

If you believe, belong.

SOYBEAN SUCCESS REPORT



You can't always be here.

But ASA can.

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SOYBEAN STATISTICS

2011 Crop Year

75 million acres

U.S. Soybean Production 3.056 billion bushels

41.5 bushels/acre

24 percent

Soybean Value

\$36 billion (New record!)

Soy Export Value

Biodiesel

2012 ASA BOARD OF DIRECTORS

Alabama



New Hope, Ala.

lowa

Keota, Iowa

Minnesota

Arkansas



Jonesboro, Ark.

Georgia/Florida Illinois



Pelham, Ga.

Kansas



Kentucky

Bismarck, III.



Atlanta, III.

Louisiana



Winamac, Ind.

Michigan

Indiana



Lafayette, Ind.

Mid-Atlantic

(DE, MD, NJ, PA)

Greenwood, Del.

New York



lowa

Jefferson, Iowa



Pella, Iowa



Ray Gaesser Corning, lowa

Minnesota



Arco, Minn.





Ohio

Lake Crystal, Minn.



Lance Peterson Underwood, Minn.



2011 U.S. Crop Year **Farm-gate Production Projected Soy Value**

2011 U.S. Marketing Year \$26 billion (New record!)

2011 U.S. Biodiesel Production 1.1 billion gallons (New record!)



Lawrence Sukalski Fairmont, Minn.



Rose Hill, Iowa

Lake Benton, Minn.



Robinson, Kan.

Mississippi

Danny Murphy Canton, Miss.

Oklahoma



Auburn, Ky.

Missouri

Cape Girardeau, Mo.

South Carolina





Wyatt, Mo.

South Dakota

Simpsonville, Ky.



Charles Cannatella

Melville, La.

Nebraska

Belden, Neb.



Jonesville, Mich.

Steve Wellman Syracuse, Neb.

Tennessee



Todd DuMond Union Springs, N.Y.

Texas



Wyatt Whitford Ernul, N.C.



North Dakota

Ed Erickson, Milnor, N.D.



Rob Joslin Sidney, Ohio

Wisconsin



Ohio



Washington Court



Joe Steiner Mason, Ohio



Webbers Falls, Okla.









David Poppens Lennox, S.D.







LaCrosse, Va.



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ASA ACCOMPLISHMENTS AND PRIORITIES

2011 Legislative & Regulatory Accomplishments



2011 ASA Executive Committee

President Alan Kemper Lafayette, Ind.

> Chairman Rob Joslin Sidney, Ohio

First Vice President Steve Wellman Syracuse, Neb.

> Secretary Randy Mann Auburn, Ky.

Treasurer Danny Murphy Canton, Miss.

Vice President Ray Gaesser Corning, Iowa

Vice President Ron Kindred Atlanta, III.

Vice President Joe Steiner Mason, Ohio

Vice President Bob Worth Lake Benton, Minn.



Farm Bill

ASA developed the Risk Management for America's Farmers proposal that would complement crop insurance and help farmers manage risk. ASA then worked successfully with the Agriculture Committees to include this revenue-based program in the farm bill that they developed as part of the Super Committee process. Although the Super Committee process failed, the bill the Agriculture Committees developed in 2011 will be an important starting point for their work to write the 2012 Farm Bill under "regular order" procedures.

Free Trade Agreements

ASA successfully pressed the Administration to submit and the Congress to pass the Free Trade Agreements with South Korea, Colombia, and Panama. These agreements represent nearly \$3 billion of additional agricultural exports to these trading partners, and provide for increased market access for U.S. soy and meat exports. Importantly, these agreements will allow the United States to increase soy, meat and other agricultural exports to these countries.

Biodiesel

ASA's and the biodiesel industry's persistence on the need to extend the biodiesel tax incentive paid off when Congress included the biodiesel tax credit extension in omnibus legislation passed late in 2010. As a result, U.S. biodiesel production reached record levels in 2011 of 1.1 billion gallons. This record level of production and demand for soybean oil as a feedstock is the direct result of success in establishing a Renewable Fuel Standard for biodiesel and extending the biodiesel tax incentive.

Biotechnology

ASA and the National Corn Growers Association (NCGA) led two Biotech and Grain Trade Forums to bring together biotechnology providers and the grain trade. These groups increasingly have been at odds over biotechnology policies and commercialization, and ASA has been concerned that this rift threatens both new technology commercialization and export markets. ASA worked with NCGA and other groups to develop a draft Memorandum of Understanding that establishes a more formal consultative process among growers, biotech providers and the grain trade on biotechnology stewardship, regulatory, export markets and other issues.



Biobased Products

The U.S. Department of Agriculture announced a voluntary biobased product labeling program that will help consumers identify biobased products made from renewable resources, and will promote increased sale and use of soy-based products in the commercial market. This labeling program is the direct result of successful ASA efforts in the 2008 Farm Bill to require such a program.

Estate Tax

ASA-supported provisions passed by Congress late in 2010 raised the exclusion level to \$5 million per spouse and lowered the tax rate on estates exceeding the exclusion to 35 percent. Without these new estate tax provisions, the exclusion amount would have gone to \$1 million with a tax rate of 55 percent on Jan. 1, 2011.

Soybean Production

U.S. soybean production value reached a record \$38 billion and U.S. soy exports set another record at \$26 billion. These achievements were made possible in part by ASA's long-time work to expand domestic and international demand, maintain a competitive transportation infrastructure, advance new technologies, and farm bill policies that have allowed farmers to plant for the market rather than for government programs.

Market Development

Despite cuts in many programs, ASA and other foreign market development cooperators successfully lobbied Congress to maintain funding for the Foreign Market Development Cooperator Program and Market Promotion Program. As a result of maintaining these programs at authorized levels, ASA received an allocation of \$12 million under these programs for FY12 for soy market development activities. These funds are being leveraged with substantial investments of soybean checkoff funding for international marketing in programs carried out by the U.S. Soybean Export Council.

F----- D:

Enact a Farm Bill that supports planting flexibility, so farmers can respond to market signals not government payments. The crop insurance program – a core risk management tool for soybean farmers – must be protected. Also, farm programs must not violate U.S. commitments under the World Trade Organization.

Budget & Appropriations

Support a comprehensive approach to reducing federal deficits and the growth of the national debt that includes all mandatory as well as all discretionary spending, and that does not make disproportionate reductions in agriculture programs. ASA is concerned about large and disproportionate cuts to key programs, including agricultural research, conservation programs and international food assistance programs.

Biodiesel

Support enactment of a multi-year extension of the biodiesel tax incentive. ASA requests House members to co-sponsor H.R. 2238, introduced by Representatives Aaron Schock (IL) and Collin Peterson (MN), and S. 1277, introduced by Senators Maria Cantwell (WA) and Charles Grassley (IA). ASA urges the administration to establish a 1.28 billion gallon biodiesel volume requirement for 2013 under the Renewable Fuel Standard.

Transportation

Request that Congress provide adequate funding to the U.S. Army Corps of Engineers and specify that it be spent to dredge and repair inland waterways damaged by historic flooding. ASA urges Congress to enact the Capital Development Plan to fund and streamline modernization of waterways infrastructure, including locks and dams.

GPS

Prevent interference with GPS signals used by farmers that would result from LightSquared's proposed broadband network. With more than a billion users worldwide, GPS is an integral part of daily life. Farmers use GPS to precisely apply fertilizer, seed and crop protection products, as well as to reduce fuel use in tillage operations. ASA is urging Congress to express concern to the Federal Communications Commission about LightSquared's proposed broadband network.

Regulations

2012 Legislative & Regulatory Priorities

Oppose regulatory burdens that negatively affect farmers' Freedom to Operate. ASA continues to engage the Environmental Protection Agency regarding pesticide permits, Clean Water Act enforcement, fuel storage, and on other issues that affect farmers' Freedom to Operate.

International Trade

ASA supports Trans Pacific Partnership negotiations to expand market access for U.S. soy, meat, poultry, egg and dairy exports to key countries in the Asia-Pacific region, including Japan and Vietnam. ASA opposes legislation that would have the United States take unilateral action over China's currency as this would invite retaliatory actions by China. Instead, ASA favors continued positive multilateral engagement of the United States and other countries with China over this and other issues.

Biotechnology

Support timely deregulation of new biotech traits by USDA based solely on sound science. ASA will participate in efforts to address how differing cropping systems such as biotech, conventional and organic all can successfully coexist through communication. ASA will participate actively on the U.S. Agriculture Secretary's Advisory Committee on 21st Century Agriculture.

Aquaculture

Support implementation of marine aquaculture policies that will lead to development of a domestic offshore aquaculture industry. With foreign aquaculture now accounting for about half of the seafood imported by the U.S., development of a domestic industry will create U.S. jobs and meet growing demand for a safe and sustainable source of seafood.



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Secretary Randy Mann Auburn, Ky.

Treasurer Bob Henry Robinson, Kan.

Vice President Ray Gaesser Corning, Iowa

Vice President Bob Worth Lake Benton, Minn.

Richard Wilkins Greenwood, Del. Vice President

Vice President

Vice President Wade Cowan Brownfield, Texas

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ASA FISCAL YEAR 2011 PHOTO JOURNAL



In March 2011, ASA President Alan Kemper (left) and First Vice President Steve Wellman (right) called on Agriculture Committee Ranking Member Collin Peterson (D-MN) to discuss the Senate's plan to move ahead of the House in developing the next Farm Bill.



(Left to right) World Initiative for Soy in Human Health (WISHH) Executive Director Jim Hershey, USDA Foreign Agricultural Service Associate Administrator Janet Nuzum and ASA Board Member Bruce Hall from Virginia inspect bags of soy flour that were being shipped to families in Afghanistan. WISHH is an ASA program.



ASA President Alan Kemper (at podium) addressed the Soy Industry Trade Reception and acknowledged the work of Ambassador of South Korea Han Duk-soo (left), Ambassador of Panama Mario E. Jaramillo (third from left) and Deputy Chief of Mission from the Embassy of Colombia Nicolás Lloreda (right) on the threshold of enhanced trade relations between the United States and South Korea, Panama and Colombia.



At the 2011 ASA Awards Banquet (*left to right*) Tommy Hines (Va.), Kevin Hoyer (Wis.) and Robert Nelsen (Minn.) were honored for earning the top membership recruiter spot in each of their state membership size categories. Hines recruited 35 members in Level Three, Hoyer recruited 43 members in Level Two and Nelsen recruited 106 members in Level One.



World Soy Foundation (WSF) Executive Director Nathan Ruby (center) witnessed the power of soy in Guatemala when he visited a WSF SoyCow project that had received soybeans from the Northern Food Grade Soybean Association. A SoyCow is a processing system that can grind and cook whole soybeans into soymilk to make beverages, yogurt, tofu and other soyfoods. WSF is the charitable arm of the American Soybean Association.



Early in 2011, ASA Vice President Danny Murphy (*left, at podium*), chair of the ASA Trade Policy and International Affairs Committee, addresses the audience during a signing ceremony in Chicago, Ill., between Chinese leaders and U.S. soybean leaders for the purchase of \$6.68 billion worth of U.S. soybeans.



ASA President Alan Kemper (right) introduces Agriculture Secretary Tom Vilsack (center) to ASA Board Member Curt Sindergaard (left) in ASA's booth during the Secretary's visit to the Trade Show at the 2011 Commodity Classic in Tampa, Fla. There were more than 4,800 people at the 2011 Commodity Classic.



ASA First Vice President Steve Wellman presided over the proceedings at the 2011 ASA Voting Delegates Session. More than 130 delegates representing ASA's 26 state soybean association affiliates gathered to discuss and set policy to guide the work of ASA on behalf of U.S. soybean farmers.



In March 2011 the ASA/Syngenta "Leadership At Its Best" class completed its training program. Leadership At Its Best is an advanced leadership development program that expands the participants' knowledge of national policy issues and enhances their communications skills for dealing effectively with Congress and representing agriculture.



A steady stream of hungry guests filled their plates with a variety of soyfoods at ASA's Ninth Annual Congressional Soyfoods Lunch on Capitol Hill. House Ag Committee Ranking member Collin Peterson (D-MN), Representative Bob Gibbs (R-OH) and Representative Mike Quigley (D-IL) were among the approximately 350 guests.



ASA Chairman Rob Joslin (right) participated in Farmfest 2011 in Redwood County, Minn., where he met with members of the ag media to talk about ASA policy priorities. Farm broadcaster Don Wick (left) from the Red River Farm Network was one of many ag media who interviewed Joslin about ASA activities and priorities.



Renowned bakery chef Jill Sandique, lead trainer for the U.S. Agriculture Department's Philippines Council of Chefs, demonstrated the use of defatted soy flour in various cakes and other bakery items. Her demonstration was part of an ASA-International Marketing Southeast Asia workshop on the use of defatted soy flour in commercial baking.





ASA Programs and Support

Leadership Training



Leadership At Its Best – Further develops state and national leaders who can effectively address Congress

and the media on policy issues impacting soybean farmers. Sponsored by Syngenta.

Soybean Leadership College – Focuses on increasing soybean farmer knowledge of current industry issues and strengthens skills in leadership, decision-making and communication.

Grower Education

Commodity Classic – This annual event is where soybean, corn, wheat and sorghum growers gather at America's largest farmer-led, farmer-focused convention and trade show.

ASA Legislative Forum – An educational program held in Washington, D.C., where growers learn more

about the policy issues affecting soybean farmers and participate in lobbying on these issues on Capitol Hill.

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.

Market Development

ASA International Marketing – The U.S. Soybean Export Council operates ASA International Marketing offices and activities with ASA's investment of costshare funding provided by the U.S. Department of Agriculture's Foreign Agricultural Service along with soybean checkoff dollars and industry support.

World Initiative for Soy in Human Health

(WISHH) – An ASA program that creates opportunities for U.S. soy protein by improving the health and nutrition of people in developing countries.

World Soy Foundation – ASA's charitable organization that delivers 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.

ASA Action Partnership

ADM

Pioneer, a DuPont Business Bayer CropScience

BASF

Dow AgroSciences

Monsanto

Svngenta

Tennessee Soybean Promotion Board

Soy Team

(\$5,000 or more)

Ag Processing Inc

BNSF Cargill Inc.

CHS

CoBank

Crop Life America

Deere & Company

Illinois Soybean Association

Indiana Soybean Alliance Iowa Soybean Association

Kansas Soybean Commission

Kentucky Soybean Promotion Board

Louis Dreyfus

Minnesota Soybean Research &

Promotion Council

National Oilseed Processors Association Nebraska Soybean Board

National Biodiesel Board

North Carolina Soybean

Producers Association North Dakota Soybean Council

Novozvmes BioAa Inc.

Novus International

Ohio Soybean Council

South Dakota Soybean Research

& Promotion Council

The Solae Company

United Soybean Board

West Central Cooperative

State Soybean Affiliates

Membership is a cooperative

program between ASA and its

26 affiliated state and regional

30 soybean producing states.

Membership includes both

and the dues help ASA and the state associations achieve

farmer profitability.

soybean associations that represent

national and state representation,

legislative and policy successes

that in turn contribute to soybean

1. Alabama Soybean & Corn Association

Madison, Ala. 256-882-3369

2. Arkansas Soybean Association

Little Rock, Ark. 501-666-1418

3. Georgia/Florida Soybean Association Athens, Ga.

706-542-3493

4. Illinois Soybean Association

Bloomington, III. 309-663-7692

5. Indiana Soybean Alliance Indianapolis, Ind. 317-347-3620

6. Iowa Soybean Association Ankeny, Iowa 515-251-8640

7. Kansas Soybean Association

Topeka, Kan. 800-328-7390

8. Kentucky Soybean Association

ASA Membership and Affiliates

24

Princeton, Kv. 800-232-6769

9. Louisiana Soybean Association Alexandria, La

318-427-4424

10.Michigan Soybean Association Frankenmuth, Mich. 877-769-6424

11.Mid-Atlantic Soybean Association

(DE, MD, NJ, PA)

Seaford, Del. 302-628-1385

12. Minnesota Soybean **Growers Association** Mankato, Minn. 507-388-1635

13. Mississippi Soybean Association Indianola, Miss.

662-207-9845

14. Missouri Soybean Association Jefferson City, Mo.

573-635-3819

15. Nebraska Soybean Association Lincoln, Neb.

402-441-3239

16.New York Soybean Association

Sackets Harbor, N.Y. 315-778-1443

17. North Carolina Soybean **Producers Association** Raleigh, N.C. 800-839-5775

18.North Dakota Sovbean **Growers Association**

Leonard, N.D. 701-793-9257

19. Ohio Soybean Association Worthington, Ohio 614-476-3100

20.Oklahoma Soybean Association Claremore, Okla. 918-343-2326

21. South Carolina Corn & **Soybean Association** Lexington, S.C.

American Sovbeau

If you believe, belong.

803-356-3727

22. South Dakota Soybean Association

Sioux Falls, S.D. 605-330-0278

23.Tennessee Soybean Association

Jackson, Tenn. 731-668-2850

24. Texas Soybean Association Navasota, Texas

936-825-3300

25. Virginia Soybean Association Williamsburg, Va.

757-564-0153

26. Wisconsin Soybean Association Madison, Wis.

608-274-7522

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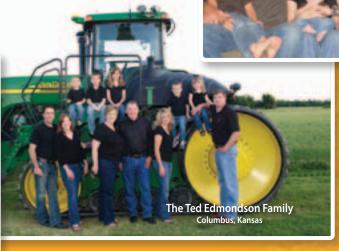
ASA MEMBERS AND FAMILIES

The American Soybean Association is a grassroots voluntary membership organization that has been in existence since 1920. Dues from about 21,000 members help ASA and the state soybean associations achieve legislative and policy successes that in turn contribute to soybean farmer profitability.

If you believe, belong. Members like the ones you see on this page believe that the work of ASA and their state soybean association is important and they have chosen to belong. ASA thanks all of its members for their continued support.























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The ASA mission is 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.

GOAL 2

Membership

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

GOAL 3

Domestic & International Use of Soy

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



If you believe, belong.

GOAL 4

Industry & Consumer Relations

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

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.

GOAL 6

Association Strength

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

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