

# AMERICAN soybean

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People. Policy. Profitability.

A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION



MAKING  
TECHNOLOGY  
WORK

Precision Technology  
Provides a Means  
to an End

SOY CHAMPION  
U.S. Senator  
Pat Roberts  
from Kansas

SUSTAINABILITY  
Iowa Farmer Connects  
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The American Soybean Association (ASA) represents all U.S. soybean farmers on domestic and international issues of importance to the soybean industry. ASA's advocacy, education and leadership development efforts are made possible through voluntary membership in ASA by farmers in states where soybeans are grown.



If you believe, belong.

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# 18 MAKING TECHNOLOGY WORK

The right approach to technology and the right technology toolbox support ROI.

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# SOY news

## European Bees at Best Health, Lowest Overwintering Loss of Colonies in Years

European bees are much healthier than recently thought. According to a Bayer CropScience news release, new field data from nearly 400,000 bee colonies from 21 countries in Europe and the Mediterranean show that overwintering losses of honey bee colonies – a leading indicator of general bee health – are at their lowest level in years.

According to the studies, the non-profit honey bee research association COLOSS (prevention of honey bee COLony LOSSes), which comprises more than 360 scientific professionals from 60 countries, published new data showing the overall mortality rate of bees in the 2013/2014 winter was nine percent. In Europe, losses below 10 percent are considered to be normal. This compares with losses between 30 and 34 percent in the United Kingdom and Belgium during the 2012/2013 winter season.

"It is great to see that our bees came out of the 2013/2014 winter in the best shape seen over the past several years," said Dr. Christian Maus, Global Pollinator Safety Manager at Bayer CropScience. "These results are also very telling since the data relate to a season during which neonicotinoid-based crop protection products were in common use throughout Europe. This offers further evidence that these important components in a farmer's toolbox do not impact bee health under real-life field conditions."

Source: Bayer CropScience



Katie Heil, an electrical engineering undergraduate student at the University of Colorado and director of the university's CU Biodiesel club.

## New Co-chairs Selected to Lead Next Generation Scientists for Biodiesel

Students with a passion for biodiesel and a desire to improve America's energy landscape will help lead the student professional organization "Next Generation Scientists for Biodiesel." First launched in 2010, this National Biodiesel Board (NBB) program aims to educate young scientists with factual information about biodiesel. It has led to increased communication and collaboration between the biodiesel industry and colleges and universities involved in biodiesel research.

Selected through a competitive application process, the new co-chairs are:

- James Anderson, a PhD student in Agricultural Science at Southern Illinois University.
- Katie Heil, an undergraduate in Electrical Engineering at the University of Colorado.
- Mike Morgan, an undergraduate in Biochemistry at Utah State University.

They join senior co-chair Dan Browne, a graduate research assistant in the Department of Biochemistry & Biophysics at Texas A&M University. They replace three previous co-chairs who have graduated from their studies.

All of the co-chairs are actively engaged in biodiesel-related research or education. Heil serves as director of the University of Colorado's CU Biodiesel club, one of the largest university biodiesel clubs. Morgan, an avid racing

(continued next page)

Mike Morgan, an undergraduate in Biochemistry at Utah State University.



# BY THE NUMBERS

fan, set a speed record at the Bonneville Salt Flats in a racecar powered with biodiesel, and has had his innovative feedstock research published. At the age of 26, he appeared on the cover of *Biodiesel Magazine*. Anderson is interested in breeding soybeans with different fatty acid profiles, which can affect the oil's properties that make it ideal for biodiesel use.

Source: National Biodiesel Board

James Anderson, a PhD student in Agricultural Science at Southern Illinois University.



## 103.8 million tons

The 2014/15 U.S. soybean crop forecast (3.82 million bushels)—13.6 percent above the previous record set in 2009/10—based on the outlook for record area harvested and yield. (USDA)

## 1,783

The number of scientific studies on the safety of GMOs, reviewed by Italian scientists. (CoalitionForSafeandAffordableFood.com)

## A Shopper's Guide to Finding Soy in the Grocery Store

Many foods containing soy can be found in grocery stores. As part of its promotion of good health, DuPont Nutrition & Health has created the graphic below to help consumers know where to find soy on the grocery store shelves.

Source: DuPont Nutrition & Health

<p><b>PRODUCE AISLE</b> tofu, bottled smoothie drinks</p>	<p><b>BAKED GOODS</b> breads, muffins, bagels</p>	<p><b>MEAT AISLE</b> sausages, hamburgers, hotdogs, veggie burgers</p>
<p><b>DAIRY &amp; BUTTER AISLE</b> margarines, soy cheese, soy yogurt, soymilk</p>	<p><b>CEREAL AISLE</b> hot and cold cereals, granola bars, crackers</p>	<p><b>JUICE &amp; BEVERAGES</b> instant drink mixes, infant formula</p>
<p><b>DESSERTS</b> chocolate, ice cream, pastry fillings</p>	<p><b>PHARMACY AISLES</b> protein bars and powders, weight management and healthy aging supplements</p>	<p><b>MISCELLANEOUS</b> edamame, roasted soy nuts, pasta, soups</p>

## 28 percent

The percentage of Americans who consumed soyfoods or beverages once a week or more in 2013 compared to 19 percent in 2006. (Soyfoods Association of North America)

## \$4.5 billion

The total value of U.S. retail in the soyfoods industry for 2013, up from \$1 billion just 17 years ago. (Soyfoods Association of North America)

## \$10 billion

The value of sales of agriculture products in Ohio in 2012, a 42 percent increase from the 2007 Census. (2012 USDA Ag Census)

## \$1.5 billion

The total value of poultry and egg sales in South Carolina in 2012. (2012 USDA Ag Census)

## 85 percent

The percentage of Alaskan farms that have Internet access, number one in the nation. (2012 USDA Ag Census)

# SoyTown Hall

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**Advances in ag equipment continue to play an important role in the sustainability and productivity of U.S. farms. We asked farmers to tell us about an age-old challenge they've been able to overcome with the use of precision ag technology. Here's what they said:**

## **Brian Watkins, Ohio**

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"The two killer apps for precision ag from the beginning were drainage and lime. We were finally able to document the yield return to tile drainage, study more closely the effects of tile spacing and design, and use GPS as part of the equipment solution for both tile and surface drainage. And variable rate lime is an obvious advantage when both too high pH and too low pH can lead to low yields."

## **Kerry Knuth, Nebraska**

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"Technology may not have put the problem completely to bed but soil moisture probes and variable rate irrigation technology (VRI) has certainly helped us do a better job of answering the question of when, and maybe more elusive a question, how much to irrigate. The information, because of the advances in this area,

is literally at our finger tips through cloud based technology. We now not only know when to irrigate a field, we also have the capabilities to know where and how much to vary amounts in the field based on soil type and elevation change."

## **Steve Pitstick, Illinois**

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"In the past it was difficult to ensure that every seed planted was at the correct depth. With sensors and hydraulic adjustment cylinders on each row of my planter it is now possible to adjust each row depending on soil density to place each seed perfectly in all conditions."

## **Ron Moore, Illinois**

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"I am able to not plant into the headrows, thereby saving on seed and increasing productivity on those acres."

## **John Horter, South Dakota**

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"I think one of the most noticeable precision technology results is in the use of section control. Section control is the ability to turn small sections of equipment off and on with the use of GPS. We have noticed significant payback in a short period of time. Being able to have virtually no overlap on seed, fertilizer, and crop protection products eliminates input cost and also increases production on the previously overlapped areas."

## **Mark Jackson, Iowa**

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"I can now put the right amount of fertilizer in exactly the right spot with the help of GPS. Before I would broadcast (lime) in a general amount across the entire field. Because of precision I apply less, yield more, and have higher return of investment. I can now farm a perfectly straight line like my grandpa used to do, but much better."



# SoyState UPDATE



## StatusMICHIGAN

Photo: Michigan Soybean Assoc.



*A note from Michigan Soybean Association President Dave Williams:* I used to equate Freedom to Operate (FTO) with right to farm—it's so much more than that. FTO is the ability to farm into the future. Many things affect our freedom to operate including:

**Affordable energy in Michigan** – Michigan has some of the highest energy rates in the nation, and there are still areas that cannot get adequate power to run their operations. **Broadband**

– In our increasingly connected world, high speed Internet is essential for information management, education and communication. Those of us in rural areas are getting shortchanged because we don't have broadband and all it has to offer. **Cellular Service**

– How many of you have to hang off a flag pole to make a phone call? With our continued reliance on mobile communication, we need better connections. **Rail** – Good and reliable rail service affects our bottom line. If one rail line that serves the thumb of Michigan didn't exist, it would increase farmers' basis by at least \$.50 and add more trucks to our deteriorating roads. **Roads and Bridges** – If we don't renew our infrastructure, we're going to pay more to replace it in the future. Driving an extra seven or more miles with your commodities or having your Emergency Medical Service vehicle detour around a closed bridge isn't smart.



## StatusWISCONSIN



September was proclaimed Soybean Month in Wisconsin, and the 2014 U.S. Global Trade Exchange was held in Milwaukee. The U.S. Soybean Export Council (USSEC) and Midwest Shippers Association partnered for the second year to plan and host this conference and trade show. There were over 400 attendees from the U.S. as well as from around the globe. The Wisconsin Department of Agriculture created a Wisconsin Pavilion on the trade show floor, showcasing the diverse food and feed companies and associations. Ben Brancel, Wisconsin's Secretary of Agriculture, was part of the official welcome as well as providing an overview of Wisconsin's

agriculture. Before and after the conference, USSEC and the Wisconsin Soybean Marketing Board worked together to host four international trade teams from the Americas, European Union, Middle East and Korea. They visited Wisconsin soybean farms, getting an opportunity to see soybeans ready for harvest as well as talk with farmers and industry representatives.



## StatusMID-ATLANTIC



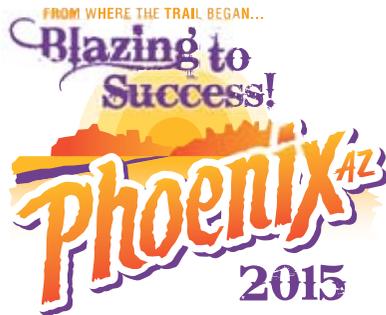
The Mid-Atlantic Soybean Association recently rolled out a new website for soybean farmer members in Delaware, Maryland, New Jersey and Pennsylvania. The new site offers information about membership, awards programs and policy issues important to soy

growers. Visit the new site at: [midatlanticsoybeans.org/](http://midatlanticsoybeans.org/).





# Commodity Classic Celebrates its 20th in Phoenix



## ASA Leaders Recall First Event in 1996

**In 2015, Commodity Classic returns to where it all began.** The 20th Annual Commodity Classic will be held February 26–28, 2015, in Phoenix, Ariz., the site of the first Commodity Classic in 1996, which brought the American Soybean Association (ASA) and National Corn Growers Association (NCGA) together for the first time for a single annual event.

Commodity Classic has grown to become America's largest farmer-led, farmer-focused convention and trade show, attracting a record 7,300+ total attendees at last year's event in San Antonio, Texas—an 18 percent increase over the 2013 Commodity Classic in Florida, which was also a record-breaker. The San Antonio event also set new records for the number of farmers in attendance (3,874), exhibiting agribusiness companies (301), and first-time attendees (1,261).

New records are anticipated as Commodity Classic returns to Phoenix in February 2015.

## Soybeans and Corn Joined Forces in 1996

Prior to Commodity Classic, ASA and NCGA each held their own annual conventions—the Soybean Expo and the Corn Classic, respectively. Soybean Expo was held in the summer, which made it great for families, but attendance was hampered since the event took place in the height of the farming season. Corn Classic, on the other hand, was a mid-winter event. Both conferences were looking at ways to increase attendance, so talks of joining forces began.



Throughout the years, the Secretary of the U.S. Department of Agriculture has been a frequent speaker during the General Session at Commodity Classic. Tom Vilsack, current USDA Secretary, has spoken at the event for five years running—and is invited again in 2015.

“We found that a good percentage of our membership overlapped and we were all looking at ways to expand the number of people who attended,” said Bart Ruth of Rising City, Neb., past president of ASA. “Corn and soybean growers are pretty much the same across the country, so many common topics and issues resonated with both. It was an exciting time because

Commodity Classic was a new concept with bigger programming, headline entertainment and a larger tradeshow.”

The steering committee determined that mid-winter was the best time for Commodity Classic. While it conflicted with school calendars that might affect family attendance, the opportunity to attract farmers during the non-growing season would lead to larger crowds and greater value for exhibitors.

The idea of a single show also appealed to exhibitors who supported combining Soybean Expo and Corn Classic, since they could reach more potential customers and have a larger presence at a single, farmer-focused event.

Three representatives each from the corn and soybean associations served on the original steering committee tasked with combining the two shows. Gordon Wassenaar, a soybean farmer from Prairie City, Iowa, represented ASA on the original planning committee. “We weren’t looking 20 years ahead. We just wanted to keep this thing alive for five years,” he said. “Once it got started and got rolling, it was obvious we had something here.”

The decision two decades ago to use the word “Commodity” in the name was a wise one. Since that first Commodity Classic in 1996, two more commodity membership associations have joined: the National Association of Wheat Growers (NAWG) in 2007 and National Sorghum Producers (NSP) in 2009.

The first Commodity Classic was a success, but it did not go off without a hitch. “The fire marshal stopped by

and told us we had too many people on the trade show floor and that we had to shut off attendance,” Wassenaar recalls. “So a few of us sneaked off to the side doors to let people in.”

## An unwavering focus on farmers.

Commodity Classic has retained its farmer focus thanks to a grower committee that selects the programming, events and locations. Educational seminars, workshops and keynote speakers are selected from among dozens of proposals received—and the grower committee evaluates those proposals to ensure that the content and experiences for attendees are relevant and aligned with current issues, trends and topics of critical interest to farmers.

“Commodity Classic has always been where you can find the cutting-edge information. If it’s new, it’s at Commodity Classic. If you need to know it, it’s at Commodity Classic,” Wassenaar said.

Visit [www.CommodityClassic.com](http://www.CommodityClassic.com) to sign up for email updates and be prepared to register and make hotel reservations for the 20th Annual Commodity Classic in Phoenix, Feb. 26-28, 2015. ▣

### 2016 Commodity Classic Adds AG CONNECT Experience

The 2016 Commodity Classic promises to be bigger and better than ever. The Association of Equipment Manufacturers (AEM) will bring the AG CONNECT experience in 2016 and will continue to meet annually in conjunction with the event.

Mark your calendars for the 2016 Commodity Classic March 3-5, 2016, in New Orleans, Louisiana!



Education is a main focus of Commodity Classic. A wide variety of current issues and topics are on the agenda. A Learning Center session on soil health at the 2014 Commodity Classic is featured here.



Early riser sessions at Commodity Classic, such as a live taping of U.S. Farm Report, offer a variety of unique experiences and outstanding education.



Commodity Classic features a huge trade show, which allows farmers to meet one-on-one with top management from key agribusiness companies.



# SoyChampion

## Senator Pat Roberts

By Patrick Delaney

**F**ollowing an historic drought in 2012, Dave Slead recalls standing at the edge of his Lebo, Kan., farmland, surveying a withered crop, and wondering what a decimated yield would do to his continued ability to maintain an economically sustainable operation.

“Those questions are hard to ask, and even harder to answer,” says Slead. “When it’s just you, out there looking at your investment parched and brown in the field, it’s easy to feel that there’s no fall back plan; no safety net. Thank goodness for crop insurance.”

“Every year we take everything we’ve got and lay it on the table and if it wasn’t for crop insurance,” continued Slead, “we would not have survived the last four or five years.”

It’s a crop insurance program that has—in times like the one Slead faced in 2012—enabled farmers to maintain the economic stability to keep growing and keep producing, and it’s a program that simply wouldn’t exist in its current form were it not for the efforts of Pat Roberts, Kansas’ senior senator in Washington.

From his earliest days representing the Sunflower State as chairman of the House Agriculture Committee during the 1996 Farm Bill to his

most recent tenure as ranking member of the Senate Committee on Agriculture, Nutrition and Forestry during the bulk of the latest farm bill, Roberts has distinguished himself as a steadfast guardian of farmers at their most vulnerable.

Known as the “Father of Crop Insurance,” Sen. Roberts has used his tenured knowledge and leadership role to craft the federal farm safety net in such a way that ensures farmers like Slead aren’t alone in their struggles with Mother Nature. “He understands the issues concerning

Sen. Pat Roberts (left) focuses on soybean farmer priorities and is dedicated to protecting growers at their weakest.



agriculture and has been instrumental in finding solutions for those issues," adds Slead. "His leadership in crop insurance for risk management for farmers has been invaluable."

In addition to his vocal and high-profile leadership, Roberts is lauded for his behind-the-scenes work in building consensus with different blocs in Washington, whether across traditional party lines, or between different crops and growing regions.

"Roberts has always strived to be a constructor of good policy, to build toward a collaborative connection between the federal agencies, the programs Congress creates and the safety net and conservation enhancement tools that help farmers and ranchers keep their operations out of the red," recalls Dale Moore, a longtime Roberts staffer and now executive director of public policy for the American Farm Bureau Federation. "There are plenty of folks that keep a sharp eye on the party politics – but agriculture is different and you need to spend more time focused on building bridges between the commodities and ag regions. That's a critical lesson that he taught me."

Moore also remembers the senator as a lawmaker devoted to working toward a "yes" in a town so often characterized by "no." "I recall one particularly challenging period when as chairman of House Agriculture, he was working to move some of the most sweeping reforms to federal farm programs," Moore adds. "One long-time colleague noted to him that 'we've disagreed more in the past few months than we did over the previous 16 years.' Sen. Roberts replied in a straightforward manner, 'that's because for 16 years, all we had to do is vote 'no.' Now we're

in charge and we have to be for something. 'No' just won't cut it anymore."

As it turns out, since that time in the House, Roberts has continued to stand for solid, soybean farmer-focused priorities, says ASA's John Gordley, who worked extensively with Roberts during his time as agricultural staff to former Sen. Bob Dole.

"Roberts has been the 'go-to' senator for producers of soybeans and other crops for the last four farm bills," Gordley says. "He was the champion of planting flexibility under Freedom to Farm in 1996, and the author of the current crop insurance program in 2001, which has been the core of the farm safety net for Kansas and indeed all producers."



Sen. Pat Roberts, known as the "Father of Crop Insurance," goes to bat for farmers to ensure a program that allows soy growers to maintain economic stability and keep growing.

and true as Roberts', and the senator has time and time again stood on the side of farmers both in Kansas and across the country as they work to continue providing for their neighbors, both at home and abroad.

And Gordley isn't alone in his recognition of the ethos behind Roberts' work, either. Sen. Dole, with whom

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**“[Sen. Roberts] is the foremost supporter of federal crop insurance, which is the most important risk management tool for Kansas farmers.”**

**– Sen. Bob Dole**

It's that dedication to the principal of protecting producers at their weakest that has led to both success and difficult choices for Roberts, including a much-publicized vote against the recent farm bill, which ASA supported. The lack of regulatory reforms and the late addition of price-based programs that Roberts believed would further weaken markets with their potential for distortion of farmer planting decisions proved a bridge too far for Roberts in the end, even as he worked with ASA to allay those negative effects by maintaining that such programs be decoupled from current planted acreage.

Gordley notes, though, that one vote can hardly define a career arc as long

Roberts worked from across Capitol Hill on so many Kansas issues, sums up the senator as a representative of "common-sense Kansas values and a strong advocate for American agriculture during his years in Congress. He is the foremost supporter of federal crop insurance, which is the most important risk management tool for Kansas farmers who grow soybeans and other crops. And he has never backed away from opposing programs which aren't good policy."

The American Soybean Association, with more than 22,000 members, agrees wholeheartedly, and ASA is pleased to recognize Sen. Pat Roberts with the Soy Champion Award. ■

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In every case, your data is yours. Together we help figure out what it means and how to make it work harder for you. You can learn more about TrueHarvest and our FarmLink Pledge by visiting [www.FarmLink.com/Home/OurPledge](http://www.FarmLink.com/Home/OurPledge). □

## FARMLINK IS STEPPING UP TO MAKE FARMERS \$11 BILLION STRONGER



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\*Based on closing prices on Feb. 21, 2014. TrueHarvest yield benchmarking service identified another \$11 billion in revenue available for U.S. corn and soybean farmers in 2013 if land had performed at the 75th percentile.



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# ASA in Action

## ASA Board Discusses Transportation, Renewable Fuel and More at Meeting and Legislative Forum

Rep. Mike Pompeo talks about Environmental Protection Agency regulations and GMO labeling over lunch at ASA Legislative Issues and Education Forum in July 2014.



**ASA** board and staff gathered in Washington, D.C. in July for the summer board meeting and legislative forum, where members discussed policy efforts, met with lawmakers and heard from speakers on issues facing the industry.

The ASA Legislative Issues and Education Forum, sponsored by Monsanto, kicked off with a special interview presentation featuring Dr. Michael Jacobson, executive director for the Center for Science in the Public Interest. Dr. Jacobson spoke on the Food and Drug Administration's proposal to revoke the "Generally Recognized as Safe" (GRAS) status for partially hydrogenated oils. Sara Wyant, president of AgriPulse, interviewed Dr. Jacobson.

Representative Mike Pompeo (R-KS) was the keynote lunch speaker at the forum, discussing federal Genetically Modified Organism (GMO) labeling legislation. Participants also heard from Deputy Administrator of the Environmental Protection Agency (EPA) Bob Perciasepe, who spoke with growers about EPA rules on the Renewal Fuels Standard (RFS)/biodiesel, waters of the U.S., and the

new pollinator initiative. The forum continued with Rob Bertram, director for the Office of Agriculture, Research and Policy, U.S. Agency for International Development's (USAID) Bureau for Food Security, who spoke to the group about USAID's Feed the Future Innovation Labs and global food security.

Members also heard from a transportation panel, moderated by Mike Steenhoek, executive director, Soy Transportation Coalition. Joining Steenhoek was John Runyan, president, Coalition for Transportation, Mike Toohey, president and CEO, Waterways Council and Greg Guthrie, director of Ag Products, BNSF Railway. The panel discussed waterways, rail and weight limits and the impact on soybean production.

The National Black Growers Council (NBGC) Executive Director Leigh Allen briefed attendees about NBGC legislative priorities and how ASA and NBGC can expand traditional coalitions and work together for the betterment of all farmers. To end the week, ASA board members headed to the Hill to meet with their representatives and discuss issues facing soybean farmers.

## ASA's Leadership At Its Best Class Welcomes 12 New Farmer Leaders

Farmer-leaders from 12 states met Aug. 11-14, in Greensboro, N.C., for Part I of the 2014-2015 ASA Leadership At Its Best (LAIB) program, sponsored by Syngenta. The leadership development training provides the skills necessary to be an effective voice for U.S. soybean farmers and leader in the industry. Participants are trained in media relations, public speaking skills, soybean industry policy issues, future trends and organizational leadership. They also networked with fellow participating producers representing the National Corn Growers Association (NCGA) and heard from previous graduates of the program.

The 2014-15 LAIB participants are: AJ Hood (Arkansas); Matthew Chapman, (Indiana); Wayne Fredericks (Iowa); Jonathan Miller (Kentucky); Matt Stutzman (Michigan); Dan Brandt (Minnesota); Ronnie Russell (Missouri); David Heath (North Carolina); David Hartz (North Dakota); Adam Graham (Ohio); Alex Forsbach (Tennessee) and Mike Bertram (Wisconsin).

"Seeing these growers, who are so passionate about the soybean industry, have the opportunity to interact and learn valuable skills during Leadership at Its Best, is reassuring because we know the industry is in the hands of great leaders," said ASA First Vice President Wade Cowan. "Their commitment and desire to learn will make them outstanding spokespeople and help the voices of soy growers continue to be heard."

Part II of Leadership At Its Best is held in Washington, D.C. in conjunction with the ASA National Board meeting, March 8-10, 2015. During that time, participants in the program will continue their advocacy training and meet with members of Congress from their state to discuss key policy issues affecting soybean producers and the soybean industry. ▣



ASA President Ray Gaesser (*left*) and Iowa Secretary of Agriculture Bill Northey (*right*) make opening remarks at the Big Data Workshop on Aug. 25. ASA joined with the PrecisionAg Institute for the workshop at Iowa State University that attracted more than 300 farmers, industry suppliers, ag retailers, government agency officials and consultants.



ASA Vice President Ron Moore from Atlanta, Ill., talks with Roger Ward of WLDS radio in the media pavilion at the 2014 Farm Progress Show in Boone, Iowa. ASA farmer leaders and staff spoke with ag media on the policy issues impacting the nation's soybean farmers, including the potential effect of the Environmental Protection Agency's Waters of the U.S.; the Renewable Fuels Standard and biodiesel's continued wait for 2014 volume numbers; GMO labeling and biotechnology trait approvals.

# Industry Perspective

Positioning for the  
digital data revolution.



| By **Candace Krebs**



Formed in 2006 as a forum for advocacy, education and research, Meister Media's Precision Ag Institute continues to evolve.

While its formation pre-dates the privacy discussions of today, the challenges involved in sharing data in a diverse, competitive environment make the mission more important than ever, said Anthony Osborne, vice president of marketing for Monsanto's Climate Corporation.

"I think all of us realize that it's going to take a lot of different pieces of equipment and devices to deliver the most value to farmers," he said. "We've pushed hard within the institute around the idea that farmers should be able to use whatever type of equipment and service providers they choose, while making sure the data is portable across those devices."

"As I attend workshops, I observe a lot of different companies with different concepts," he adds. "So this is a place to see what's coming and to contemplate how specific tools can work together as part of a system."

Chris Batdorf, product marketing manager with John Deere's Intelligent Solutions Group, applauded the institute's big data workshop held in late August in Ames, Iowa.

"As a member of the institute, I was very pleased with what they put together in terms of the level of presenters and how they really hit the market they were going after," he said.

With 350 farmers and tech providers in attendance, leading university specialists explored what data ownership means and outlined how farmers can develop their own data use contracts.



**Anthony Osborne**, vice president of marketing for Monsanto's Climate Corporation.



**Chris Batdorf**, product marketing manager with John Deere's Intelligent Solutions Group.



**Dave Gebhardt**, director of agronomic data and technology at Winfield.

"One of the things that really opened my eyes was the sustainability expert talking about the importance of being able to trace things further back in the production chain. It showed there is value in this," Batdorf said. "I also think the workshop opened some eyes to the sheer amounts of data we are dealing with. As one of the precision ag providers, I hope it gets across to farmers that data storage and transmission does cost money. We can't keep giving these services away. We have to make money, too."

Dave Gebhardt, WinField's director of agronomic data and technology, was part of a panel held in Washington D.C. in September to launch the Coalition for the Advancement of Precision Agriculture, of which the institute is a member.

The goal is to build awareness of the impact farm technology can have on sustainability, food security and other legislative priorities.

Gebhardt believes the American Soybean Association, which joined the institute in June, is uniquely positioned to gain from participating.

"I think people really have a pretty good understanding of how precision ag technology is applicable to corn. In soybeans, it's been a little more illusive. But we are discovering there are some things we can do to break through this yield plateau we've seen, through more intense agronomic practices," he said, "This is an opportunity to step up and join corn as a crop that's going to benefit as we learn more about the opportunities." ▣

# I WILL THINK BEYOND HERBICIDES TO CONTROL WEEDS.

I will take action against herbicide-resistant weeds. Every action I can. I will do whatever I can to defend this ground. They aren't ordinary fields. They're battlefields. And I'm fighting a war on weeds.

I will think beyond herbicides and expand my arsenal. I will crowd weeds out and knock them down. I will smother them with foliage. I will farm to win.

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# MAKING TECHNOLOGY WORK

# ROI return ON investment

By **Paul Schrimpf**, executive editor of *PrecisionAg* magazine, a publication of Meister Media Worldwide, based in Willoughby, Ohio.



Ensuring field equipment is as cross-compatible and versatile as possible ensures that Ruff Farms gets as much as it possibly can from its technology investments.

## At Ruff Farms, working with key partners and focusing on “return on investment” (ROI) leads to successful and beneficial technology adoption.

For Mark Ruff, there are several important truths about his approach to using technology on his Ohio operation, Ruff Farms. **First**, technology is not an end – it is a means to an end. **Second**, data is useless unless it is driving decisions on the farm. **Third**, technology compatibility across machinery is more important than having the latest, shiniest machine. **Finally**, when it comes to putting technology and data to work, it helps to have some solid partners.

“I don’t think that our use of technology makes us successful,” said Ruff, “But I believe that technology speeds up the process and allows us to achieve success more rapidly.”

Indeed, through hard work and staying focused on return on investment across the business, Ruff Farms now produces soybeans and corn in essentially 50-50 rotation on some 3,500 acres for more than 20 land owners, which he prefers to call land partners. Ruff and his wife Marcia provide the management and leadership, and his father Luther lends a hand wherever he’s needed. Four additional full-time employees are counted on to do the heavy lifting in the field.

### ROI Focused

Ruff is not cut from the same cloth as the typical American farmer.

He grew up in the country near the town of Circleville, Ohio, about a half hour’s drive south of Columbus down Interstate 71. His family did some farming in the 1980s, but it was not the intensive farm experience to which most farmers get exposed. He studied to be an ag teacher and taught for three years, and while he loved the kids, he found it intolerable being cooped up in a classroom for eight hours a day, five days a week.

So he stepped out on his own to become an entrepreneur of the rarest kind – a farmer entrepreneur – in 1997. He and Marcia, his childhood sweetheart, carefully waded out into the business. During the first three years they both maintained full time jobs while working on establishing the farm operation – Marcia worked as a school teacher and he at the state Farm Bureau. But it became too much to manage, so Ruff turned to the farm operation full time in 2001.

Untethered to a past generation’s approach to crop production, Mark and Marcia, who still works as a half-day kindergarten teacher but is involved with all financial decisions for Ruff Farms, have taken their own road to growth.

“For us, it is a business and that is how we treat it,” said Ruff. “There are a lot of unique things about production agriculture, but in my mind, at the end of the day it also looks a whole lot like any manufacturing business.”

(continued on page 20)

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Ruff's answer to virtually every question the farm operation presents, from seed selection to fertility to technology acquisition has been, "What is the return on investment?" And while he likes to control what he can, he's also been willing to delegate and collaborate when it's been necessary to get all the information together and make best decisions.

"He is one of the more business-oriented farmers I deal with," said Tim Norris, president of AgInfoTech, an agronomy and technology consulting firm based in Mt. Vernon, Ohio who has worked with the Ruffs for more than a decade. "We've been doing grid sampling and variable-rate fertilizer with them from the beginning, and Mark is

very analytical, and always thinking about ROI. This is what drives his decision making process. He would rather invest in technology and data management and in getting the most production out of a field that way than buying new iron. In terms of data collection and technology, he has one of the most advanced planters around, and it's an old John Deere 7200. He gets a tremendous amount of data out of older equipment, retrofitting and making it do what's needed."

Ruff is passionate about the value of data, and uses it to manage the myriad expectations and demands he faces from his land partners.

"We have a wide range of land partners, from long-timers in their

80s to sons and daughters in their 30s who inherited their farm, to folks who bought land to diversify their portfolio. Some have little interest in the data, some want detailed yearly updates," Ruff said, "Regardless, our goal is to add value to the land partner, to help them make best decisions, and be able to make a case for change based on something more than gut feel. It's the right thing to do."

## Digging Deeper

A large part of Ruff's approach to technology and ROI over the past seven years has been accumulating, interpreting and managing field data on land partners' farms. "Data brings things into focus," he said. "It makes everyone sit up a bit straighter and makes us pay attention.

Automatic swath control and assisted steering keep application rigs moving accurately and efficiently.



It's not just me driving across the field and making observations, it's really proving out the benefits of best practices."

The first technology purchase in 2008 was an Ag Leader yield monitor that came with a used combine he acquired. That same year he added a self-propelled sprayer and an Ag Leader Insight display to handle variable rate prescriptions, mapping and logging as-applied data, and for handling technologies such as automatic swath control and assisted steering.

Yield data is the scorecard by which all decisions are made about the year ahead, in particular seed variety selection. Post-harvest, Ruff is pulling down and analyzing yield data with help from AgInfoTech. Ruff is adamant that he maintain full control of his data, and AgInfoTech provides a download and storage tool called AgriVault that provides that level of control.

"We are cautious about who we share data with, and the agreement we have with AgInfoTech ensures that at the end of the day, it is my data and I am in full control," Ruff said.

AgriVault is essentially a cloud-based data storage site to which Ruff can download and manage data for organization, cleanup and management. "That's really a struggle with farming today, every time you are out there, be it harvesting, spraying, spreading or scouting, you are collecting all sorts of data," he said. "This is the way we are organizing it so that we are able to use it to improve how we manage our inputs and our fields."

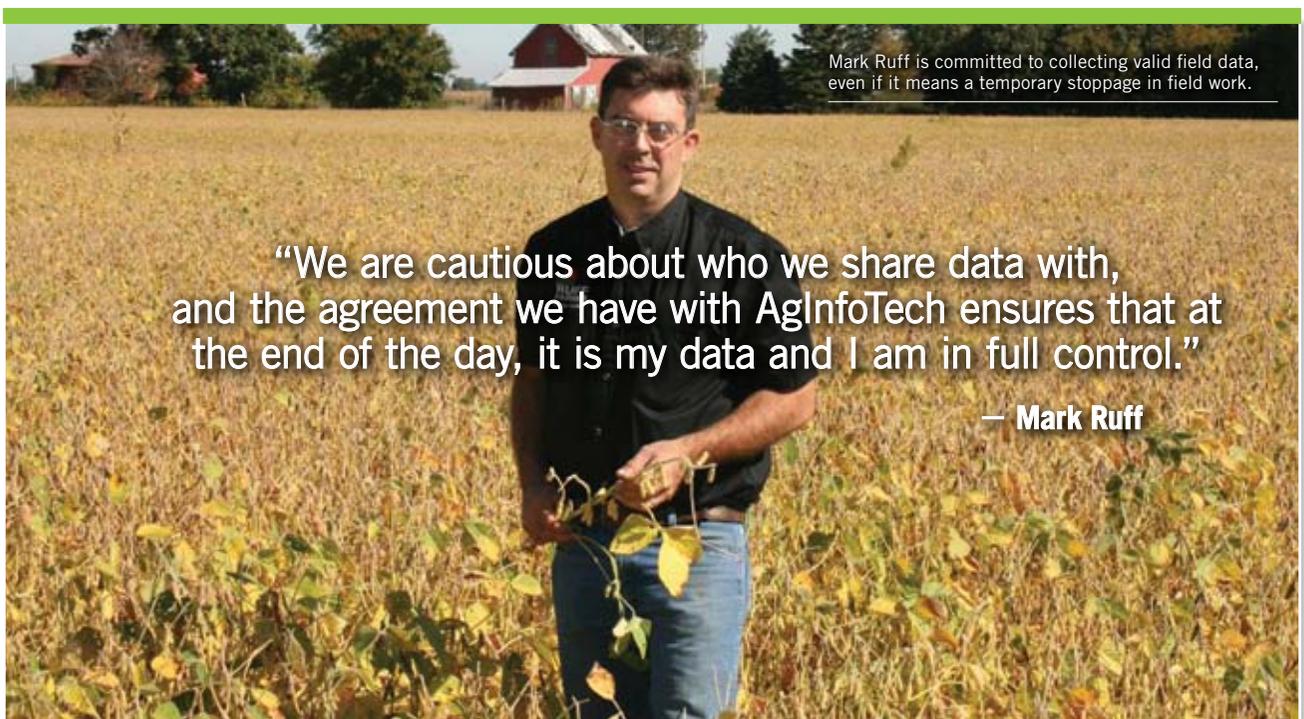
It also allows Ruff to manage a team approach to making seed decisions, including Norris at AgInfoTech and his seed suppliers. That said, Ruff is still selective about what he shares with seed suppliers. In fact, Ruff takes full responsibility for the seed selection and placement with land partners, and provides relatively

finished data to seed companies to use in variety selection.

"For example, we would share that Variety X performed well in these conditions, or share information comparing varieties based on on-farm trials we've done, but never raw data," Ruff said. "It gives us the opportunity to talk about why a variety did or did not perform well and helps us build the coming year's program."

For future variety decision making, Ruff focuses on field factors and challenges seed companies to match recommendations to take best advantage of the strengths and weaknesses of each field. "I talk to them about specific fields and share information such as topography, soil type, management considerations, typical moisture, and let them make a varietal selection based on the data I give them," Ruff said. "Then we establish a management program based on the variety – is it a fungicide response variety, do I

(continued on page 22)



Mark Ruff is committed to collecting valid field data, even if it means a temporary stoppage in field work.

"We are cautious about who we share data with, and the agreement we have with AgInfoTech ensures that at the end of the day, it is my data and I am in full control."

— Mark Ruff

(continued from page 21)

need to plant early or late – how do I manage your variety so that I can succeed for both of us.”

Ruff’s approach is to establish high, medium and low zones within fields upon which variety and seeding rate recommendations are built, and AgInfoTech is a key contributor to the data pool. “Ruff has helped us perfect the seed prescription process we use, and our approach to variable rate seeding when we utilize the seed consultant,” said Norris. “We take several years of yield data, weed out anomaly years that were too high or low based on weather or field conditions in a given year, and use the result to come up with seeding prescriptions.” Norris added that fields are matched up with varieties based on data, and Ruff generally follows the seed recommendation that emerges from the analysis.

One of the key individuals on the other end of the table for these seed discussions is Carl DeBruin, agronomist with United Landmark who works out seed recommendations with Ruff. DeBruin said Ruff’s business-like approach to decision making is unique among growers, and while it’s challenging it is also predictable and based solely on the data.

During the season, Ruff relies on DeBruin for scouting reports, which he collects and records using a georeferenced tablet computer. Eventually, Ruff sees the potential benefit of flying unmanned aerial vehicles (UAVs) to make scouting more efficient.

## Tech Use And Teamwork

Beyond seed decisions, precision technology brings additional benefits to Ruff Farms and its land partners. Automatic swath control paired with assisted steering and as-applied mapping is not only making Ruff more efficient, but will help manage future regulation.

“Ohio is going down the road of fertilizer application certification, and I do not think we are too far away from producers or customer applicators needing to track what they apply and where they apply it,” Ruff said. “It’s good to have that as-applied map available.”

It’s also good from land partner relations. “We pride ourselves on having a lot of that information available, and for land partners, knowing what was applied where is important data for them to have, from pre-plant to harvest,” Ruff said.

Another recent addition to the technology toolbox is drainage tile installation. Ruff acquired a Trimble FmX integrated display and a tile plow, and utilized Norris and the team at AgInfoTech to get one of his employees fully trained in operating the system.

“We’ve begun doing tilling work, predominantly for our land partners, to improve yields in wet areas of fields,” said Ruff. “We sent one of our guys to Tim [Norris] to learn how to operate the equipment and use the software to design a drainage plan.” Last year was a time to learn, and despite some challenging end of year weather they managed to topographically survey and design about 500 acres and install about 150 acres of tile.

Also last summer, Ruff had Norris bring in and demonstrate a UAV. “We want to expose our guys to new technologies like this, and they were really intrigued by the potential of UAVs in our operation,” said Ruff.



With precision technology and data analysis, there's always something new to learn – and the sheer volume of information and possibilities can seem overwhelming for many growers. But choosing the right approach, and picking key partners to help without losing control of the outcome, is a strategy that is working well for Ruff Farms.

"I wish all growers had the passion for data that Mark has," said Norris. "He has a vision for how to collect and utilize data correctly and make it work for his operation." ▣



Tim Norris, president of precision consulting firm AgInfoTech, says that Ruff Farms' emphasis on return on investment with technology use is a key reason for its success.

## Calibrate The Yield Monitor? Absolutely

Tim Norris, owner of consulting firm AgInfoTech and a key partner with Ruff Farms when it comes to helping collect and manage data, said that owner Mark Ruff is one of the few growers out there who is not willing to lose data because things aren't working quite right. "He will sacrifice a few run hours to get the data – very few farmers are willing to do that."

So it should come as no surprise that Ruff insists on a fully calibrated yield monitor before harvest commences.



"There is a cost in time, but to me it is well worth it," said Ruff, who'd just finished a calibration regimen the day before. "We ran it repetitively, at fast and slow speeds to make sure it was right. I think that time spent was well worth it. I know that the crop insurance information is right, that information I give to my land partner is right."

# Soy Checkoff/United Soybean Board

## Checkoff Studies How Much of Each Nutrient a Crop Needs to Produce Maximum Returns

**T**he results of a new soy-checkoff-funded study could provide farmers with precise numbers for how much of each nutrient a soybean crop needs to achieve maximum yields. That includes not only major nutrients, including nitrogen, phosphorus and potassium, but also the minor ones, such as manganese and boron.

In this study, co-funded by the Michigan Soybean Promotion Committee, Wisconsin Soybean Marketing Board and DuPont Pioneer, researchers make sure fertility is not a yield-limiting factor. They give the crop all the nutrients it can handle and then some. Through analysis of plants from research plots in Michigan, Minnesota and Wisconsin, they hope to determine:

- How much of each nutrient the crop takes out of the ground.

- The growth stages at which the crop takes up those nutrients.
- At which part of the plant it uses each nutrient.
- The effect those nutrients have on yield.

"This study is about setting a higher yield bar by accurately updating soybean fertility needs for today's soybean genetics and production practices," says Adam Gaspar, a Ph.D. student assisting University of Wisconsin soybean extension specialist and Agronomy Professor Shawn Conley on the project. "These critical data haven't been updated in 50 years because the research is very labor intensive and expensive, but the checkoff boards in Wisconsin and Michigan stepped up and did it."



University of Wisconsin Ph.D. student Adam Gaspar says the study on which he's working aims to set a higher bar for soybean yields by giving the crop the nutrients it needs.

Gaspar hopes to have preliminary data to share with farmers over the next year.

As crop yields continue to increase, the amount of nutrients removed from the soil each year also increases. Proper nutrient management is essential to maintain and continuously improve soybean yields. Not knowing and properly replenishing nutrients in your fields could mean that your yields and profits could fall behind. ■



## Soy Buyers Prefer Predictability of U.S. Shipments.

**A**nalysis shows some international buyers prefer U.S. soy to that from top competitors Brazil and Argentina because they can count on it reaching them in a timely manner, according to a recent soy-checkoff-funded study.

In fact, foreign soy buyers often pay as much attention to the timeliness of a delivery as they do to the price. That's because late shipments can be expensive for buyers, as they incur costs in trying to find replacement crop, slowing down crush facilities and other problems that arise when shipments don't arrive in the time frame that was promised.

"Our industry depends on the reliability of our transportation system to keep us competitive in the global market," says Dwain Ford, soybean farmer from Kinmundy,

Illinois, and United Soybean Board (USB) International Opportunities Target Area coordinator. "This study really shows the advantage the roads, rails and rivers give us and how important it is to maintain and improve our infrastructure."

The study gathered input from buyers in China, Taiwan, Thailand and Vietnam to get firsthand reports on the timeliness of shipments and the repercussions late shipments have on their businesses. In most of these markets, U.S. shipments were the most predictable, with several participants adding that they prefer to buy from the United States because of this predictability.

U.S. soy rises to the top because of the relatively short amount of time it takes for soybeans to move from the growing

areas to export position. Even though U.S. soybeans have the longest distances to travel, the extensive U.S. rail and river infrastructures move these beans quickly, and the port infrastructure allows for timely loading and limited delays. ■



The U.S. road, rail and river infrastructure helps U.S. soybean farmers ship their crop to international customers in a reliable manner.

## High Oleic's Enhanced Functionality Could Lead to More Industrial Options

The industrial uses for commodity soybean oil are widely known, and there have been recent stories about the amazing opportunities that high oleic soybean oil brings to the food industry. High oleic soybean oil offers a lot of industrial opportunities, as well.

High oleic soybean oil has the ability to withstand high temperatures and high levels of friction – traits commodity soybean oil does not have. This unique feature makes high oleic soybean oil an ideal material for creating new, sustainable technologies for industrial applications, such as motor oils and lubricants.

High oleic soybean oil has the potential to match, or even exceed,

the performance of petroleum in various industrial uses. This could open up a whole new market for soybean oil.

“High oleic soybean oil is lower in volatility than petroleum products and has better stability than conventional soybean oil, which makes it attractive to some industrial users,” says Lewis Bainbridge, chair of the Oil Action Team for the United Soybean Board and a South Dakota soybean farmer.

Industrial partners are very interested in the potential of high oleic soybean oil. Before that potential can be realized, however, U.S. soybean farmers have to show that they can provide a consistent



High oleic soybean oil can withstand high temperatures and high levels of friction, making it an ideal material for use in some industrial applications, such as motor oils and lubricants.

supply of high oleic soybeans.

High oleic soybeans perform in the field just as well as, if not better, than current varieties, so farmers don't have to choose between on-farm and customer benefits. Talk to your seed rep or visit [www.SoyInnovation.com](http://www.SoyInnovation.com) if you are interested in advancing industrial uses with your soybean crop. ■

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# Soy SHOTS



Grain Merchandiser Micha Gairhan Price was checking corn yield on a farm in Lake Cormorant, Miss. when she spied what she describes as "pretty beans" and decided to take a photo. *Photo Credit: Micha Gairhan Price*



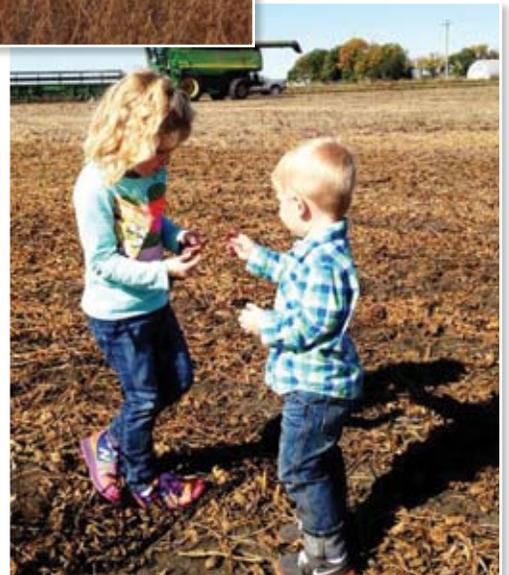
Submit Your Soy Shots at:

[membership@soy.org](mailto:membership@soy.org)

MG 2.8 beans are ready to harvest on the Landisville, Pa. farm of Greg Roth, Penn State Professor of Agronomy/Research and Cooperative Extension. *Photo Credit: Greg Roth*



Kevin Hoyer's soybeans in West Salem, Wis., 2014. *Photo Credit: Kevin Hoyer*



Julie Kenney shares a favorite photo of her little lowan farmers, Lauren and Landon Kenney, during a past harvest. *Photo Credit: Julie Kenney*



Matthew Scott (right) helps out dad Brian Scott (left) during harvest on their farm in Delphi, Ind *Photo Credit: Brian Scott*



A drone shows an aerial view of stress where pivots don't reach and rain is needed on a soybean field in Nebraska. *Photo Credit: Randy Uhrmacher*

# SoyWORLD

## Ahead of the Curve: WISHH Program Continues Work to Fuel Development in Africa

At the U.S.-Africa Summit in August, the White House underscored the importance of trade with Africa and the potential that fast growing economies and talented entrepreneurs represent for U.S. goods and jobs.

Speakers at the summit encouraged the expansion of trade to more African countries through trade missions, financing programs and larger teams on the ground to facilitate business between the U.S. and Africa. The American Soybean Association's World Initiative for Soy in Human Health (WISHH) program's focus on trade and market development in Africa aligns with the U.S. Government's renewed commitment to the region. In 2014, as a result of WISHH activities, total exports of U.S. isolated soy protein, soy flour and textured soy protein to Africa have exceeded \$1 million, including countries such as Burkina Faso, Kenya, Nigeria and Senegal. ■



Doug Schroeder, Illinois soybean grower and Illinois Soybean Association board member, discusses equipment needs and modern farming practices with Charles Kyemereh, deputy national coordinator for the Ghana School Feeding Program at the 2014 Midwest Workshop organized by WISHH, with support from the World Soy Foundation.

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# Sustainability

## UAVs Offer Bird's Eye View on Sustainability

By Barb Baylor Anderson

When Dennis Bogaards first began using new technology on his family's farm near Pella, Iowa, sustainability was not a buzzword yet. But he soon learned the steps he would take – from employing variable rate technology (VRT) to applying fertilizer to using unmanned aerial vehicles (UAVs) – would allow him to reduce crop input use and farm more efficiently.

Bogaards has raised corn and soybeans in southeast Iowa for about 20 years. He was one of the first

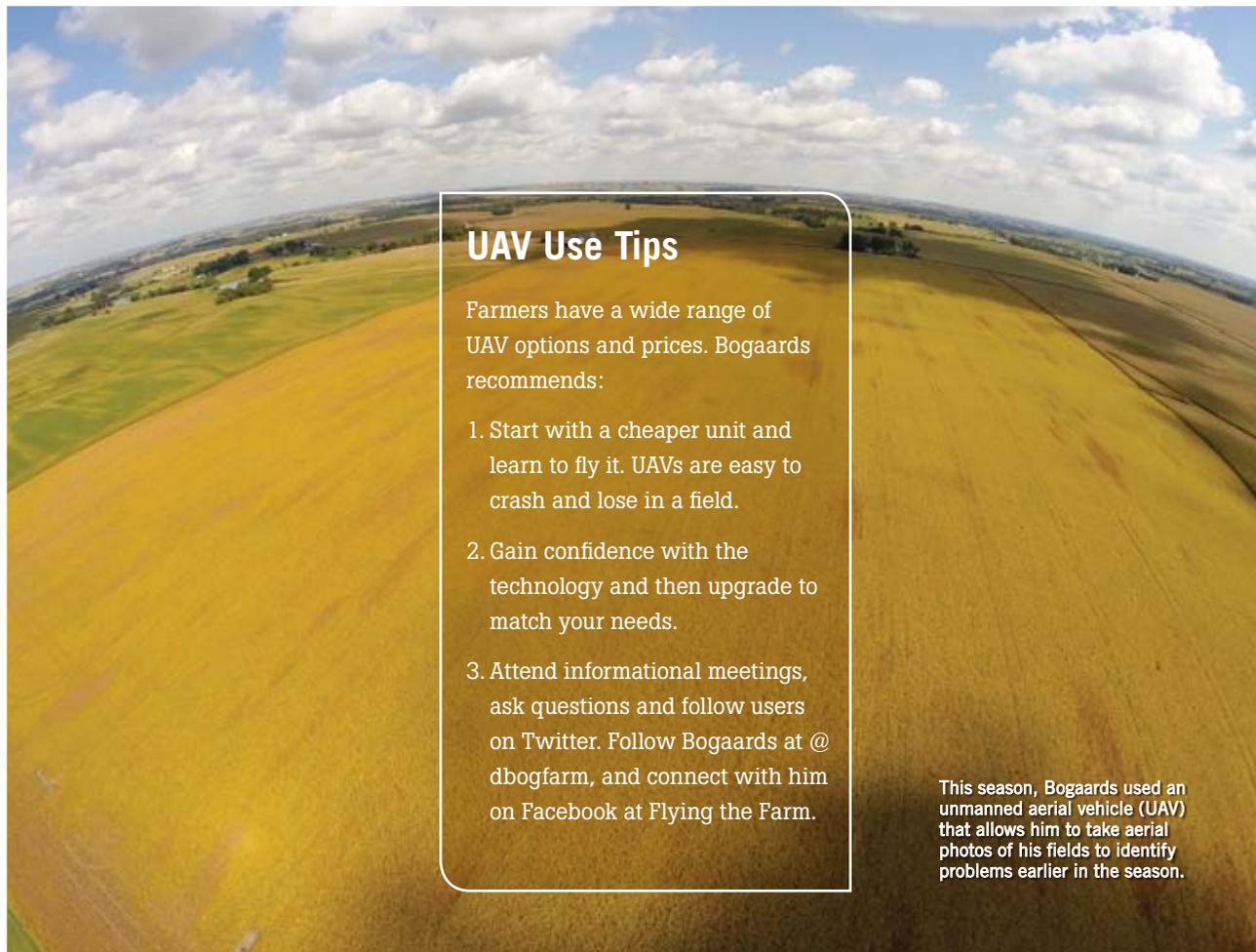
farmers in his area to experiment with variable rate applications.

"I could see some cost savings with VRT. It did help us use fertilizer more efficiently, and when you can apply less anhydrous ammonia, that is a sustainable practice," he said.

Bogaards moved on to Global Positioning System (GPS) yield monitors and mapping, followed by autosteer on his tractor with Real Time Kinematic (RTK) satellite navigation.

"We have always taken steady steps up to adapt to new technology," he said. "We can see the value of the technology in our numbers."

For example, Bogaards has one 100-acre field that he should have been able to spray with one tank. The field has many terraces, contours and point rows, however, which meant there was a lot of overlap and he could only spray 80 acres. With new automatic boom steer and shutoff capabilities, he now can spray all



### UAV Use Tips

Farmers have a wide range of UAV options and prices. Bogaards recommends:

1. Start with a cheaper unit and learn to fly it. UAVs are easy to crash and lose in a field.
2. Gain confidence with the technology and then upgrade to match your needs.
3. Attend informational meetings, ask questions and follow users on Twitter. Follow Bogaards at @dbogfarm, and connect with him on Facebook at Flying the Farm.

This season, Bogaards used an unmanned aerial vehicle (UAV) that allows him to take aerial photos of his fields to identify problems earlier in the season.

100 acres for a 20 percent reduction in inputs.

“This year we got a UAV that allows us to take aerial photography to look at the farm. We can identify problems earlier and problems we didn’t even know we had,” he said. “Just like the first year with GPS and a yield monitor, we are still figuring out how best to use it.”

During the 2014 season, Bogaards took pictures then walked fields where he found problems. The easier scouting saved him time and likely money.

“The weather affects how often I can use it, but I like to get it in the air at least every other week. It is trial and error at this point,” he said. “We will switch up our nitrogen applications based on what we see happening

with plants from the air this year for better yields and cost savings.”

One benefit Bogaards had not anticipated was using the UAV as an ag advocacy tool.

“I can fly the unit over the tractor and take video of what we are doing. I share the video with people as another way to expose them to farming and to why we do what we do,” he said. ▣

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“This year we got a UAV that allows us to take aerial photography to look at the farm. We can identify problems earlier and problems we didn’t even know we had.”

—Dennis Bogaards, Pella, Iowa

Bogaards flies the UAV over his tractor then shares the videos to help others better understand what modern farming looks like today.



Bogaards was one of the first farmers in his area of Iowa to experiment with variable rate applications and he soon moved on to GPS yield monitors, mapping and autosteering on his tractor with satellite navigation.

# SoyForward

## Farming's Next Big Thing is Up in the Air



By **Michael Toscano**

The most important new addition to your farm might have more in common with your phone than your tractor. This

innovative new technology that may transform agriculture might even fit on your kitchen table.

Around the world, farmers are already experimenting with unmanned aircraft systems, or UAS, to help them do their jobs more effectively and efficiently. From vineyards in California to orange groves in Florida, researchers are developing new ways to use their aerial perspective to provide new information faster, better and for less money than traditional techniques.

For an operating cost of as low as \$25 an hour, a UAS can cover an entire field in several hours, gathering crucial data about growing crops. With new sensing technologies, such as hyperspectral cameras, the UAS can detect problems that are invisible to the naked eye, showing drought stress or disease. These advanced cameras can measure down to the centimeter, giving farmers precise details about the health of their crops.

UAS technology has already been used for more than a decade in Japan for aerial crop spraying. Right now, researchers at University of California's Davis campus are studying whether this technology may also be effective in spraying wine grapes. Applying fertilizers or pesticides directly with UAS can help to reduce waste, cutting costs and environmental impact.

Beyond farm-specific applications, a researcher at Virginia Tech has used UAS to detect airborne microbes that carry plant diseases, which can help prepare for or prevent outbreaks.

This technology is nearly ready for commercial use, but right now UAS are grounded as the Federal Aviation Administration works on developing rules for their use in the national airspace.

However, my organization, the Association for Unmanned Vehicle Systems International, has been working with regulators, elected officials and industry stakeholders to expedite the use of this technology.

For example, in April we joined 34 organizations, including the American Soybean Association, in sending a letter to the FAA calling on the agency to expedite rulemaking for the commercial use of small UAS. In September, we saw some of the fruits of this labor when the FAA announced an exemption for the use of UAS for film and television production.

The FAA has also said that it will consider exemptions for the use of UAS in precision agriculture, as well as other low-risk operations such as oil and gas inspections. Yamaha has already requested permission for the use of its RMAX, the same model that has been so successful in Japan and is now being tested in California vineyards.

We are reaching an exciting point in the development of this technology where it seems that a new application is developed daily. Now, all we need are for FAA regulations to catch up to the progress of the technology.

In the next few years, we will likely see UAS helping to save time and money on farms around the country, maybe even yours. ■



Michael Toscano is president and CEO of the Association of Unmanned Vehicle Systems International, an international nonprofit dedicated to the advancement of unmanned systems and robotics industry.

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**Discover** new ways to improve your operation and your profitability in dozens of engaging education sessions.

**Explore** the huge trade show, where you can meet face-to-face with top management from agribusiness companies.

**Map out** a game plan for your farming operation with advice, information and input from the best in the business.

**Visit new territory** as you hear from thought leaders, innovators and experts.

**Track down** old friends and make new connections with farmers from across the nation.

### OPEN TO ALL FRIENDS OF CORN, SOYBEANS, WHEAT AND SORGHUM!

- High-Powered Education
- Thought-Provoking Discussions
- Expert Speakers
- Top National Talent
- New Technology & Ideas
- Incredible Trade Show
- Opportunities to meet other growers from across the nation

Blaze the trail to success for your operation. Don't miss the 2015 Commodity Classic!

Commodity Classic<sup>SM</sup> is the premier convention and trade show of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers and National Sorghum Producers.

[www.CommodityClassic.com](http://www.CommodityClassic.com)

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



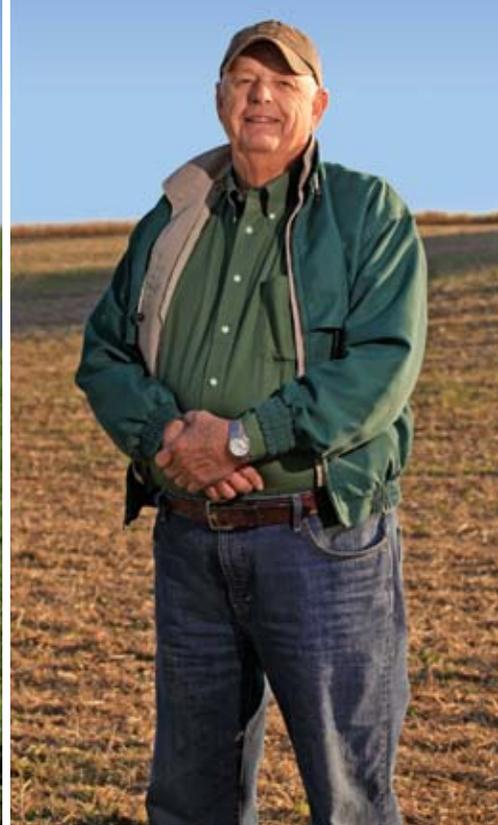
David Ausberger, Jefferson, Iowa

We are soybean farmers,  
animal ag supporters,  
and ASA members.



Phyllis & Mark Legan, Coatesville, Ind.

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



Jerry Peery, Clinton, Ky.

**Your story is our story.** As an ASA member, you join tens of thousands of other soybean farmers to ensure someone is watching your back when policy and regulations are being debated and created in Washington, DC.

Representing your interests. Expanding your markets.  
Protecting your future. Defending your freedom to operate.

You grow soybeans. At ASA, our job is to make sure you can keep doing it competitively and profitably. That takes vigilance and diligence on the policy front. That's what ASA does for you and all of America's soybean farmers.

You know how policy can have a profound impact on your profitability. It is time to belong to ASA.



If you believe, belong.



You can't always be here. But ASA can.

Visit [soygrowers.com](http://soygrowers.com) or contact the American Soybean Association at 800.688.7692