



If you believe, belong.

S O Y B E A N
S U C C E S S
R E P O R T

2013



2012 SOYBEAN STATISTICS & ASA

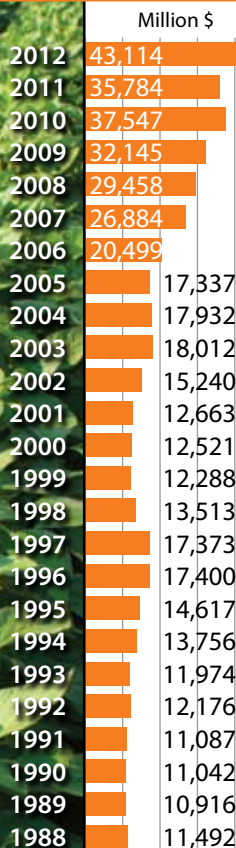
U.S. Soybean Production



ASA Legislative and Policy Actions that Supported U.S. Soybean Production:

- As a result of pressure from ASA and other groups the Environmental Protection Agency committed to make no change to dust regulations.
- ASA led the coalition of ag groups that urged the Federal Communications Commission (FCC) and Congress not to approve LightSquared's proposed broadband network due to concerns that GPS signals used by farmers would be harmed. As a result, the FCC blocked LightSquared's application.
- The Department of Labor withdrew its proposed child labor ruling after ASA and other farm groups voiced strong opposition to a proposed tightening of restrictions on farm jobs for children under 16 years of age.
- Legislation was passed that sets the estate tax at a rate of 40 percent on estates valued at \$5 million, or \$10 million per couple, making it more financially manageable to pass farm estates on to other family members.

U.S. Soybean Crop Value



ASA Legislative and Policy Actions that Supported Soybean Crop Value:

- ASA worked successfully to obtain additional resources for the Army Corps of Engineers to maintain dredging operations in New Orleans and other harbors.
- ASA urged enactment of the Capital Development Plan to rehabilitate the U.S. lock and dam system.
- A new highway bill passed with provisions for which ASA strongly advocated, including exemption of farm trucks from hours-of-service rules as well as freight rail provisions.
- ASA helped protect the soybean checkoff – and thereby the soybean research and promotion work it funds – by working to defeat a Senate amendment that would have made all contributions to federal checkoffs strictly volunteer.

POLICY ACCOMPLISHMENTS



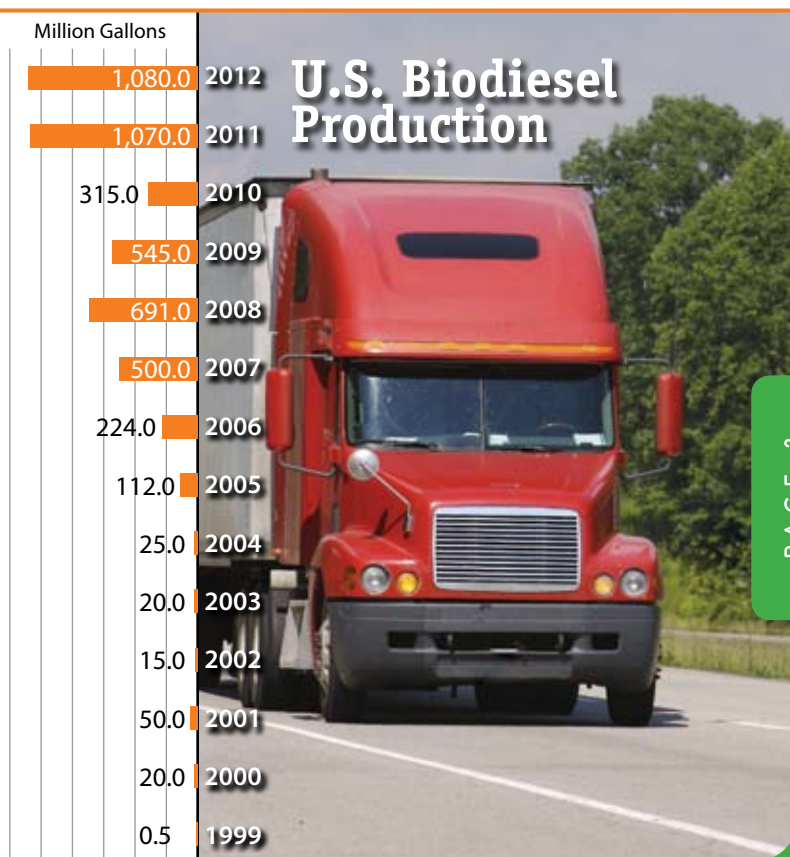
ASA Legislative and Policy Actions that Supported U.S. Soybean Exports:

- Free Trade Agreements with Colombia, South Korea and Panama, which ASA has been working on for years, were passed, providing nearly \$3 billion in additional ag exports, including increased exports of U.S. soy and soy-fed meat and poultry.
- ASA-supported legislation passed establishing permanent normal trade relations with Russia, which will open up opportunities for U.S. soy in the world's sixth largest economy.
- ASA has established priority objectives for soy in the Trans-Pacific Partnership negotiations and expressed strong support to Congress and the Administration for the U.S. to negotiate a high-standard trade agreement.
- ASA has coordinated the effort by the U.S. soybean industry to maintain access to the European Union (EU) soybean market as the EU's Renewable Energy Directive is implemented.



ASA Legislative and Policy Actions that Supported U.S. Biodiesel Production

- ASA-supported policies enabled production of more than one billion gallons of biodiesel in 2012, which reinforces biodiesel as an important market for U.S. soybean oil.
- Actions by ASA helped establish a 1.28 billion gallon Renewable Fuel Standard for biodiesel in 2013, which supports about 74,000 jobs and economic development in rural communities, helps displace foreign petroleum and improves the environment.
- ASA's strong advocacy met with success when the biodiesel tax incentive of a dollar-per-gallon credit was made retroactive to 2012 and through 2013.



ASA FISCAL YEAR 2012



The importance of passing a five-year farm bill, having a comprehensive and revenue-based safety net, the integrity of crop insurance, and the critical need to maintain planting flexibility were the common and consistent themes of ASA President Steve Wellman's testimony before the Senate Committee on Agriculture, Nutrition and Forestry on commodity programs and risk management.



ASA CEO Steve Censky (center in blue shirt) is interviewed by Brazilian journalists about the state of the U.S. soybean industry. Censky, along with representatives of ASA's World Initiative for Soy in Human Health (WISHH) program and the U.S. Soybean Export Council met with the journalists and the president of APROSOJA, the association for Brazilian soybean producers. The group gave an overview of the U.S. soybean industry, biotechnology trait approvals and sustainability.



Foreign Agricultural Service Agriculture Minister Counselor Quintin Gray (left) joined ASA's World Initiative for Soy in Human Health (WISHH) Executive Director Jim Hershey (right) at Afghanistan's first soybean processing factory. With U.S. Department of Agriculture support, WISHH and its partners created a landmark link between U.S. agriculture and Afghan reconstruction efforts as part of the Soybeans in Agricultural Renewal of Afghanistan Initiative.



At the 2012 Farm Progress Show in Boone, Iowa, ASA Vice President Ray Gaesser (left) speaks with U.S. Agriculture Secretary Tom Vilsack (right) about the policy priorities of U.S. soybean farmers.



Left to right: ASA First Vice President Danny Murphy, President Steve Wellman, House Ag Committee Chairman Frank Lucas (R-Okla.), and ASA Chairman Alan Kemper. ASA leaders sat down with Rep. Lucas and Senate Agriculture Committee Ranking Republican Pat Roberts (R-Kan.) to discuss the soybean industry's priorities for the 2012 Farm Bill, including the need to preserve planting flexibility so that producers can continue to respond to market signals rather than government payments.



ASA President Steve Wellman speaks at a "Farm Bill Now" coalition rally at the U.S. Capitol. Members of the House and Senate Ag Committees joined leaders from more than 90 agriculture, food and conservation organizations, and more than 500 farmers and agriculture advocates on the grounds of the Capitol to call for passage of a new Farm Bill in 2012. Wellman encouraged all Americans to speak with their representatives about the importance of the legislation.

PHOTO JOURNAL



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ASA Executive Committee member Bob Henry (left) calls out the bid of Board member John Heisdorffer (center) and his wife Deanna during the record-setting 7th Annual ASA Soy Social and Auction in Nashville, Tenn. A large number of soybean growers and supporters participated in the event, which raised a record amount of nearly \$112,000. Proceeds from this event benefit SoyPAC, ASA's political action committee.



ASA President Steve Wellman participated in the "Trade Talk" event during the annual meeting of the National Association of Farm Broadcasting in Kansas City, Mo. More than 30 interviews with radio and television broadcasters from around the country provided ASA leaders the opportunity to discuss ASA's legislative priorities including passage of a five-year farm bill, enhancing trade with the European Union, biotech acceptance, and transportation and infrastructure.



ASA member and Illinois farmer Mike Marron (center in blue shirt), a program committee member for ASA's World Initiative for Soy in Human Health (WISHH), explains the variety of uses of farm equipment to attendees of a soy protein workshop co-sponsored by WISHH and World Soy Foundation. The workshop featured sessions on school feeding, community development, nutrition education, a hands-on soy cooking demonstration, and a farm tour. The event drew 51 participants from 11 countries.



ASA Chairman Alan Kemper (left) visited with Senator Mike Johanns (R-Neb.), former Secretary of Agriculture and Senate Ag Committee member, at the Republican National Convention in Tampa.



ASA Board member Jeff Sollars (left) and Ohio Soybean Association Board member John Buck talk after a workshop on regulations at the 2012 Soybean Leadership College presented by ASA in St. Louis, Mo. The event provided opportunities for future and current soybean industry grower-leaders and state staff to learn how to engage other soybean producers, consumers, legislators, government officials and media, and how to more effectively tell the story of agriculture.



Brownfield's Tom Steever (right) interviews ASA First Vice President Danny Murphy (left) in Albuquerque, N.M. at the annual Agricultural Media Summit, which was attended by more than 500 agriculture journalists and communicators. ASA farmer-leaders met with reporters to discuss industry priorities including the 2012 Farm Bill, the worsening drought and its effect on soybean markets and yield, biodiesel and the Renewable Fuel Standard, estate tax relief and biotechnology.



ASA supporters meet and talk in the Association's trade show booth at Commodity Classic in Nashville, Tenn. Commodity Classic is the largest farmer-led, farmer-focused convention and trade show. It is presented annually by the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers and National Sorghum Producers.

ASA FOUNDED/CO-FOUNDED PROGRAMS

ASA-IM Builds Soy Export Demand



ASA invests cost-share funding provided by the U.S. Department of Agriculture's Foreign Agricultural Service in the U.S. Soybean Export Council (USSEC) to operate global offices and conduct activities to maximize the use of U.S. soy internationally. USSEC has global offices throughout Asia, Europe and the Americas. USSEC is also funded by soybean checkoff dollars and industry partners.

The efforts of USSEC, ASA-International Marketing, the Soybean Checkoff and industry stakeholders helped U.S. soybean farmers meet international soy demand by exporting more than 1.8 billion bushels of U.S. soy in 2012. This includes 1.3 billion bushels of whole soybeans, meal from more than 404 million bushels of soybeans and the oil from 126.5 million bushels of soybeans. U.S. soy exports for 2012 are valued at more than \$23 billion.

WISHH Serves Up Soy Nutrition Around the World

The World Initiative for Soy in Human Health (WISHH), a program of the American Soybean Association, creates opportunities for U.S. soy protein by improving the health and nutrition of people in developing countries. As a market development program, WISHH stimulates demand for U.S. soy in public and private sectors around the world.

WISHH's budget, level of activities and new markets continue to grow. U.S. soy protein is now sold in Burkina Faso, Cameroon, Kenya, Rwanda, Senegal, and Uganda. New customers are emerging in Guatemala, Haiti, Honduras, and Pakistan. WISHH has completed its second year of the USDA-funded SARAI Project in Afghanistan: over 1,000 tons (37,500 bushels) of U.S. soybeans have been processed with U.S. equipment by our Afghan partners, 15,000 women have received soy protein, and more than 3,900 Afghan farmers harvested a soybean crop and increased their incomes. WISHH's budget for 2012 was over 7 million, 90 percent of which came from non-checkoff sources.



WISHH Executive Director Jim Hershey (third from left) and FAS Minister-General for Afghanistan Quintin Gray (right) tour the WISHH and USDA Food for Progress-funded soybean processing facility in Mazar-e-Sharif, Afghanistan.

World Soy Foundation Feeds and Educates

The World Soy Foundation (WSF) is the American Soybean Association's charitable organization that was created to act as an independent foundation to help play an expansive role in reducing hunger around the world. WSF delivers soy protein and nutrition education to people who need it around the world. Over 800 million people worldwide, including 200 million children are undernourished.

Stainless steel processing units called SoyCows produce gallons of nutritious soymilk for 1,000 children a day as well as protein-rich ingredients for foods that malnourished kids need to grow and learn. The proven ability of SoyCows to fight malnutrition as well as generate income is why the World Soy Foundation introduced in 2012 the first edition of the Soy Dairy Microenterprises: A Business Plan and Workbook. In 2012 WSF also hosted Nicaragua's first corporate responsibility conference on childhood nutrition and released a report that finds new opportunities to help youth through Soy Dairies.



A SoyCow in action in Guatemala, where the World Soy Foundation has installed several SoyCows that produce nutritious soy milk using U.S. soybeans.

Commodity Classic Breaks Records

Commodity Classic is the only national agricultural convention and trade show put on by farmers, for farmers. It is presented annually by the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers and National Sorghum Producers.

The 2012 Commodity Classic surpassed all previous turnout records with a total of 6,014 attendees. That was a 25 percent increase from the 2011 record of 4,826 attendees. Once again, farm families represented over half of the participants, with 3,505 growers, spouses and children attending. In addition, the number of first time attendees set a record by growing 48 percent from the previous year. The Commodity Classic trade show also experienced the highest number of exhibitors with 963 booths.

Farmers attend Commodity Classic for the new technology and ideas, thought-provoking discussions, outstanding educational sessions, expert speakers, an incredible trade show and the opportunity to connect with growers from across the nation.



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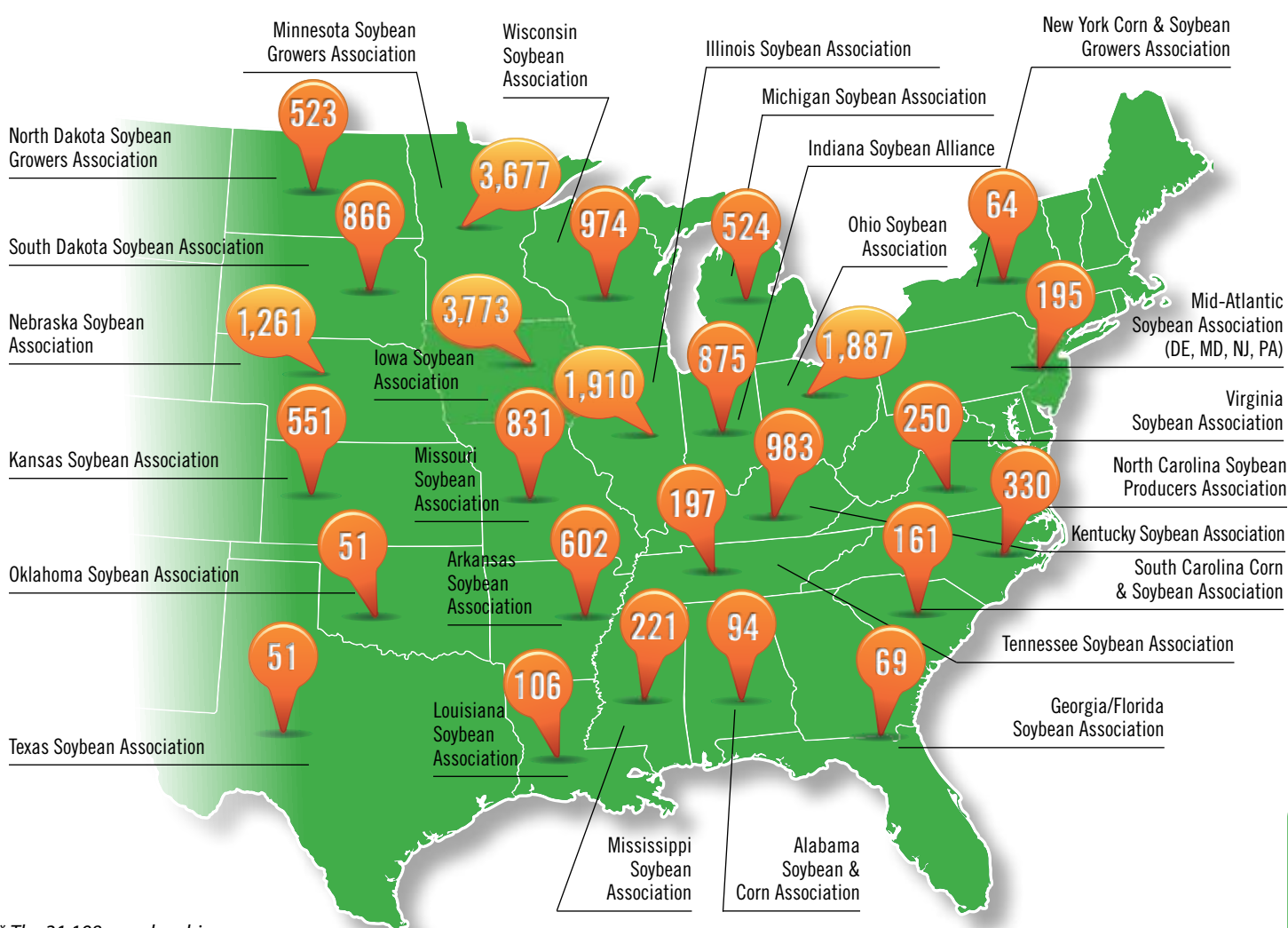
ASA MEMBERSHIP AND AFFILIATES



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

At the close of ASA's 2012 fiscal year on September 30, 2012, the association's membership total was 21,198, an increase of nearly 2 percent from the year before. *

Membership by Affiliate



* The 21,198 membership number includes 21,026 members in affiliated states, 3 in unaffiliated states, 159 in Canada and 10 in Europe.



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I am a soybean farmer,
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and ASA member.



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I am a soybean farmer,
trade advocate,
and ASA member.



Diane Becker, Madison, Neb.

I am a soybean farmer,
biodiesel champion,
and ASA member.



Roger Wenning, Greensburg, Ind.

The American Soybean Association is a dues paying membership organization with a mission to serve farmers by protecting and increasing the market value and opportunities for soybean farmers.

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