proposed by the EPA for 2020—the first time in several years EPA has proposed increases for biomass-based diesel volumes. ASA worked with the National Biodiesel Board to obtain a favorable determination in a case against subsidized biodiesel imports, resulting in diminished imports and increased domestic production. ASA continues to push for extension of the biodiesel tax credit.

Defended soy's reputation – ASA was successful in reversing a requirement from the Defense Logistics Agency (DLA) that would have prohibited soy ingredients in military dining. Additionally, ASA supported report language in the fiscal year 2018 Department of Defense appropriations bill that directed DLA to publish the scientific justification for its requirement.

Communicated clearly for broadband – As part of the Agricultural Broadband Coalition, ASA provided feedback to the U.S. Department of Agriculture's Rural Utilities Service in the design of its e-connectivity pilot program. ASA was successful in advocating for inclusion of the Precision Agriculture Connectivity Act in the 2018 Farm Bill, an important step to developing widespread broadband internet access on farmland.

Soybean Farmers Put Advocacy in Action

Advocacy Teams – The president of the American Soybean Association (ASA) appoints all members of the ASA board to serve on Advocacy Teams. The five Advocacy Teams are involved in monitoring policy actions, analyzing policy, developing advocacy action plans, providing advocacy leadership and participating in various advocacy efforts related to the team's topics of focus.

Farm Policy Advocacy Team

Chair: Kendell Culp (IN)

Trade Policy and International Affairs Advocacy Team

Chair: Kevin Scott (SD)

Conservation, Aquaculture & Precision Ag Advocacy Team

Chair: Charles Atkinson (KS)

Biodiesel and Infrastructure Advocacy Team

Chair: Rob Shaffer (IL)

Regulatory Advocacy Team

Chair: Caleb Ragland (KY)



Soy Action Center – As part of ASA's advocacy efforts, it's also important to engage soybean farmers and have their voices heard in Washington. ASA's online Soy Action Center is a resource that allows farmers to easily contact their elected members of Congress to express their views or support for issues that impact soybean farming and agriculture. The Soy Action Center is conveniently accessed from the homepage of ASA's website, SoyGrowers.com.



North Dakota soybean farmer and state delegate Eric Broten takes the floor to discuss ASA policy resolutions during the 2018 Voting Delegates session in Anaheim, Calif. More than 150 delegates participate, representing 30 soybean-producing states. Photo by Steve Dolan



ASA 2018 President John Heisdorffer (left) talks to U.S. Department of Agriculture Secretary Sonny Perdue about the impact of soybean trade with China.



ASA 2018 President John Heisdorffer (seated at desk 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 highlighted the importance of maintaining China as a robust market for U.S. soybean exports, and the lasting effects the implemented tariffs and a trade war would have on soybean farmers.



Soybean farmers from across the U.S. visit with Rep. Collin Peterson (D-MN) (in blue shirt) regarding trade and the 2018 Farm Bill.

Soy Farmers Represent the U.S. and Canada

ASA Governing Committee

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VICE PRESIDENT

Bill Gordon (MN)

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John Heisdorffer (IA)

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Bret Davis (OH)

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AT-LARGE

Brad Doyle (AR)

AT-LARGE

Ronnie Russell (MO)

AT-LARGE

Kevin Scott (SD)

AT-LARGE

Joe Steinkamp (IN)

ASA Executive Staff

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Brad Doyle
Weiner, AR

Brian Ogletree
Milner, GA

Stan Born
Dunlap, IL



Kendell Culp
Rensselaer, IN

Joe Steinkamp
Evansville, IN

Dean Coleman
Humboldt, IA

Wayne Fredericks
Osage, IA



Ryan Kirby
Belcher, LA

Matt Stutzman
Adrian, MI

Richard Wilkins
Greenwood, DE

George Goblish
Vesta, MN

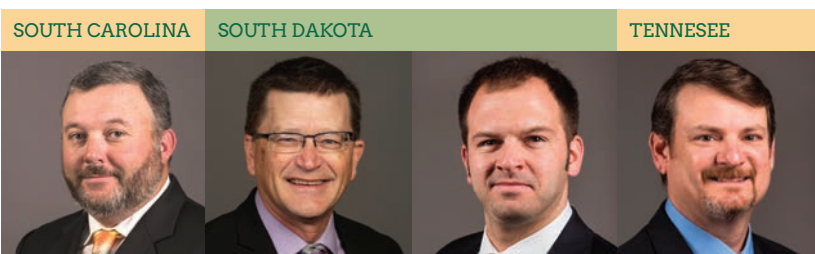


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Richmond, MO

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Shickley, NE

Dennis Fujan
Prague, NE

Todd Du Mond
Union Springs, NY



Cliff Barron
Johnsonville, SC

Kevin Scott
Valley Springs, SD

Brandon Wipf
Huron, SD

Eric Maupin
Newbern, TN

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David Droste
Nashville, IL

Jered Hooker
Clinton, IL

Ron Moore
Roseville, IL

Bill Raben
Ridgway, IL

Rob Shaffer
El Paso, IL

Bill Wykes
Yorkville, IL

IOWA

KANSAS

KENTUCKY



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Morey Hill
Madrid, IA

Brian Kemp
Sibley, IA

Charles Atkinson
Great Bend, KS

Gerry Hayden
Calhoun, KY

Caleb Ragland
Magnolia, KY

Davie Stephens
Clinton, KY

MINNESOTA

MISSISSIPPI

MISSOURI



Bill Gordon
Worthington, MN

Chris Hill
Brewster, MN

Kurt Krueger
Rothsay, MN

Jim Kukowski
Strathcona, MN

Joel Schreurs
Tyler, MN

Willard Jack
Belzoni, MS

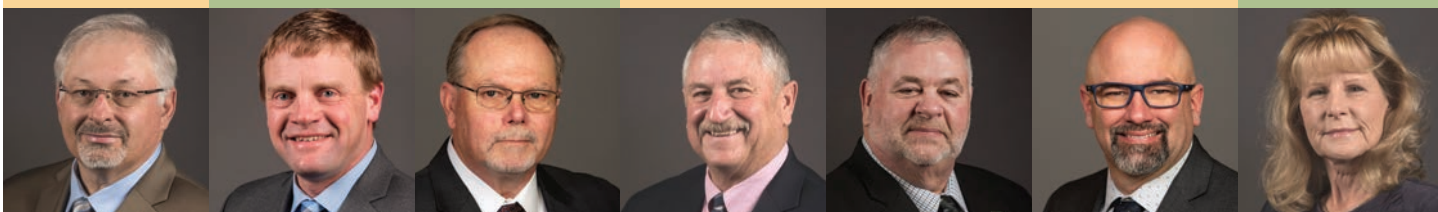
Brooks Hurst
Tarkio, MO

NORTH CAROLINA

NORTH DAKOTA

OHIO

OKLAHOMA



Jimmy Thomas
Timberlake, NC

Josh Gackle
Kulm, ND

Monte Peterson
Valley City, ND

Jerry Bambauer
New Bremen, OH

Bret Davis
Delaware, OH

Scott Metzger
Williamsport, OH

Pam Snelson
Wann, OK

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Wade Cowan
Brownfield, TX

Nick Moody
Blackstone, VA

Brad Kremer
Pittsville, WI

Don Lutz
Scandinavia, WI

Scott Persall
Ontario, Canada

Ryan Findlay
St. Louis, MO

ASA AFFILIATES

State Soybean Associations

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)

midatlanticsoybeans.org

Minnesota Soybean Growers

Association

mnsoybean.org

Mississippi Soybean Association

No state website, visit Soygrowers.com

Missouri Soybean Association

mosoy.org

Nebraska Soybean Association

nesoybeans.org

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

texasoybeans.org

Virginia Soybean Association

vasoybean.com

Wisconsin Soybean Association

wisoybean.org

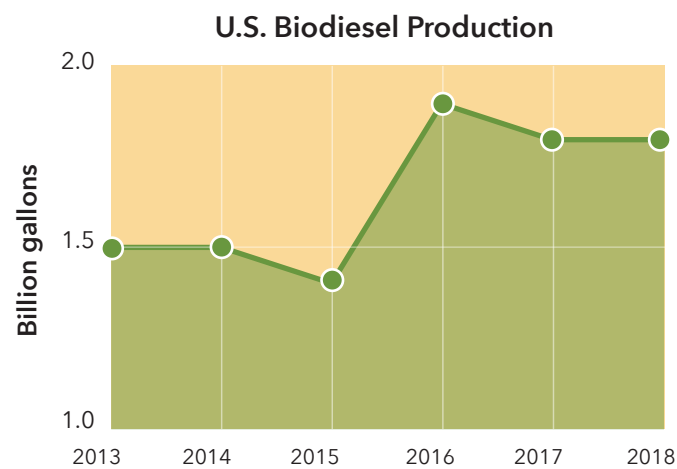
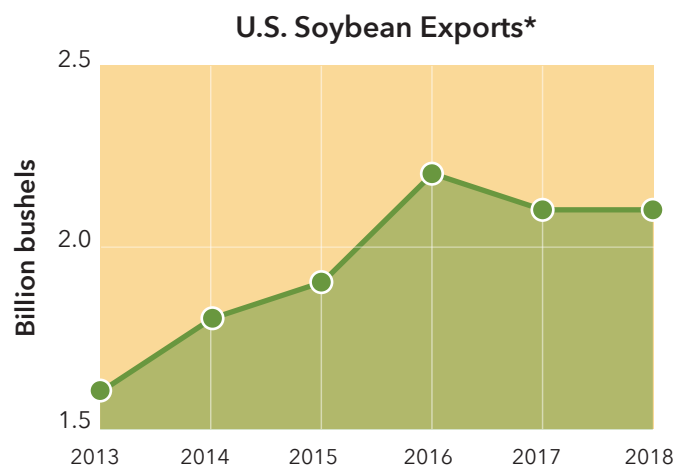
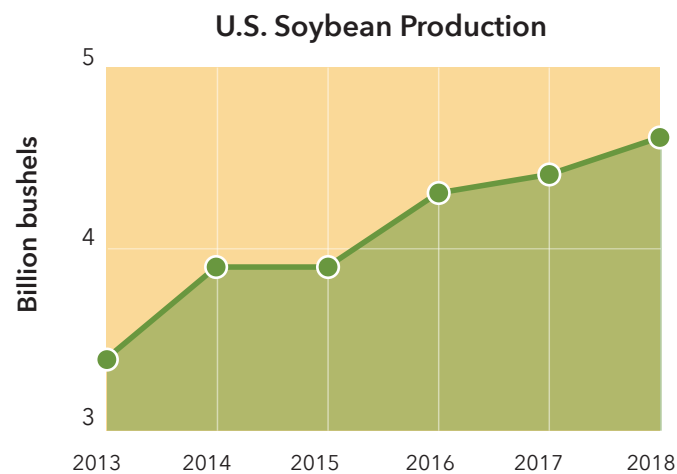
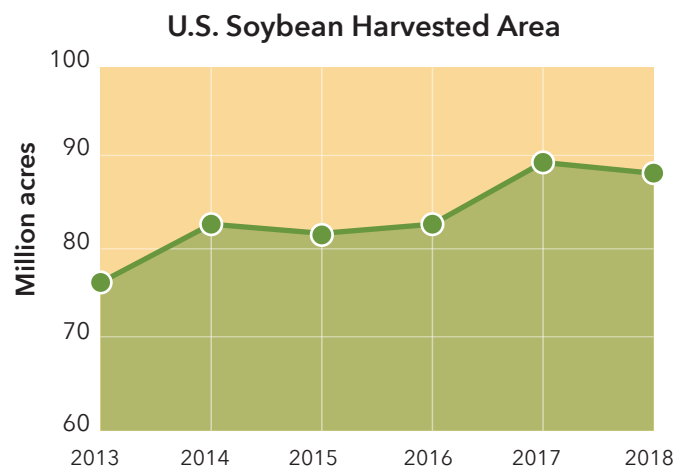
Commodity Classic

Commodity Classic is America's largest farmer-led, farmer-focused convention and trade show. Because it's farmer-led, every educational session, presentation and experience is designed to help farmers get the answers, information, ideas and inspiration they are looking for. Attendees find top-notch education, a huge trade show, thought-provoking speakers, and networking with innovative farmers from across the country at this conference and trade show. Commodity Classic is presented by the American Soybean Association, National Corn Growers Association, National Sorghum Producers, National Association of Wheat Growers and Association of Equipment Manufacturers. For more information, go to CommodityClassic.com.



The ASA booth at the 2018 Commodity Classic in Anaheim, Calif. was among a total of 1,894 booth spaces representing 367 companies at the trade show. There were more than 8,000 registered attendees at Commodity Classic in Anaheim. Photo by Steve Dolan

Soy by the Numbers, 2013-2018



* Based on 12-month marketing years that end Aug. 31 of the year indicated.



Programs to Learn and Engage

Ag Voices of the Future - The program is designed to expose young people with a connection to the farm to an education on major policy issues and advocacy. It will also encourage them to consider careers within agriculture associations and industry, as well as government regulatory and legislative positions. During the training, students join others from their state soybean associations to visit their legislators on Capitol Hill. While the program targets college students ages 18-21, older students also are considered for the Ag Voices program. Valent is ASA's corporate partner for Ag Voices of the Future.



Ag Voices of the Future students learn more about the regulatory process during a presentation by Sheryl Kunickis, director, Office of Pest Management Policy at USDA in Washington, D.C., during their training.

Advocacy Communications Team (ACT) - Through advanced communications and advocacy training, a network of soybean farmers diverse in experience and background, but each with a passion for interacting with consumers and the media, are sharing the farming story and helping more Americans discover the good work and promise of modern agriculture. Training for ACT members focuses on skills for social media advocacy and on-camera interviews. A key strength of the program is having participants that represent many ages and levels of leadership. Bayer is ASA's sponsor for the program.

Advocacy Communications Team participants like Amanda Heilman of Maryland are active on social media and receive training to hone their messages both online and in live interviews. Photo courtesy of Maryland Soybean Board.



Leadership At Its Best - This program is for current directors or committee chairs of state soybean associations who have a strong desire to assume top leadership positions. The training sessions cover advanced leadership, agricultural issues, communications and media training. Part of the training takes place in Washington, D.C., and includes a Capitol Hill visit. Many states have a selection process to determine who will represent their state at the Leadership At Its Best program. Syngenta partners with ASA to sponsor and lead the training sessions.



Leadership At Its Best participants discuss how to address legislative issues, interact with the media, manage diverse communications styles, plan and strategize for the future, and improve productivity.

Young Leader Program - This two-part educational program is for individuals and couples who are active farmers. The Young Leader Program is ASA's longest running leadership program, founded in 1984 to identify and train new leaders. The program is leadership focused with components on communications and issues information, and provides participants with important soybean industry updates. With an environment for learning and sharing, networking is also a strong aspect of this program, sponsored by Corteva Agriscience, Agriculture Division of DowDuPont.



In addition to issues and communication training, networking is a strong component of the Young Leader Program. Tim Guldener from Illinois and Joshua Askew from North Dakota engage in conversation during Young Leader training.

Soy Market Development

ASA/WISHH Connects Trade and Development -

ASA's WISHH program builds demand and drives growth for U.S. soy by connecting trade and development. With 2018 support from 20 Qualified State Soybean organizations, WISHH leveraged farmer dollars \$6 to \$1 over the past five years as it implemented programs like AMPLIFIES Ghana, a U.S. Department of Agriculture (USDA)-funded poultry feed project.

Demand growth for Ghanaian-grown soybeans is already outpacing local production; 11,000 metric tons of U.S. soybeans and soybean meal was sold commercially to help finance the project. Egg markets report increased sales in targeted areas, and estimates show that an additional 10 eggs consumed per person per year in Ghana equates to a 7,000 metric ton demand for soybean meal.

In 2018, WISHH won another USDA project to develop Cambodia's aquaculture industry that recognizes the value of soy protein in feed. WISHH is also at work in Central America, where 2018 exports increased to nearly 1.9 million metric tons and whole soybean exports jumped 12 percent over the previous year.

In 2018, Liz Hare was named executive director of WISHH; she previously was deputy director. A committee of 14 soybean farmers from across the country helps lead WISHH.



The American Soybean Association's WISHH program hosts a delegation of food and feed processors from Africa and Latin America on a trade trip through Michigan to meet with potential suppliers.

Building Preference for U.S. Soy - U.S. Soybean

Export Council (USSEC) is a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusinesses and agricultural organizations.

Through a global network of international offices and strong support in the United States, USSEC helps build a preference for U.S. soybeans and soybean products, advocates for the use of soy in feed, aquaculture and human consumption, promotes the benefits of soy use through education, and connects industry leaders. USSEC's global network is divided into six international regions: Southeast Asia, North Asia, Greater Europe, Middle East/North Africa, the Americas, and the Asian Subcontinent.

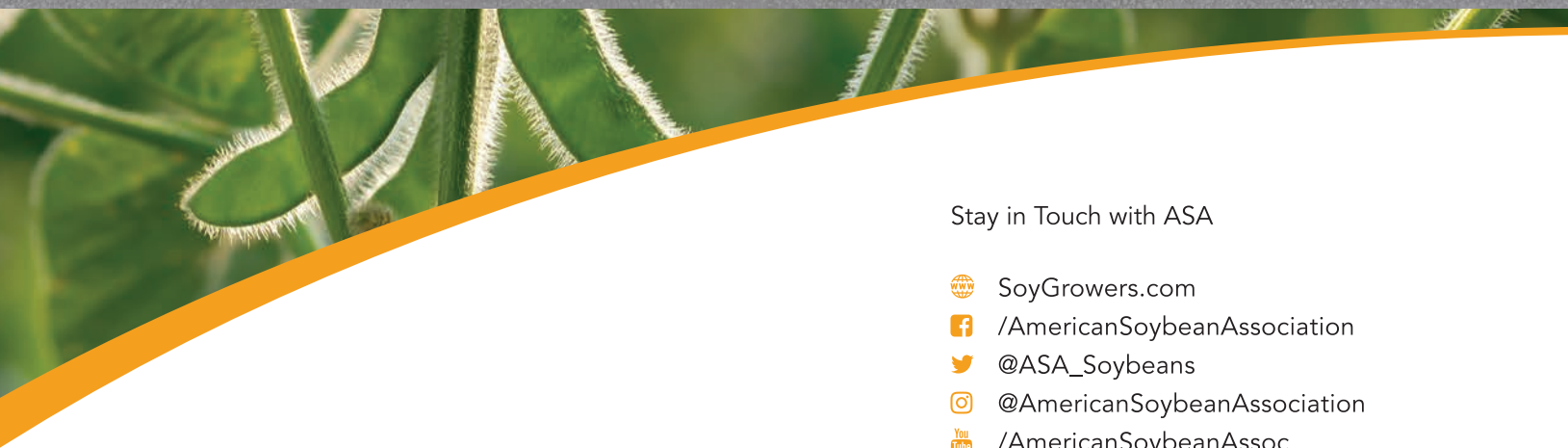
The American Soybean Association, through USSEC, along with the soybean checkoff and industry partners, helps maintain and grow U.S. soy export markets. Cost-share funding provided by the U.S. Department of Agriculture's Foreign Agricultural Service is invested by the American Soybean Association into USSEC to operate global offices and conduct activities to maximize the use of U.S. soy internationally.








USSEC sponsored the Oilseeds and Grain Purchasing Tools and Resources course. The training hosted professionals from Mexico, Guatemala, Costa Rica, El Salvador, Panama, Peru, Colombia, Singapore, Ecuador, Venezuela, Dominican Republic and the United States. The course served as a way to educate international buyers on U.S. soybeans and the value they provide. Photo courtesy of USSEC.



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



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