



In 1920, the American Soybean Association
came here to represent soybean farmers.

We're still on the job.

ASA Soybean Success 2010 Report

The ASA mission is to increase market opportunities
and value for U.S. soybean farmers.



If you believe, belong.

POLICY

2009 POLICY HIGHLIGHTS

- ASA garnered more than \$12.8 million in export funding from the U.S. Department of Agriculture's Foreign Agricultural Service for promotion of U.S. soybeans and soybean products.
- ASA opposed House and Senate versions of climate change legislation. A major concern being that the bills would impact farmers without providing sufficient measures to protect U.S. economic competitiveness.
- ASA led a push to extend the biodiesel tax incentive beyond December 31, 2009. Congress did not address the issue in 2009, so ASA is pushing for reinstatement and retroactive application of the biodiesel tax incentive in 2010.
- ASA and other members of the American Oilseed Coalition submitted a letter to U.S. Trade Representative Ron Kirk identifying countries that are priorities for the U.S. oilseed industry for future Free Trade Agreements.
- ASA submitted its comments on the development of a roadmap for agricultural research being prepared by the Research, Education and Extension Office of the U.S. Department of Agriculture.
- ASA led opposition to the Environmental Protection Agency's (EPA) proposed rule for the expanded Renewable Fuel Standard, saying the EPA used flawed assumptions, including that U.S. production of biodiesel has resulted in indirect land use change by diverting rainforest in Brazil to soy production.
- Thanks to ASA's advocacy, the U.S. Department of Agriculture will continue to provide funding for the Asian Soybean Rust Pest Information Platform for Education and Extension, which helps protect the U.S. soybean crop and saves soybean farmers millions of dollars annually.
- ASA convinced the U.S. Department of Agriculture to use 2007 and 2008 Season Average Prices in determining the revenue guarantee for the new Average Crop Revenue Election program, rather than using the lower 2006 and 2007 prices.

Message from the CEO



2010 is an exciting year for the American Soybean Association (ASA) because we are celebrating our 90th Anniversary. ASA has been a grassroots membership organization since 1920, when early soybean farmers and extension workers decided to form a national organization to promote soybeans and increase market opportunities for the crop.

ASA's nine decades of success as a farmer- and member-led organization is an excellent example of how soybean farmers understand the importance of helping guide the issues that impact them, value the process of finding viable solutions to challenges and are willing to support the work that needs to be done to represent their interests.

In this Soybean Success Report you will find a variety of information about ASA activities and programs, state affiliates and soybean supporters. I especially want to point out pages 4 and 5, where you will see highlights of activities and achievements from all nine decades of ASA's existence. On this page is a brief review of our most recent successes and activities. The result of ASA's work during the past 90 years has contributed hundreds of billions of dollars to the profitability of U.S. soybean farmers.

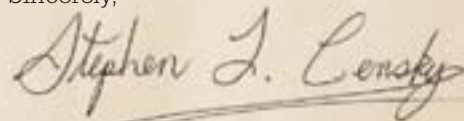
After 90 years of national policy work it is more important than ever for ASA to continue this vital legislative and regulatory work as the issues impacting U.S. soybean production become more complex and far reaching. Your voluntary membership support makes ASA's work possible, as the law prohibits soybean checkoff dollars from being used for policy efforts.

As we celebrate ASA's 90th Anniversary, it is rewarding to know that ASA has helped the soybean industry grow dramatically. In 1919, only about 1 million bushels of soybeans were produced on 112,826 acres at a value of about \$4.5 million. Now, 90 years later, ASA is proud that the journey for soybean production in the U.S. has led to production of 3.36 billion bushels of soybeans from 76.4 million acres with a value of about \$33.6 billion.

I look forward to continuing to work on soybean issues under your grassroots direction and the guidance of the farmer leaders you have elected to the ASA Board of Directors.

Thank you for your support.

Sincerely,



Stephen Censky

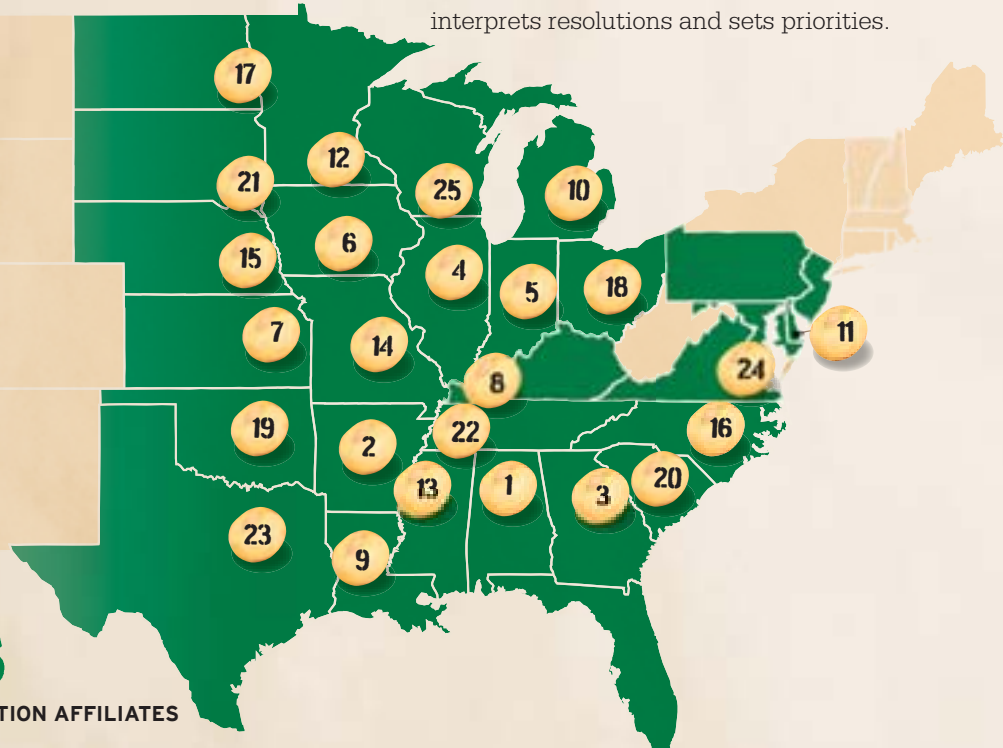
Chief Executive Officer

A Grassroots Policy Process

The state soybean associations and their farmer leaders and members are vital to maintaining a strong grassroots policy process for the American Soybean Association (ASA). State-elected farmer delegates are involved in reviewing and revising the policy direction of ASA through the annual ASA Voting Delegates Meeting. These policies are what guide the ASA Board of Directors as national farmer leaders pursue initiatives and public policies that improve U.S. soybean farmer profitability.

Here are the steps in ASA's grassroots policy process.

1. Soybean farmers become members of their state soybean association and ASA.
2. Members of state soybean associations elect state delegates and adopt state policies.
3. State association presidents serve on ASA Resolutions Committees, which recommend proposed national policy resolutions.
4. About 130 state delegates meet at the annual ASA Voting Delegates Session to discuss, debate and adopt final policy resolutions for ASA.
5. The ASA Board of Directors, made up of elected farmer leaders from the state associations, interprets resolutions and sets priorities.



AFFILIATES

STATE SOYBEAN ASSOCIATION AFFILIATES

- | | | | |
|--|--|---|--|
| 1 Alabama Soybean & Corn Association
Madison, AL • 256-882-3369 | 7 Kansas Soybean Association
Topeka, KS • 800-328-7390 | 13 Mississippi Soybean Association
Indianola, MS • 662-887-3919 | 19 Oklahoma Soybean Association
Claremore, OK • 918-343-2326 |
| 2 Arkansas Soybean Association
Little Rock, AR • 501-666-1418 | 8 Kentucky Soybean Association
Princeton, KY • 800-232-6769 | 14 Missouri Soybean Association
Jefferson City, MO • 573-635-3819 | 20 South Carolina Corn & Soybean Association
Lexington, SC • 803-356-3727 |
| 3 Georgia/Florida Soybean Association
Athens, GA • 706-542-3493 | 9 Louisiana Soybean Association
Alexandria, LA • 318-473-6520 | 15 Nebraska Soybean Association
Lincoln, NE • 402-441-3239 | 21 South Dakota Soybean Association
Sioux Falls, SD • 605-330-0278 |
| 4 Illinois Soybean Association
Bloomington, IL • 309-663-7692 | 10 Michigan Soybean Association
Frankenmuth, MI • 989-652-3294 | 16 North Carolina Soybean Producers Association
Raleigh, NC • 800-839-5775 | 22 Tennessee Soybean Association
Jackson, TN • 731-668-2850 |
| 5 Indiana Soybean Alliance
Indianapolis, IN • 317-347-3620 | 11 Mid-Atlantic Soybean Association (DE, MD, NJ, PA)
Seaford, DE • 302-628-1385 | 17 North Dakota Soybean Growers Association
Coxford, ND • 701-640-5215 | 23 Texas Soybean Association
Little Rock, AR • 501-666-1418 |
| 6 Iowa Soybean Association
Ankeny, IA • 515-251-8640 | 12 Minnesota Soybean Growers Association
Mankato, MN • 507-388-1635 | 18 Ohio Soybean Association
Worthington, OH • 614-476-3100 | 24 Virginia Soybean Association
Williamsburg, VA • 757-564-0153 |
| | | | 25 Wisconsin Soybean Association
Madison, WI • 608-274-7522 |

Highlights from Nine Decades of ASA



1920s

- The first Corn Belt Soybean Field Day was held in September 1920 in Camden, Indiana at the Fouts Brothers Farm. Attendees at the event formed the National Soybean Growers' Association (original name of the American Soybean Association).
- In early policy activity, ASA celebrated a major legislative victory when its work helped get a tariff levied on low cost imported soybean cake and meal in 1928.
- The National Soybean Growers' Association changed its name to American Soybean Association in 1925.



1930s

- In 1930, ASA helped enact a stronger protective tariff for soybeans, soy oil and soy meal.
- ASA was pleased when the Chicago Board of Trade established a soybean futures market in 1936.
- Throughout the 1930s, ASA worked with new organizations like National Soybean Processors Association, Soya Foods Research Council, Soybean Nutritional Council and Soy Flour Association.



1940s

- ASA established its headquarters in Hudson, Iowa in 1940 and by the end of the year had created and published the first issue of the *Soybean Digest* magazine.
- In the 1940s, ASA opposed government efforts to reduce soybean production and restrict exports.
- In 1947, ASA published the first issue of the *Soybean Blue Book*, a yearbook and directory for the industry.
- By the late 1940s, ASA leaders were regularly traveling at their own expense to foreign countries seeking to find new markets for U.S. soybeans, soy oil and soy meal.



1960s

- In 1962, the Minnesota Soybean Growers Association was founded and became ASA's first affiliated state soybean association. In 2009, ASA had 25 affiliated state associations.
- By the mid-60s, ASA began funding research to find new uses for soybeans and reduce production costs.
- During this decade, ASA and affiliated state soybean associations began to initiate farmer-funded state checkoff programs.
- In 1969, ASA reported for the first time that more than half of the U.S. soybean crop for the year was exported.

1950s

- ASA's continuing efforts to market U.S. soybeans in foreign countries resulted in Japan becoming America's largest single customer for soybeans by 1955.
- In 1956, ASA and the Foreign Agricultural Service signed the first joint market development contracts for work in Europe and Japan.
- ASA established its first overseas office in Tokyo, Japan in 1956.





1970s

- The International Soybean Program was established in Urbana, Illinois in 1973 to improve nutrition around the world through increased use of soybeans.
- In 1975, the American Soybean Association's Market Development Foundation was created from the American Soybean Institute and a funding agency called the American Association Market Development Fund. The Foundation's purpose was to receive farmer checkoff funds, review market development programs and budgets, authorize ASA to conduct these activities and pay ASA for its services.
- ASA established its world headquarters in St. Louis, Missouri in 1978.

1980s

- With the 1984 opening of ASA's Caracas office to serve the South American market, ASA had 11 international offices, including Brussels, Hamburg, Madrid, Mexico City, Peking, Seoul, Singapore, Taipei, Tokyo and Vienna.
- In 1987, ASA launched a truth-in-labeling campaign to stop hidden use of highly saturated tropical fats in foods and increase market share for soybean oil.
- ASA sold the publishing rights to the *Soya Bluebook* to Soyatech, Inc. in 1988.

1990s

- ASA created the legislation that established the National Soybean Checkoff in 1991.
- In 1995, ASA led a successful effort to enact legislation that differentiated agricultural oils from petroleum oils.
- ASA was successful in gaining expansion of the Crop Revenue Coverage program into 12 additional states for the 1998 crop year, which doubled the number of states eligible for the program.
- In 1999, based on a petition filed by ASA, the U.S. Food and Drug Administration approved a new soy health claim for use on food labels.

2000s

- In 2001, ASA launched the World Initiative for Soy in Human Health, a program to promote the use of soy products in food aid programs worldwide.
- Under the 2002 Farm Bill, ASA lobbied successfully for soybeans to be treated as a program crop, making farmers eligible for 44 cents/bu. direct payments and a \$5.80/bu. target price.
- In 2004, ASA achieved a major legislative victory when the first ever biodiesel tax incentive was signed into law, an important accomplishment as soy oil is the primary feedstock for biodiesel.
- ASA's international market development and trade policy activities helped boost U.S. soybean exports to more than 1 billion bushels for the first time in marketing year 2000/01, growing to a projected 1.375 billion bushels in marketing year 2009/10.

90 years
1920-2010
American Soybean Association®

Outreach

Leadership Training and Education

The American Soybean Association (ASA) places great importance on leadership training and grower education. ASA has had a longtime commitment to helping develop influential and effective grower leaders for the soybean industry. ASA offers a variety of training programs to address different levels of leadership skills and experience. ASA also has a wide range of information and education opportunities available to growers, ranging from policy issues to production to industry news. For more about ASA leadership training and grower education visit the ASA website at SoyGrowers.com.

Biotech Outreach and International Markets

ASA has been leading a variety of biotech outreach activities that impact international export markets for soybeans, such as the Soybean Biotechnology Working Group. ASA's involvement in educating European Union officials about the need to streamline their regulatory approvals of U.S. biotech soybean imports was highly successful. This helped avoid export disruptions and allow U.S. seed companies to launch better performing biotech varieties to U.S. growers. ASA has also achieved great success through its trade policy activities that support international marketing growth. Exports to China in 2009 totaled nearly 700 million bushels – a number that would never have been possible without ASA's involvement early in the decade in getting U.S. trade officials to prevent China from limiting U.S. soybean imports to only 110 million bushels annually.

SoyPAC Political Action



SoyPAC is the political action committee (PAC) created in 2004 by the American Soybean Association (ASA). SoyPAC resources are used to support congressional candidates who have routinely championed soybean priorities in Congress. Funding for SoyPAC comes from contributions by ASA members and through special fundraising activities. SoyPAC is another tool to positively impact the important issues facing the U.S. soybean industry. For more information visit SoyGrowers.com.

Annual Commodity Classic



Commodity Classic is the premier convention and trade show of the American Soybean Association and the National Corn Growers Association, along with affiliates the National Association of Wheat Growers



Children and mothers in the west African country of Burkina Faso received better nutrition again in 2009 from foods made with U.S. defatted soy flour. WISHH has worked with the Africare organization on its repeat requests for the U.S. government to buy the product. (ASA photo.)

and the National Sorghum Producers. This once-a-year opportunity for farmers features a trade show, valuable educational sessions, technology demonstrations, association banquets, entertainment events and important networking opportunities. For more information, visit CommodityClassic.com.

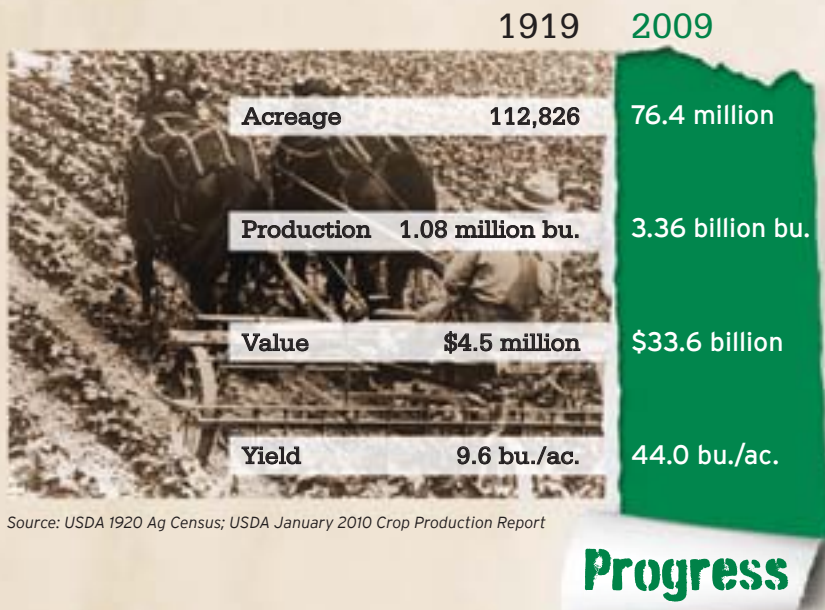
ASA's WISHH Marks a Decade of Growth

A decade ago, U.S. soybean growers, through their qualified state soybean boards, formed an agreement with ASA to launch the World Initiative for Soy in Human Health (WISHH). The result is increased use of U.S. soy for human health, while creating markets. For example, Nigeria imported more than \$1 million in soy protein in 2009. The potential for WISHH was even more evident in 2009 when the United Nations reported that global food production must double by 2050 to head off mass hunger. Furthermore, WISHH has a proven track record in global activities that are a priority for the Obama Administration. Visit Wishh.org.

The World Soy Foundation, a 501(c)(3) organization established by ASA, works collaboratively with humanitarian organizations, corporations, public and private foundations, international organizations, U.S. and international governments, and individuals to deliver soy protein and nutrition education to people in developing nations. More information is available at WorldSoyFoundation.org.

Production

U.S. Soybean Production: 90 Years of Progress with ASA



Source: USDA 1920 Ag Census; USDA January 2010 Crop Production Report

ASA Industry Supporters

The American Soybean Association thanks the companies and organizations that provide important support to ASA programs.
(This alphabetical listing reflects each category of support in fiscal year 2009.)

PRESIDENT'S CIRCLE

(\$300,000 and above)

- BASF
- Monsanto
- Pioneer Hi-Bred, a DuPont business

SOY PARTNERS

(\$50,000 to \$299,999)

- Archer Daniels Midland Company
- Ag Processing Inc.
- Bayer CropScience
- National Biodiesel Board
- National Oilseed Processors Association
- United Soybean Board
- Syngenta

SOY TEAM

(\$5,000 to \$49,999)

- BNSF Railway
- Bunge
- Cargill Inc.
- Case IH
- CoBank
- Dow AgroSciences
- John Deere
- EMD Crop BioScience
- Pharmavite LLC (SOYJOY)
- The Solae Company
- West Central Cooperative

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www.SoyGrowers.com
E-mail: membership@soy.org

RANKING

U.S. Soybean Production by State

	Acres Harvested
1. Iowa	9,530,000
2. Illinois	9,350,000
3. Minnesota	7,120,000
4. Indiana	5,440,000
5. Missouri	5,300,000
6. Nebraska	4,760,000
7. Ohio	4,530,000
8. South Dakota	4,190,000
9. North Dakota	3,870,000
10. Kansas	3,650,000
11. Arkansas	3,270,000
12. Mississippi	2,030,000
13. Michigan	1,990,000
14. North Carolina	1,770,000
15. Wisconsin	1,620,000
16. Tennessee	1,530,000
17. Kentucky	1,420,000
18. Louisiana	940,000
19. South Carolina	570,000
20. Virginia	570,000
21. Maryland	475,000
22. Georgia	450,000
23. Pennsylvania	445,000
24. Alabama	430,000
25. Oklahoma	390,000
26. New York	254,000
27. Texas	190,000
28. Delaware	183,000
29. New Jersey	87,000
30. Florida	34,000
31. West Virginia	19,000

Source: USDA January 2010 Crop Production Report



If you believe, belong.



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Raise Your Expectations of What an Acre Can Do

At BASF, we believe that every acre of productive land has unrealized potential, especially when it comes to higher soybean yields. Each year, growers strive to optimize productivity and performance, using management tools to boost quality and yield even higher. The BASF portfolio of soybean solutions is designed to help you get the most out of every acre. In combination, these solutions can help effectively safeguard against weed, disease and pest pressure to allow crops to reach their greatest potential.

Control Disease and Improve Plant Health

Today's fungicides are designed to stop disease pressure in its tracks. **Headline**® fungicide offers benefits beyond your typical fungicide. A fast-acting, broad-spectrum fungicide with a high level of activity on major diseases that threaten yield and crop quality, **Headline** controls more than 50 diseases. **Headline** is also proven to boost Plant Health – for greater seed quality, higher stress tolerance, healthier plants and higher yields.

Control Yield-robbing Weeds

Don't let weed pressure rob your soybeans of their nutrients and growth potential. **Kixor**® herbicide technology is one of the biggest advances in herbicides, offering a new kind of foliar and soil activity on today's toughest weeds. Powered by **Kixor** herbicide technology, **Sharpen**™ herbicide provides fast, flexible burndown of broadleaf weeds when applied preplant through preemergence. **OpTill**™ herbicide, powered by **Kixor** herbicide technology plus imazethapyr, offers enhanced burndown and residual control in soybeans when applied preplant through preemergence.

Extreme® herbicide can be applied from preplant to postemergence for burndown and residual control of tough broadleaves and grasses, giving your beans a fighting chance. **Prowl**® H2O herbicide provides excellent control of pesky late-emerging grasses and broadleaves.

Stop Pests From Eating Your Profits

When destructive pests threaten yield potential, **Respect**® insecticide is the answer. **Respect** controls a wide variety of late season pests with ease, and easy mixing and a broad label make it a convenient choice. It can be used as a stand-alone treatment or tank mixed with **Headline** fungicide to deliver unparalleled crop protection and yield potential.

By choosing the right combination of management tools to meet your crop's needs, you can better optimize productivity and performance to drive yields even higher. Raise your expectations – you can get the most out of every acre.



Learn more at: <http://agproducts.basf.us>