



# Firmly rooted in success.

2011 SOYBEAN SUCCESS REPORT



If you believe, belong.



# ASA Mission, Goals and Strategies

## Mission

To serve farmers by protecting and increasing the market value and opportunities for soybean farmers.

### Goal 1 Policy & Advocacy

ASA members play an effective role in domestic and international policy development.

#### Strategies

- Maintain and enhance ASA's lobbying presence in Washington, D.C.
- Increase the involvement of ASA Board members and state affiliate leaders in advocacy efforts.
- Increase opportunities for grassroots involvement by ASA and state members.

### Goal 2 Membership

ASA provides value, opportunities and benefits to serve and engage members in association activities and to increase industry strength.

#### Strategies

- Increase member retention and total membership.
- More effectively demonstrate the value of ASA's accomplishments that benefit soybean farmers.
- Increase opportunities available to all members to take part in ASA sponsored programs, activities and events.

### Goal 3 Domestic & International Use of Soy

ASA's domestic and international market development, and humanitarian initiatives, benefit soybean farmers.

#### Strategies

- Increase U.S. domestic production, utilization and competitiveness through effective policy.
- Expand U.S. soy exports and develop international markets.
- Help address worldwide humanitarian needs through soy-based nutrition.

### Goal 4 Industry & Consumer Relations

ASA works with industry partners and allied organizations to benefit the entire soybean industry.

#### Strategies

- Pursue new models of industry collaboration and resource funding.
- Increase collaboration and planning with national and state soybean checkoffs.
- Improve understanding regarding the role of agriculture in the sustainable production of food, feed and fuel.

### Goal 5 Leadership Development & Grower Education

ASA delivers leadership training and educational programs that position growers to serve the soybean industry and safeguard grower opportunities to be successful.

#### Strategies

- Enhance and expand leadership training opportunities to increase the effectiveness of soybean farmers in influencing policy and leading the industry.
- Deliver educational programs and meetings that increase the number of soybean farmers who are informed regarding ASA policy initiatives.
- Increase grower education opportunities and recognize soybean grower excellence.

### Goal 6 Association Strength

ASA will maintain a world-class association to benefit members and the soybean industry.

#### Strategies

- Increase financial resources to achieve results for soybean farmers and the soy industry.
- Enhance state and national relations.
- Maintain effective governance and ensure committee effectiveness.

## 2010 U.S. Soybean Area by State

	Acres Harvested
1. Iowa	9,730,000
2. Illinois	9,050,000
3. Minnesota	7,310,000
4. Indiana	5,330,000
5. Nebraska	5,100,000
6. Missouri	5,070,000
7. Ohio	4,590,000
8. Kansas	4,250,000
9. South Dakota	4,140,000
10. North Dakota	4,070,000
11. Arkansas	3,150,000
12. Michigan	2,040,000
13. Mississippi	1,980,000
14. Wisconsin	1,630,000
15. North Carolina	1,550,000
16. Tennessee	1,410,000
17. Kentucky	1,390,000
18. Louisiana	1,020,000
19. Virginia	540,000
20. Pennsylvania	495,000
21. Oklahoma	475,000
22. Maryland	465,000
23. South Carolina	455,000
24. Alabama	345,000
25. New York	279,000
26. Georgia	260,000
27. Texas	185,000
28. Delaware	173,000
29. New Jersey	92,000
30. Florida	23,000
31. West Virginia	19,000
Total	76,616,000

Source: USDA, NASS, Crop Production  
2010 Summary, January 2011

# ASA Accomplishments and Priorities

## 2010

### Legislative & Regulatory Accomplishments



#### 2010 ASA Executive Committee

**President**  
Rob Joslin  
*Sidney, Ohio*

**Chairman**  
Johnny Dodson  
*Halls, Tenn.*

**First Vice President**  
Alan Kemper  
*Lafayette, Ind.*

**Secretary**  
Ron Kindred  
*Atlanta, Ill.*

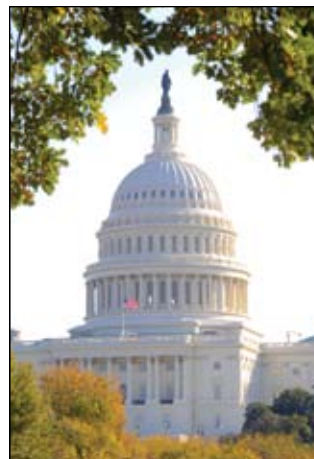
**Treasurer**  
Joe Steiner  
*Mason, Ohio*

**Vice President**  
Ray Gaesser  
*Corning, Iowa*

**Vice President**  
Randy Mann  
*Auburn, Ky.*

**Vice President**  
Danny Murphy  
*Canton, Miss.*

**Vice President**  
Steve Wellman  
*Syracuse, Neb.*



**Biodiesel** ASA successfully led the charge that made soy biodiesel eligible for the renewable fuel standard, and extended the \$1 per gallon tax incentive. Soy biodiesel now qualifies for mandated use levels of biodiesel to reach 1 billion gallons in calendar year 2012, and is eligible for a \$1 per gallon tax credit.

**Seed** ASA worked with Monsanto and others in the seed industry to create a clear path for soybeans with royalty-free generic Roundup Ready Trait in 2015.

**Bioenergy** ASA successfully lobbied the U.S. Department of Agriculture to make revisions to the Bioenergy Program to include participation of several significant soy biodiesel plants.

**Market Access** ASA worked with other oilseed and export organizations to convince the U.S. Agriculture Department to issue phytosanitary certificates necessary to secure \$340 million in U.S. soybean oil exports to China.

**Appropriations** ASA garnered a total of \$12 million in new Agriculture Department funding for export promotion through the Market Access Program and the Foreign Market Development Program.

**Exports** Record U.S. soybean exports of nearly 1.5 billion bushels in 2010 were made possible in part from years of successful ASA market access and ASA international market development efforts, carried out in partnership with the Foreign Agricultural Service, the soybean checkoff and the U.S. Soybean Export Council.

**Disaster Assistance** ASA strongly supported Senate efforts to compensate soybean farmers for severe quality and yield losses caused by excessive moisture. The disaster assistance that was secured helps soybean farmers that won't benefit under the national disaster relief program.

**Research Funding** As a result of ASA lobbying and leadership in pushing for new, competitive agricultural research funding, \$262 million in new funding was approved for USDA's Agriculture and Food Research Initiative in 2010.

**Estate Tax Reform** ASA strongly supported estate tax reform passed by Congress that will now provide a \$5 million exclusion per spouse and a 35 percent tax rate above those levels. The estate tax reform helps facilitate family farm and ranch operations being passed from one generation to another.

## 2011

### Legislative & Regulatory Priorities

**Trade Expansion** Increase market access for soybeans and livestock product exports by enacting Free Trade Agreements, renewing Presidential Trade Promotion Authority, and negotiating a supportive World Trade Organization agreement.

**2012 Farm Bill** Identify programs that better enable producers to manage risk. Support authorization and funding for export market programs, biodiesel education, conservation on working lands, and agricultural research.

**Biodiesel** Enact a multi-year extension of the biodiesel tax incentive beyond 2011 and ensure that payments for the Bioenergy Program for fiscal years 2009 and 2010 are made and that funding for 2011 and 2012 is protected.

**Regulatory Actions** Oppose inappropriate Environmental Protection Agency (EPA) regulatory actions that would negatively impact farming and defend and promote today's agricultural and livestock production practices. Support continued use of science-based Environmental Assessments by USDA in deregulating new biotech traits, and oppose USDA efforts to expand regulation of "coexistence" between conventional, biotech and organic crops.

**Energy/Climate Change** Modify European Union requirements under the Renewable Energy Directive that discriminate against soybeans and soy biodiesel. Oppose climate change regulations from the EPA, legislation, and international agreements that will regulate greenhouse gases under the Clean Air Act and make U.S. industry and agriculture uncompetitive.

**Transportation** Ensure funding is provided for the U.S. Army Corps of Engineers to maintain dredging activities on the Mississippi River system to prevent disruptions to barge traffic. Enact the Waterways Capital Development Plan to modernize the nation's waterway and port infrastructure.

**Aquaculture** Enact a regulatory framework for offshore aquaculture, a new source of demand for U.S. soybean meal, and oppose efforts to prohibit offshore aquaculture.

**Biobased Products** Support increased resources at USDA for promoting the biobased label and other efforts to encourage greater use of soy-based biobased products. Enact a biobased production tax credit and/or enhanced biobased purchasing requirements in the 2012 Farm Bill.



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*Lafayette, Ind.*

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*Atlanta, Ill.*

**Vice President**  
Joe Steiner  
*Mason, Ohio*

**Vice President**  
Bob Worth  
*Lake Benton, Minn.*





# ASA Fiscal Year 2010 Photo Journal



(Left to right) ASA President Rob Joslin, Panama Canal Authority CEO Alberto Aleman Zubieta, and United Soybean Board Chairman Phil Bradshaw. Joslin and Bradshaw were in Panama and Costa Rica to promote U.S. soybean farmer priorities in transportation and trade.



ASA First Vice President Alan Kemper, a soybean grower from Lafayette, Indiana, getting ready to go into the office of U.S. Senator Richard Lugar (IN-R) for a meeting about getting the biodiesel tax incentive extended.

(Left to right) ASA-IM China Deputy Director Zhang Xiaoping, Ceroilfood President Paul Mengze Liu, and ASA Vice President Randy Mann visit at the ASA-IM booth at Soyatech's Soya & Oilseed Summit. Ceroilfood is a subsidiary of COFCO, one of the largest buyers of U.S. soybeans in China.



The ASA International Marketing India team on a fish nursery pond tour that helped demonstrate the success of using soy-based feeds in aquaculture production.

The ASA booth was a popular stop on the 2010 Commodity Classic trade show floor. More than 4,300 people attended the event in Anaheim, Calif.



A steady stream of hungry guests participated in ASA's Eighth Annual Congressional Soyfoods Luncheon in Washington, D.C.

ASA International Marketing Middle East Soy Foods Consultant Hikmet Boyacioglu (left) prepares baked goods made with soy during a course to learn more about the impact of soy-fortification in baking.



At the Farm Progress Show in Iowa, ASA President Rob Joslin (right) discusses ASA's legislative priorities with Cromwell Ag Radio Network Farm Director Jeff Nalley.



ASA Board member Scott Fritz met with European Commission staff to discuss the European Union's slow biotech approval process and zero-tolerance policy and talk about long-term solutions.



ASA President Rob Joslin (left) and Chairman Johnny Dodson in ASA's booth at the Ag Media Summit. This event is the largest gathering of crop and livestock media professionals in the U.S. and provided ASA leaders with the opportunity to talk to media representatives about ASA key issues.





# ASA Major Programs

## ■ Leadership Training

**Leadership At Its Best Program** Partnering with Syngenta, a distinguished and specialized annual training program that includes a curriculum to develop a key group of state and national leaders who can effectively address Congress and the media on policy issues impacting soybean farmers.

**Soybean Leadership College** Designed to help build individual and collective capabilities that provide strong leadership within state and national organizations and the overall soybean industry. The program focuses on increasing soybean grower knowledge of current industry issues and strengthening skills in leading, decision-making, managing and communicating.

**Young Leader Program** Partnering with Pioneer, an annual training program for those new to or aspiring to leadership positions. The program is designed for soybean growers and their spouses/significant others to jointly develop their skills to represent the ideals of soybean growers domestically and internationally, and pursue leadership positions at the state and/or national level.

## ■ Grower Education

**Commodity Classic** The premier convention and trade show of the American Soybean Association and the National Corn Growers Association, along with two event affiliates, the National Association of Wheat Growers and National Sorghum Producers. This annual educational opportunity for farmers features a trade show, educational sessions, technology demonstrations, entertainment events, and important networking opportunities.

**Capitol Hill Legislative Forum** An educational program held in Washington, D.C., that is designed to help growers who are interested in learning more about the policy making process. Participants learn about the policy issues that affect soybean farmers and hear from Congressmen and Senators who

are soybean champions on these issues. Growers and state delegations also spend one day lobbying on Capitol Hill on policy issues affecting soybean farmers.

**Regional Exchange and Awareness Program (REAP)** An opportunity for current and emerging leaders to learn about farming practices unique to a region of the U.S. other than their own. Two groups of soybean farmers from different regions of the country participate in a tour of agriculture in the other's region. Through this program growers build relationships and share ideas with farmers from other regions to help support a strong voice on legislative priorities.



## ■ Market Development

**ASA International Marketing** ASA provides funding for the implementation of international marketing programs for U.S. soybean producers that leverage soybean checkoff funds with ASA's Foreign Market Development (FMD) cooperator program funding and Market Access Program (MAP) funding. The U.S. Soybean Export Council operates ASA International Marketing offices in key marketing areas throughout the world.

**World Initiative for Soy in Human Health (WISHH)** WISHH is a program operated by the American Soybean Association (ASA) to promote exports of U.S. soy protein for use in human diets in developing countries.

**World Soy Foundation (WSF)** WSF, a 501(c)(3) organization created by the ASA, works with private, voluntary, and non-governmental organizations to deliver soy protein and nutrition education to people who need it around the world.

## 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 2010.

### President's Circle (\$300,000 and above)

Monsanto  
Pioneer, a DuPont Business

### Soy Partners (\$50,000 to \$299,999)

Ag Processing Inc. (AGP)  
Archer Daniels Midland Company (ADM)  
BASF  
Bayer CropScience  
National Biodiesel Board (NBB)  
National Oilseed Processors Association (NOPA)  
Syngenta  
United Soybean Board/soybean checkoff

### Soy Team (\$5,000 to \$49,000)

Bunge  
Cargill Inc.  
CHS  
CoBank  
Crop Life America  
Deere & Company  
Dow AgroSciences  
EMD Crop BioScience  
Illinois Soybean Association  
Iowa Soybean Association  
Indiana Soybean Alliance  
Kentucky Soybean Promotion Board  
Land O'Lakes  
Louis Dreyfus  
Minnesota Soybean Research & Promotion Council  
North Carolina Soybean Producers Association  
North Dakota Soybean Council  
Novus International  
Ohio Soybean Council  
Pharamavite LLC (SOYJOY)  
South Dakota Soybean Research & Promotion Council  
The Solae Company  
U.S. Soybean Export Council  
West Central Cooperative



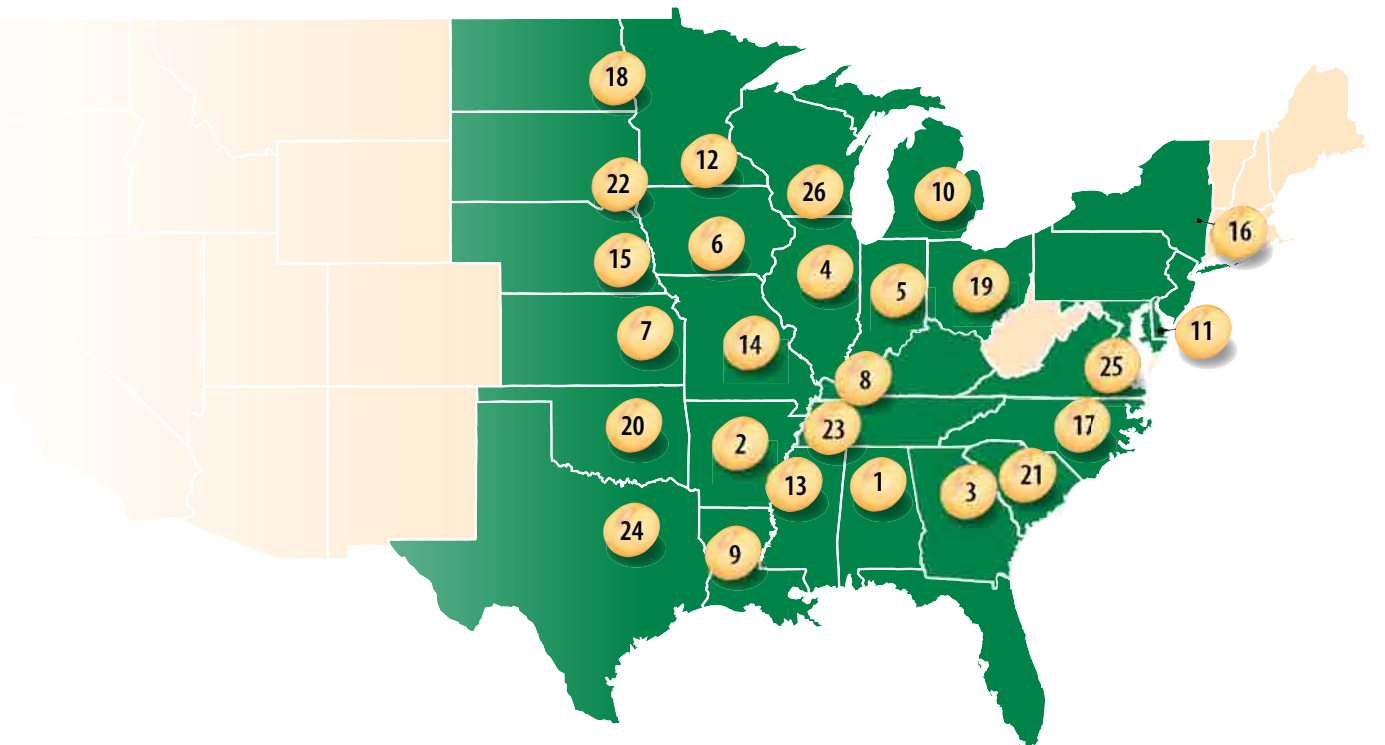
# Grassroots Membership and Policy Process

■ The American Soybean Association is a grassroots voluntary membership organization. Strong membership support is vital to ASA's work as the domestic and international policy representative for soybean farmers.

Membership is a cooperative program between ASA and 26 affiliated soybean associations that represent 30 soybean growing states. Membership includes both national and state representation, and the dues help ASA and the state soybean associations achieve legislative and policy successes that in turn contribute to soybean farmer profitability.

ASA members provide the spirit and foundation that drive ASA's soybean policy focus and accomplishments. Through the state soybean associations, farmer leaders and members play an essential role in ASA's policy development process. The process starts with members at the grassroots level and moves through several steps to reach the national level.

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



## State Soybean Association Affiliates

- |  |  |  |
|--|--|--|
| <b>1. Alabama Soybean &amp; Corn Association</b><br>Madison, AL • 256-882-3369 | <b>10. Michigan Soybean Association</b><br>Frankenmuth, MI • 989-652-3294                        | <b>18. North Dakota Soybean Growers Association</b><br>Colfax, ND • 701-640-5215         |
| <b>2. Arkansas Soybean Association</b><br>Little Rock, AR • 501-666-1418       | <b>11. Mid-Atlantic Soybean Association</b><br>(DE, MD, NJ, PA)<br>Rising Sun, MD • 202-445-9955 | <b>19. Ohio Soybean Association</b><br>Worthington, OH • 614-476-3100                    |
| <b>3. Georgia/Florida Soybean Association</b><br>Athens, GA • 706-542-3793     | <b>12. Minnesota Soybean Growers Association</b><br>Mankato, MN • 507-388-1635                   | <b>20. Oklahoma Soybean Association</b><br>Claremore, OK • 918-343-2326                  |
| <b>4. Illinois Soybean Association</b><br>Bloomington, IL • 309-663-7692       | <b>13. Mississippi Soybean Association</b><br>Indianola, MS • 662-887-3919                       | <b>21. South Carolina Corn &amp; Soybean Association</b><br>Lexington, SC • 803-356-3727 |
| <b>5. Indiana Soybean Alliance</b><br>Indianapolis, IN • 317-347-3620          | <b>14. Missouri Soybean Association</b><br>Jefferson City, MO • 573-635-3819                     | <b>22. South Dakota Soybean Association</b><br>Sioux Falls, SD • 605-330-0278            |
| <b>6. Iowa Soybean Association</b><br>Ankeny, IA • 515-251-8640                | <b>15. Nebraska Soybean Association</b><br>Lincoln, NE • 402-441-3239                            | <b>23. Tennessee Soybean Association</b><br>Jackson, TN • 731-668-2850                   |
| <b>7. Kansas Soybean Association</b><br>Topeka, KS • 800-328-7390              | <b>16. New York Soybean Association</b><br>Albany, NY • 518-426-0214                             | <b>24. Texas Soybean Association</b><br>Little Rock, AR • 501-666-1418                   |
| <b>8. Kentucky Soybean Association</b><br>Princeton, KY • 800-232-6769         | <b>17. North Carolina Soybean Producers Association</b><br>Raleigh, NC • 800-839-5775            | <b>25. Virginia Soybean Association</b><br>Williamsburg, VA • 757-564-0153               |
| <b>9. Louisiana Soybean Association</b><br>Alexandria, LA • 318-473-6520       |  | <b>26. Wisconsin Soybean Association</b><br>Madison, WI • 608-274-7522                   |



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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>