

AMERICAN  
**soybean**

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People. Policy. Profitability.

A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION

# BIG DATA'S BIG FUTURE



**SOY HORIZONS**  
Kentucky Farmer  
Continues Family Tradition

**SOY CHAMPION**  
U.S. Senator Mike Johanns  
from Nebraska

**2014 FARM BILL**  
What You Need to Know

**SOY FORWARD**  
Purdue University President  
Mitch Daniels

  
**ASA**  
American Soybean  
Association®

If you believe, belong.



# THIS CHANGES EVERYTHING.



Introducing an all-new, high-yielding approach to weed control. Dicamba tolerance will be combined with elite Asgrow® genetics to help you change the game on your farm. Hear from Asgrow farmers who planted Roundup Ready 2 Xtend™ soybeans through the Ground Breakers® Field Trials Under Permit program.



## Patrick Seyer — Oran, Missouri

"I've been planting Asgrow® soybeans for 15 years. I continue to plant Asgrow products year after year because I'm impressed with the genetics, and I've had consistent, high yields each season. In 2013, I decided to plant Roundup Ready 2 Xtend™ soybeans through the Ground Breakers® Field Trials Under Permit program because I've experienced significant weed pressure on my soybean acres for the past four years. I also enjoy testing new technologies on my farm so that I can see the performance firsthand. I planted 350 acres of Roundup Ready 2 Xtend soybeans, and I saw excellent weed control and very clean fields. This year, I will be planting 900 acres of Roundup Ready 2 Xtend soybeans through the Ground Breakers Field Trials Under Permit program, and I'm really looking forward to the outcome."

## Matt Tiffany — Redwood Falls, Minnesota

"For the last 25 years, I've been planting Asgrow® soybeans on my farm. This past season, I planted Roundup Ready 2 Xtend™ soybeans through the Ground Breakers® Field Trials Under Permit program because I think it's beneficial to see what's coming down the pipeline in agriculture. I enjoy seeing how new technology performs, and I believe incorporating new technology on our farms ensures an abundant, affordable food supply for our nation. Herbicide-resistant weeds are becoming a bigger issue in my area, and Roundup Ready 2 Xtend soybeans help provide another tool to manage problematic weeds. I saw excellent weed control — better than what I've seen before, and I was able to control both weeds that emerged early in the season and weeds that came later. This season, I'm planting all of my soybean acres with Roundup Ready 2 Xtend soybeans through the Ground Breakers Field Trials Under Permit program."



## Jim Hild — Illiopolis, Illinois

"I've been an Asgrow® soybean farmer for at least 10 years, and I continue to be pleased with the performance of my Asgrow products. I participated in the Ground Breakers® Field Trials Under Permit program for Roundup Ready 2 Xtend™ soybeans in 2013 because I'm pretty aggressive when it comes to trying new technology on my farm. I've heard a lot about weed resistance, and I feel like Roundup Ready 2 Xtend soybeans are the answer to helping effectively manage tough-to-control weeds. The weed control enabled by the Roundup Ready 2 Xtend soybeans this past year was excellent, and my fields stayed clean all season long. I'm really looking forward to the commercialization of this product."



**TO START CHANGING THE GAME ON YOUR FARM, TALK TO YOUR EXPERT ASGROW DEALER**

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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.



# 26 Big Data's Big Future

Leveraging, managing, interpreting and protecting huge volumes of ag information.

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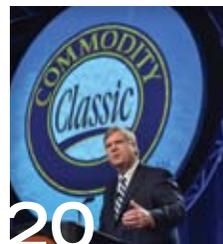
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# SOY news

## Soy Innovations on Display in Purdue/ISA Contest

Through support from the Indiana Soybean Alliance, Purdue University awarded the \$20,000 first prize in its 20th annual Student Soybean Product Innovation Competition to Team Filasoy, a three-person team of (from left), Carmen Valverde-Paniagua of Chihuahua, Mexico, Yanssen Tandy of Jakarta, Indonesia, and Nicole Raley Devlin of Rockville, Md., for their invention of a soy-based filament used in three dimensional printing. The material replaces petroleum-based plastics with renewable soy-based material.

Source: Purdue University/ISA



Purdue honorees, from left, Valverde-Paniagua, Tandy and Raley Devlin, toy around with a shark printed using a soy-based filament for 3D printers.

### 434 ACRES

The average farm size in the U.S. in 2012.

Up 4 percent from 2007.\*



\*Statistically significant change. Visit <http://bit.ly/AgCensusFAQs>.



That's the size of 328 football fields.



[www.agcensus.usda.gov](http://www.agcensus.usda.gov)

U.S. Department of Agriculture  
National Agricultural Statistics Service

USDA 2012 CENSUS OF AGRICULTURE

Source: 2012 Census of Agriculture, Preliminary Report, February 2014.

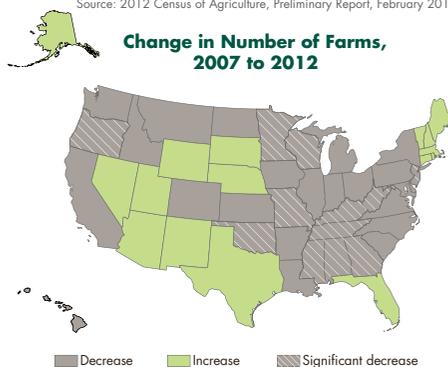
### 2,109,363

The total farms in the U.S. in 2012.

Down 4 percent from 2007.\*



\*Statistically significant change. Visit <http://bit.ly/AgCensusFAQs>.



[www.agcensus.usda.gov](http://www.agcensus.usda.gov)

U.S. Department of Agriculture  
National Agricultural Statistics Service

USDA 2012 CENSUS OF AGRICULTURE

Source: 2012 Census of Agriculture, Preliminary Report, February 2014.



# BY THE NUMBERS

## DEBUNKING GMOs

The first genetically modified plant was created in 1983. In the following three decades, technology improved exponentially, and now dozens of plants have been infused with outside genes to bring new stress resistance, increased biomass and improved nutritional qualities to these genetically modified organisms (GMOs). Although most processed foods in the U.S. now contain GMOs, many still fear the technology and perpetuate myths about the genetic modification of plants. Following are answers to some of the commonly held beliefs about GMOs.



### Top 10 countries growing GMO crops:



A record **90%** of U.S. corn crop is genetically engineered.

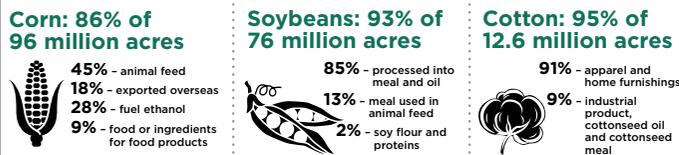


-USDA -Greenwire  
 Source: Greenwire (10 Jul 2013)

**Myth: GMOs make up a small percentage of total crops.**

**Fact: 80 percent of processed foods in the U.S. contain a GM crop.**

### 2012: U.S. GMO crop expansion and uses (approximate percentages)



**Myth: Eating GMOs will hurt me.**

**Fact: No adverse effects have been documented in food made from biotech crops.**

### A study of 1,200 Americans showed:

**48%** of Americans are aware that such products are currently for sale in supermarkets.

**87%** incorrectly believe that people have had allergic reactions to GM food.

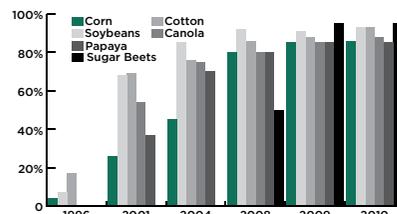
**56%** incorrectly believe that a large fast-food chain used chickens so altered by genetic modification that they are not considered chickens anymore.

**79%** incorrectly believed that GM tomatoes are available.

**45%** understand that eating a GM fruit will not cause their own genes to become modified.

**31%** realize they regularly consume GM foods.

U.S. expansion timeline: % acreage GM of total for the crop



Source: Noble Foundation

# SoyTown Hall

According to the most recent USDA Census of Agriculture, the average age of American farmers is just over 58. This represents an increase of more than a year since the last census in 2007, and illustrates a trend of aging in American agricul-

ture. As the nation's farmers and ranchers move closer to retirement age, many are looking to transition their operations to the next generation in the hopes that their vision for success on the farm will continue. We went to members of Agriculture

Future of America, the nation's premier collegiate development organization for agribusiness professionals, to find out what the next generation of farm leaders sees in the coming decade.

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## Kelsey Ducheneaux

South Dakota State University  
*Range Management*

The future of agriculture is filled with prosperity, opportunity and advancement. As a young agriculturalist, I cannot wait to dive headfirst into my career within the field. Having a strong background in ranching, I learned firsthand what it takes to make an agriculture operation work on a daily basis. This know-how will help me to work hand-in-hand with producers and policy makers to ensure ever evolving and continually progressing relationships within the industry.

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## Kate Griswold

University of Wisconsin – Madison  
*Agriculture Communications*

In 10 years the agriculture industry will be even more vital than it is today, as the number of mouths we feed continues to grow. There is enormous potential for any young person in agribusiness; I hope to be working in the marketing or public relations department of a large agriculture company where I can communicate the importance of technology and advancement in production agriculture to people less familiar with our industry.



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## Vinz Karl

University of Minnesota  
*Agricultural Education*

I believe the potential for me in agribusiness is to help educate the consumer on the hard work that the farmer puts into bringing food to consumers' plates. Agriculture will need to expand its coverage so that urban and suburban populations better understand the practices behind what's available at the grocery store. I hope to move this forward by educating agriculturalists on how to share their story.

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## Margery Magill

University of California – Davis  
*International Agriculture*

Ten years from now, agriculture may look completely different than it does today. This is because we will have improved technology, more efficient cropping systems, and a whole new generation of farmers and agriculturalists. I am excited to see where I end up in this picture.

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## Michael Carlson

South Dakota State University  
*Agronomy*

Looking 10 years into the future, I think there is a lot of potential in agribusiness. I'm starting my career this year, and looking at all of the opportunities that are open in different organizations is astounding. I think it will come with some challenges, though. I look at the number of baby-boomers still in the industry right now that will retire in less than five years, which will drain a lot of knowledge out of the industry. I think the industry will be doing well as a whole, and will have access to more technology than what we can imagine right now.

---

## Sarah McKay

Virginia Tech University  
*Agricultural Economics*

Ten years from now, I hope to be supporting and advocating for America's rural communities and farmers through a career in agricultural policy. Agriculture and food systems will be thriving more than ever before as we meet the challenges of feeding a larger population with changing consumer preferences and impending environmental constraints. I hope to serve as a voice for those who depend on agriculture as their livelihood while increasing consumer education about the food they feed their families. ■

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*Agriculture Future of America (AFA) creates partnerships that identify, encourage and support outstanding collegiate and young professional men and women who are pursuing careers in the agriculture and food industry. For more information about AFA, visit [www.agfuture.org](http://www.agfuture.org).*

# 2015 Grow the Leader in You

The 2015 Young Leader Program is designed to strengthen and build upon the individual's existing skills, providing them with tools, information and a strong peer network to help advance the soybean industry domestically and internationally.

Through in-depth and hands-on training Young Leaders will:

- Strengthen their leadership and communications skills
- Build relationships with other growers from across the country and Canada
- Expand their agricultural knowledge

The two-phase program is designed for actively farming couples or individuals 21 years or older. Spouses who attend are active participants in the program.

**Phase I**      Nov. 18 – 21, 2014,  
Pioneer Headquarters,  
Johnston, Iowa

**Phase II**     Feb. 24 – February 28, 2015,  
Phoenix, Arizona  
(Held in conjunction with  
Commodity Classic)



DuPont  
**YOUNG  
LEADER**   
**PROGRAM**  
American Soybean Association

For more information and to Apply: [www.soygrowers/LinktoApplication](http://www.soygrowers/LinktoApplication)  
*Application deadline is August 1, 2014*



# SoyState UPDATE

## StatusALABAMA



In Alabama, membership is up. At the annual meeting in January, the Board of Directors voted to take a more personal approach to recruiting through the implementation of one-on-one membership recruiting. All prospective members now receive a personal note from a member of the board that asks them to join the association while explaining the impact and importance of the association to soybean profitability. 2014 will also see a significant increase in soybean acreage in Alabama.

## StatusARKANSAS



Arkansas celebrated the first ever Edamame Day in the City of Mulberry early this spring. The festival drew a crowd of an estimated 2,500 people who stood in line to sample various edamame dishes, take helicopter rides and visit with vendors, including a local edamame plant. The Arkansas Soybean Promotion Board provided soy educational materials in addition to a grant that helped the city fund what they hope will be an annual event.



Photo Credit: Dr. Lanny Ashlock

## StatusCANADA



With support from Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP), soybean farmers in Ontario are joining fellow members of the North Central Soybean Research Program to learn how to better manage soybean cyst nematode (SCN). SCN is the most widespread of the soybean pathogens in the northern soybean production areas of the United States and Ontario and in some cases soybean growers are not properly managing it. One of the primary purposes of the project is to narrow the significant gaps in nematode awareness and management options available to the Ontario field crop producer and industry. Seed treatment nematicides show considerable promise and will become the first line of defense against nematodes. Further communication of control products will increase soybean/corn production and profitability today and into the future through effective nematode management. The Ontario data to date has been compiled with data from US colleagues which will result in a uniform set of recommendations.

## StatusIOWA



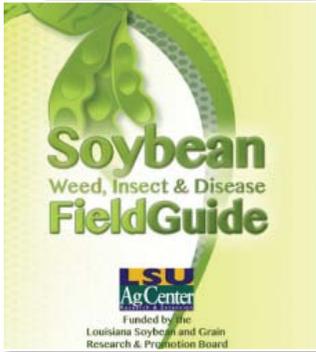
The Iowa Food & Family Project (IFFP) and Iowa Girl Eats blogger Kristin Porter are taking people on a journey to feed their curiosity. "Join My Journey" started last year. Porter visited Iowa farms; meeting families who grow the products she features on her blog.

Now, she's visiting new locations such as restaurants and grocery stores. The first stop focuses on soy and its role in Iowa ag (seed, crops) and on tables (soyfoods). The Iowa Soybean Association is an IFFP founding partner. Check it out at [iowafoodandfamily.com](http://iowafoodandfamily.com).





## Status **LOUISIANA**



A new app is helping Louisiana soy growers identify weed, disease and insect issues in the field. Developed by the LSU AgCenter, the Soybean Field Guide can be easily accessed right from a smartphone. The app includes links to the AgCenter's control guides with photos and suggestions on how to tackle the problems. The app is free and more information can be found at <http://soybean.lsuagcenter.com>.



## Status **OKLAHOMA**

Oklahoma is taking soybeans to the classrooms for kids in preschool up through senior year of high school. Through games, projects and education materials, the Oklahoma Soybean Board is encouraging local schools to provide an up close look at soy and the thousands of ways the bean can be used. Teacher kits include books, hands on activities and soy products for kids and parents to try. More information can be found at [www.oksoy.org](http://www.oksoy.org).



## Status **SOUTH DAKOTA**

The 2014 South Dakota Legislative Session has wrapped up. All in all, it was a good session for the South Dakota Soybean Association (SDSA) and South Dakota soybean farmers. One of the most significant wins for SDSA was House Bill 1112, the Governor's funding bill for the Swine Research Facility at South Dakota State University. This bill passed handily with strong support from SDSA. In addition, SDSA was happy to see Senate Bill 46, the animal welfare legislation, passed with a strong vote in both houses.



## Status **TENNESSEE**

The 2014 Tennessee Soybean Research Meeting was held in January in Pigeon Forge. The Tennessee Soybean Promotion Board approved 42 research projects with funding totaling \$1,050,589. The majority of the research will be provided by the University of Tennessee Institute of Agriculture. We are enjoying the rewards from the promotional work of farmers who began developing a soy market in China over 20 years ago. We will continue to look ahead for research and promotion that will be beneficial over the long term.





# SoyChampion

## Senator Mike Johanns

By Patrick Delaney

Photo Credit: Office of Sen. Mike Johanns

The first verse of the fight song at the University of Nebraska begins, "There is no place like Nebraska...Where the girls are the fairest and the boys are the squarest." It's safe to say that, at least these days, what passes for "fair and square" in Washington varies somewhat from the same in Lincoln, Neb.

It is in Nebraska's capital that Mike Johanns got his start in politics, first as a commissioner for Lancaster County and councilman for the city of Lincoln, then as the city's mayor, and finally as governor. An appointment as Agriculture Secretary by President George W. Bush in 2005 brought Johanns to Washington, where he has remained following his election to the Senate in 2008.

At each of his posts, Sen. Johanns has been committed to the fair and square treatment of those he represents, especially farmers.

"Whether as governor, Secretary of Agriculture or senator, Mike Johanns has always been a statesman and strong supporter of agriculture," says Steve Wellman, American Soybean Association past president and farmer from Syracuse, just southeast of Lincoln.

The leadership that Sen. Johanns has shown since arriving in Washington nearly a decade ago has been critical as the soybean industry and other agriculture sectors tackle difficult and sometimes controversial issues, including biofuels and trade, issues key to the industry and two of the strengths cited by President Bush when appointing Johanns to lead the

U.S. Department of Agriculture (USDA). While at USDA, Secretary Johanns watched over the early stages of the renewable fuels boom. "More than other things, he wanted to make sure that USDA was not doing anything to hinder the development of this industry," says Chuck Conner, Deputy Secretary of Agriculture under Johanns and now president of the National Council of Farmer Cooperatives. "This approach reflected his overall belief that government must be kept on a tight leash in order to give our nation's economy a chance to grow and create jobs."

Johanns also has displayed clear leadership on trade issues, joining numerous trade delegations and taking a lead role in negotiations over the Central American Free Trade Agreement.



"Trade is an issue that is paramount for soybean farmers and from day one, Sen. Johanns has embraced it, bringing a unique understanding that combines his experiences at the local, state and federal levels," says current ASA President Ray Gaesser, who farms close to the Nebraska border in Corning, Iowa. "That has helped to develop and expand our relationships overseas, which drives farmer success here at home."

"As governor, he saw that agriculture was what drove our state's economy," adds Belden, Neb., farmer Jim Miller, a director for both ASA and the U.S. Soybean Export Council. "Gov. Johanns led several trade missions to promote Nebraska exports, and as secretary and senator, he has pushed Congress to explore new free trade agreements, and championed the need for Trade Promotion Authority."

"He is prepared to take strong stands on tough issues, to stand up for agriculture, many times in tough situations," adds Wellman. "He is extremely effective in positively impacting farm policy with the best interests of farmers as the ultimate goal."

This positive impact was on full display during protracted negotiations over the 2014 Farm Bill late last year, when a well-timed letter from Sen. Johanns to Agriculture Committee leadership underscored concerns about the potential for market distortions and other negative impacts that would stem from the inclusion of a target price-based risk management program in the bill.

"That input simply doesn't come from a person that doesn't have a fluent understanding of agriculture," adds Gaesser. "After serving as governor during a terrible economic landscape for farmers, the senator developed an awareness of the way



Sen. Johanns meets with Nebraska producers at the Sheridan County Fair in Gordon.

these programs, if crafted poorly in Washington, can have negative impacts on the farm. Armed with that knowledge, he has worked to ensure the most pragmatic programs were included in the bill."

Those who know Johanns best say that his fluency in farm issues stems from a love and respect for agriculture ever-present in the senator's life.

"From growing up on a farm himself to serving as Secretary of Agriculture, he has extensive knowledge of the industry and a deep appreciation for the hard work of those who make it successful," says Sen. Deb Fischer, who has served alongside Johanns as Nebraska's junior senator since 2012. "Our nation's farmers have benefitted from his leadership and his commitment to shaping policy that strengthens agriculture."

"Born on a family farm in Iowa, Senator Johanns' early life was about the character and work ethic that has been modeled on so many family farmers throughout the generations," adds Conner.

Conner, who served as acting Agriculture Secretary following Johanns' departure for the Senate, notes that the outgoing secretary set a high bar for involvement, accessibility and interactivity by a cabinet official. "Secretary Johanns

was a hard-working Secretary of Agriculture; most often he was the first in the office early in the morning, and it was not unusual for him to have 15 to 18 appointments in a day," Conner says. "He very rarely turned down appointment requests believing that people had the right to be heard by government leaders—even members of the president's cabinet."

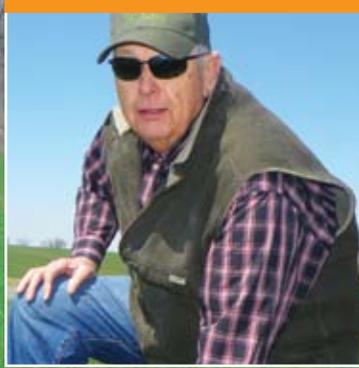
Wellman agrees, highlighting Johanns' extraordinary number of farmer listening sessions during the 2008 farm bill negotiations and noting the secretary-turned-senator has brought that accessible mindset with him. "Sen. Johanns is always willing to listen to our thoughts and concerns. He is extremely good at assessing information and making decisions to improve the situation."

As seems the case with all good things, however, Sen. Johanns' outstanding congressional advocacy for soybean farmers will come to an end when he departs the Senate following this term. "Nebraska and our nation as a whole has benefited from Sen. Johanns' leadership," Wellman adds. That leadership and advocacy will be missed."

For exemplary public advocacy on behalf of America's soybean farmers, the American Soybean Association is proud to honor Sen. Johanns with the Soy Champion Award. ■

| By Leigh Landini Wright

Photo Credit: Leigh Landini Wright



## My New Ke Jerry Peery take

**A**s his high school friends left the gently rolling farmland of this far western Kentucky county five and a half decades ago for college and careers, Jerry Peery knew he didn't have to travel far to find his livelihood.

"It's all I've ever known," Peery said, eyeing the lush green acreage behind his Hickman County home. "It's been our lifetime goal to keep this together. We wanted to conserve it the best that we can."

Oldest daughter Kim Boulifard remembers finding a book at a book fair during college at Belmont University in Nashville, Tenn., that discussed the migration of rural Kentuckians to Detroit in search of better careers when her parents grew up. She had never thought about that phenomenon because her father loved his land and his lifestyle.

"He's always had that passion for the land," Boulifard said. "Farming was just something that people did. Dad was very forward-thinking from the start."

Peery, 74, started farming by his father's side as a 17-year-old and

hasn't stopped since. He has spent the past 56 years making sure that the land he loves on Spring Hill Farms can be preserved and more importantly, conserved, for future generations. He adopted no-till farming shortly after its introduction in Kentucky in the 1960s, mixing the techniques of no-till and conventional tilling until the mid-1980s when he went exclusively to the no-till system.

He has since refined the technique by planting cover crops as a means to enhance the soil of the gently rolling hillsides on his land. It's this dedication to ensuring the health and vitality of his land that earned him the Southern Regional Conversation Legacy Award from the American Soybean Association this year.

"He's definitely a leader, an innovator and someone who's willing to share his ideas," said Charlie McIntire, a district conservationist for Hickman County. "He's willing to put into practice what he preaches."

His message since the beginning has focused on conservation. As property in the Spring Hill community near his home became available, Peery bought tracts from neighboring farmers. Soon those tracts grew from seven acres to 130 acres and

# ntucky Home: s an innovative approach to old challenges.

ultimately to the 1,750 total acres that he owns today. Peery farms soybeans, corn and a small plot of cereal rye on 1,600 tillable acres of gently rolling hills in this Mississippi River county. The land here is best characterized as silt loam, a highly productive yet highly erosive soil.

"All of this land was put together over a period of 50 years," Peery said. "I was farming with my dad in 1957. We had a few acres. I got married in 1960 and continued to farm, bought my first parcel and added to it."

The land means more to Peery than a method to produce an income. The land has become like a treasured family heirloom, one that he wants to pass down to his daughters and their families. To that end, he is working toward setting up a limited liability company (LLC)

to preserve the land for his family. An LLC combines the liability features of a corporation with the tax efficiencies and operational aspect of a partnership.

"Our objective is to keep it all together and have it available for the generations that follow us," Peery

said. "We are putting it together for someone else to have a legacy."

Daughter Shannan Inman said her father looks at the land as a gift from God. He wants to leave his land better than he found it decades ago, and he wants the seeds he planted with conservation to

continue for his daughters and grandchildren. She misses

living on the farm, but she's glad her sister, Kristia, and her family, are able to work alongside her father.

Already, daughter Kristia Reynolds and her husband Gaylon are beginning to

establish their own legacy. She recently opened The Peery House, a small tea room style reservation-only restaurant, in the modest home in which her father grew up. Gaylon farms alongside Peery every day. Their son, Jonathan, is

still in high school where he's involved with the Future Farmers of America (FFA).

"Our son is 16," Kristia Reynolds said. "He has grown up on a tractor. He wants to do something in agribusiness."

And Peery sees a little bit of himself in his grandson Jonathan. Like Jonathan, he grew up on a tractor. Peery began farming with a 1949 Allis Chalmers, a far cry from the fleet of high-tech John Deere equipment that he uses today.



Even as a young farmer in the 1950s, Jerry Peery took an innovative approach to conservation on the farm.

Boulifard, his oldest daughter, remembers the smaller tractors and machinery and marvels now at the high-tech equipment and supplies. Still, even with those advances, Peery's love and care for the land remain his priority.

"We have spent lots of time caring for it," Peery said, "and I don't regret a moment of it."

## A legacy of caring for the land

Those moments range from his careful work to plant cover crops

Photo Credit: Leigh Landini Wright

Photo Credit: Leigh Landini Wright

(continued on page 14)

(continued from page 13)

such as rye grass, cereal rye, tillage radishes and even turnips to his never-ending quest to redirect the drainage into 100 acres of carefully planned waterways that keep soil from eroding.

“The soil structure is enhanced by having living plants in the soil,” Peery said. “When there’s not a cover crop in the ground, the soil is subject to erosion.”

And even though planting a cover crop means extra time in the fields, Peery says that extra step is worth it. By planting cover crops, the roots of the plants help to break up any soil compaction while storing nutrients and helping with filtration. When he plants his soybeans and corn in the early spring, he explains that the

cover crop has started to decompose and filter those nutrients back into the ground. The decaying grass, for instance, works as a mulch to keep moisture in the soil for the times when periods of dry weather arrive in the summer.

Beside the cover crops, Peery and his staff work long days trying to stay a step ahead of water that could erode the gently rolling land. The waterways prevent erosion and redirect the water away from washing out his crops.

As he drove through one of his fields on a sunny early spring morning, he turned to his passenger and asked, “Did you feel that?”

His passenger nodded. They got out of the truck to look at the field, only to

discover several places where the wet winter planted ruts that show a need to build another waterway.

“This is never-ending,” he said. “We work on the waterways every year.”

## It’s all in the details

Peery’s dedication to details and science can be found in his careful records. Peery flips through a black leather notebook to show maps, records and photographs that he keeps to ensure the proper soil health of his farm. These pages contain graphics and tables of chemicals used to spray the land before planting, and the types of insecticides used during the season. Like a scientist, he records data on those pages and through an app on his iPhone to make sure the soil’s health remains viable for future crops.

“Peery began farming with a 1949 Allis Chalmers, a far cry from the fleet of high-tech John Deere equipment he uses today.”

Photo Credit: Leigh Landini Wright



He then examines the data at various intervals to make sure his crops thrive and the soil survives.

Peery also never stops learning. He's still as curious about farming at 74 as he was at 17. He continues to attend conservation classes, reads articles and books on the subject and serves on the county's Farm Service Agency committee.

"Research," Peery said. "There's always research, and it's very important that we continue to do research."

Peery and McIntire, the county's conservationist, now have their attention turned toward a new program for his farm—the Food Web program. McIntire's office will take soil samples in a 100-acre plot over

the next three to five years and send it for testing with Dr. Rick Haney at the Grassland, Soil and Research Laboratory in Temple, Texas.

Haney's testing measures the organic matter of the soil – nitrogen and carbon – and then he evaluates how much "food" is available to the soil.



Photo credit: The Peery Family

"This is all about sustainability and profitability," Peery said. "It's got to be sustainable and have a profit."

With sustainability and a profit, Peery knows his land will be left in the capable hands of his daughters and their families. A way to preserve the land for the future while

acknowledging his hard work to keep the soil viable for generations to come. ■

Peery is in the process of establishing an LLC to transfer ownership of his operation to his three daughters.

## Five Keys to Effective Succession Planning

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# FINALLY What's in the 2014 Farm Bill.

By Patrick Delaney

After nearly three years, the 2014 Farm Bill became law with a flick of President Barack Obama's pen in early February. With the president's signature, the Agricultural Act of 2014, a bill that dominated the policy landscape for the American Soybean Association (ASA), and took a protracted, winding, often frustrating path to completion, set in motion one of the most comprehensive and multi-layer implementation processes the agriculture industry has ever seen.

Weighing in at more than 570 pages, the law contains dozens of new and revamped programs and different options for soybean farmers within its 12 titles. Here's what farmers can expect in several of the most important areas of the new Farm Bill.

## Commodities Title

The most significant title for soybean farmers is the first one, which covers commodities and contains all of the language pertaining to commodity risk management programs, collectively known as the "farm safety net." In the lead up to and early negotiations on the law, it became clear both to industry groups like ASA and to members of Congress that due to record farm profits, the existing system of Direct and Counter Cyclical Payments was no longer defensible in a budget-wary Washington. As a result, it was generally accepted that the programs would be eliminated in the new bill. This was also the case with the Average Crop Revenue Election program, or ACRE.

## *The Choice: PLC or ARC*

In the new law, farmers instead can choose between either Agriculture Risk Coverage (ARC) program, a county or a farm-level revenue program to help buffer revenue losses greater than a threshold of average revenue; or Price Loss Coverage (PLC), a price-based program that buffers price losses below target price levels. Producers who choose PLC will also have the option to participate in a revenue crop insurance program that operates at the county level.

Regardless of which program the farmer chooses, support for his or her covered commodities will both be paid on historical base acres, regardless of what is planted in the current year, like the Direct Payment and the Counter Cyclical Payment programs in farm bills past. This decoupling was ASA's top priority in negotiations on the bill, and will help to avoid the market distortions that come from farmers planting for the program rather than for the market.



Farmers will have a one-time option to reallocate base acres to the simple average of planted and prevented plant acres during the 2009-2012 crop years.

**Farmers who take the PLC option** will receive payments on their established program yields, and will have a one-time option to update program payment yields to 90 percent of their average over the 2008-2012 crop years. Payment acres will be 85 percent of base acres, and will be triggered if the 12-month national average price of a covered commodity is determined to be lower than the reference price for that commodity. If a payment is triggered under PLC, it will be made using the following formula:

$$\left\{ \begin{array}{c} \text{(base acreage x 85 percent)} \\ \times \\ \text{(program payment yield)} \\ \times \\ \text{(reference price - 12-month} \\ \text{national average market price)} \end{array} \right\}$$

**Those farmers who choose ARC** will have a similar one-time option to choose either county or farm level revenue support. Producers who choose farm level coverage must enroll all crops in the ARC program, with payment acres equal to 85 percent of base acres at the county level and 65 percent of base acres at the farm level.

**At the county level, the ARC guarantee** is equal to 86 percent of the five-year Olympic revenue average, which is obtained by subtracting the largest and smallest annual revenues over the past five years. The annual revenue is obtained by multiplying the average county yield by the national average price during those years. ARC payments are triggered when the actual crop revenue during a current crop year is less than the ARC guarantee, limited to between 76 and 86 percent of revenue. Actual crop revenue for a current year is determined by multiplying the county yield times the national average market price for the marketing year. If a payment is triggered under ARC, the following formula would be used:

$$\left\{ \begin{array}{c} \text{(base acreage x 85 percent)} \\ \times \\ \text{(ARC guarantee - actual} \\ \text{crop revenue)} \end{array} \right\}$$

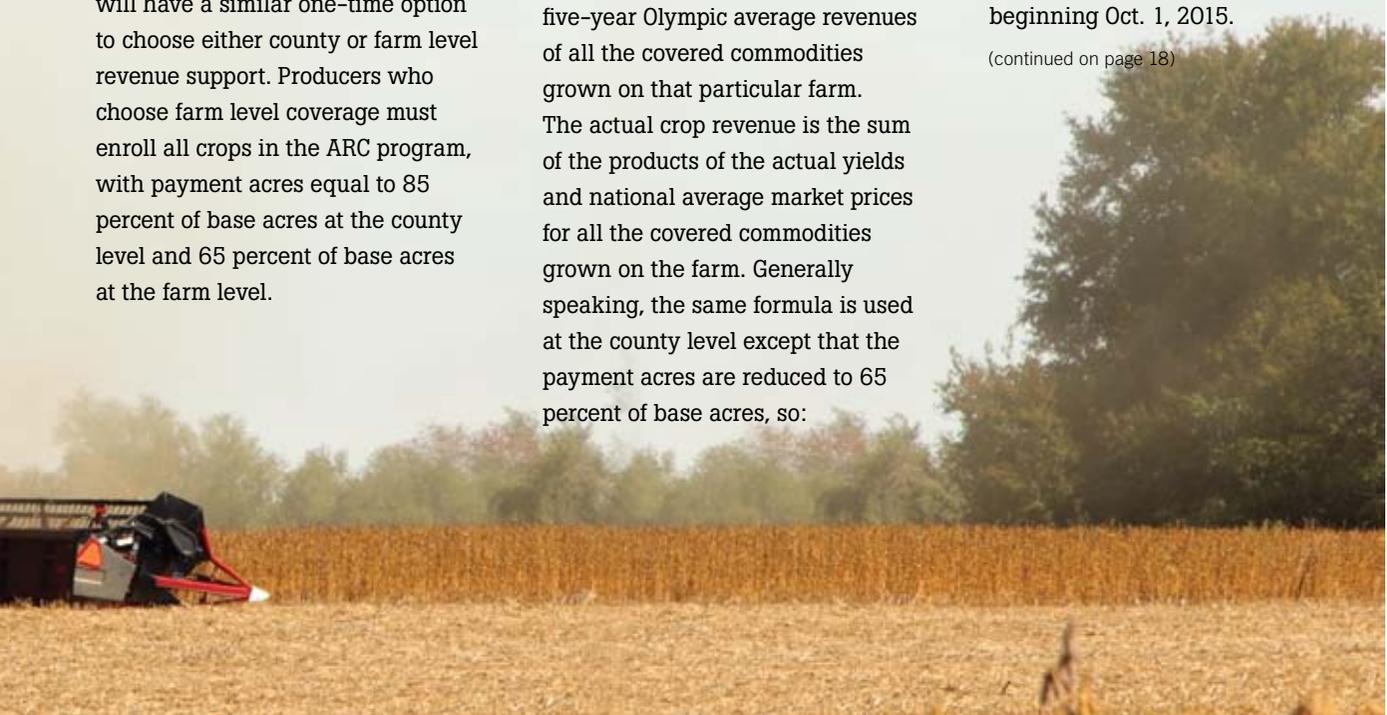
**At the individual farm level, the ARC guarantee** is equal to 86 percent of the sum of all the previous five-year Olympic average revenues of all the covered commodities grown on that particular farm. The actual crop revenue is the sum of the products of the actual yields and national average market prices for all the covered commodities grown on the farm. Generally speaking, the same formula is used at the county level except that the payment acres are reduced to 65 percent of base acres, so:

$$\left\{ \begin{array}{c} \text{(base acreage x 65 percent)} \\ \times \\ \text{(ARC guarantee - actual} \\ \text{crop revenue)} \end{array} \right\}$$

ARC provides for a yield plug of 70 percent of a farm's crop insurance transitional yield when the yield per planted acre or historical county yield for any of the five most recent crop years is less than 70 percent of the transitional yield. For the farm level only, ARC also provides for a price plug equal to the reference price when the national average market price received by producers for a covered commodity during the 12-month marketing year for any of the five most recent crop years is lower than the reference price.

Because both the PLC and ARC programs require calculations using a 12-month national average of prices, payments for a crop year will be paid on or shortly after Oct. 1 of the following crop year. In other words, if 2014 conditions trigger support payments for covered commodities, the payments will be received beginning Oct. 1, 2015.

(continued on page 18)



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## ***Payment Limits and AGI Cap***

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The new law also establishes new payment limits on farmers participating in PLC or ARC. For single farmers, a limit of \$125,000 per crop year was established, and for married couples, an annual payment limit of \$250,000 is now in place. Additionally, producers whose annual Adjusted Gross Income, or AGI, is greater than \$900,000 per year are ineligible for payments under Title I programs.

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## ***"Actively Engaged"***

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Finally, language in the law's first title, directs USDA to define the term "actively engaged in farming" for the purposes of who may receive payments under Title 1 programs within 180 days of enactment, or the first week of September.

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## ***Implementation***

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While dates for enrollment in PLC and ARC have yet to be set, USDA has announced county and regional loan rates, as well as the opening of signup for the law's Supplemental Agriculture Disaster Assistance Program.

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## **Crop Insurance Title**

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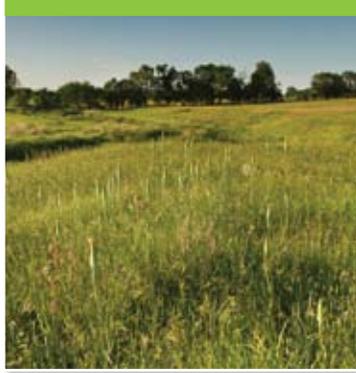
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### ***Streamlining***

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Through the law's second title, 23 conservation programs are consolidated and streamlined into 13, and greater emphasis is placed on conservation practices on working lands.

Cuts through the reduction of enrolled acreage were made to both the Conservation Reserve Program (CRP) and the Conservation Stewardship Program (CSP). The Wildlife Habitat Incentives Program was rolled into the Environmental Quality Incentives



Program (EQIP), and the Agriculture Conservation Easement Program was created by combining the Wetlands Reserve Program, Grasslands Reserve Program and Farmland Protection Program.

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### ***Implementation***

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With specific regard to implementation, applications are currently being accepted for enrollment into both CSP and EQIP.

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## **Crop Insurance Title**

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### ***Reinforcement & Expansion***

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As the section of the farm bill with the most significant impact on soybean farmers second only to the Commodity Title, the Crop Insurance Title was also expanded in the law, not only protecting but actually expanding and strengthening the crop insurance program.



For soybean farmers, the new Supplemental Coverage Option (SCO) is authorized and funded at \$1.7 billion. SCO policies will be made available to all covered commodities, provided those farmers are not enrolled in the Commodity Title's ARC program. Referring back to the earlier discussion of the Commodities Title, SCO will provide county-wide coverage on top of individual farm level coverage policies up to 86 percent. Producers must buy, at a minimum, catastrophic (CAT) crop insurance coverage. The federal government will subsidize 65 percent of the SCO premium cost.

Other strengths of the Crop Insurance Title include its permanent establishment of the Enterprise Unit subsidy, and the permitted splitting of these units between irrigated and non-irrigated acres. Also, different crop insurance coverage levels by practice will be allowed on individual units.

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### ***Conservation Compliance***

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The conservation compliance provisions previously set in the Commodity Title were extended to the Crop Insurance Title and producers will need to comply with those rules to be eligible for premium subsidies when buying federal crop insurance. Those producers in compliance under the Commodities Title requirements will see no different requirements under the Crop Insurance Title; however, the compliance was made forward-looking from its date of enactment for wetland conversions.

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### ***Implementation***

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In early April, USDA announced that premiums for the minimum requirement of Catastrophic Risk Protection (CAT) will increase to

more accurately reflect the cost of coverage. To mitigate the negative effects of disaster years on Actual Production History (APH) yields, producers will be allowed to drop a year of history for a crop in any year in which the yield of that crop in their county is at least 50 percent below the simple average of the county's previous 10 years; then divide the remaining nine years of APH history by nine.

For up-to-date status reports on implementation of the Agricultural Act of 2014, visit the USDA's farm bill implementation resource page at [www.usda.gov/farmbill](http://www.usda.gov/farmbill).

## Other ASA-Supported Elements of the 2014 Farm Bill

### **In the Trade Title:**

- Continued funding of the Foreign Market Development Program and Market Access Program, and reauthorization of the Food for Peace, Food for Progress and McGovern-Dole International Food for Education and Child Nutrition programs.

### **In the Rural Development Title:**

- Authorization of a program to fund the construction, improvement and acquisition of facilities and equipment to provide broadband internet services to rural areas.

### **In the Research Title:**

- Establishment and funding of the Foundation for Agriculture Research to enhance current research activities through grants and public-private partnership driving agricultural innovation.

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*Photos submitted by ASA*

Year	President Name
1985-86	George Fluegel
1979-80	Allan Aves
1955-57	Albert Dimond
1943-44	Joe Johnson
1996-97	David Erickson
1929-30	W.L. Burlison
1946-47	Walter W. McLaughlin
1936-37	J.C. Hackleman
1959-60	Carl G. Simcox
1920-21	W.E. Riegel
1971-73	Harold Kuehn
2002-03	Dwain Ford

### **In the Energy Title:**

- Investment in three programs that are of particular benefit to soy biodiesel: Biodiesel Fuel Education Program, Biobased Market Program and Bioenergy Program for Advanced Biofuels.

### **In the Horticulture Title:**

- Authorization for research into plant pests and disease, including species related to soybean cyst nematode and phytophthora root rot.

### **In multiple titles:**

- A series of complimentary programs to help beginning farmers and ranchers obtain credit, purchase crop insurance, and access industry resources.
- Development and funding of programs to encourage and assist military veterans with loans and resources to begin farming. ■

# ASA in Action

## 2014 Commodity Classic



ASA President Ray Gaesser, *center*, speaks with emcee Mark Mayfield during a roundtable of the presidents of the four Commodity Classic host organizations: ASA, National Corn Growers Association, National Association of Wheat Growers and National Sorghum Producers. NCGA President Martin Barbre is seated on the *right*.



Deputy Agriculture Secretary Krysta Harden, *center*, meets with (from *left*) Aprosoja Vice President Ricardo Tomczyk and Executive Director Marcelo Duarte Monteiro, ASA Chairman Danny Murphy, President Ray Gaesser and CEO Steve Censky at the ASA booth on the trade show floor. The Deputy took time to meet with growers and exhibitors for several days in San Antonio.



ASA President Ray Gaesser (*right*) speaks to the media as First Vice President Wade Cowan looks on during ASA's annual press conference. In addition to record attendees and exhibitors, the 2014 show drew a record number of media as well.



ASA Minnesota Director Bill Gordon, *center*, and fellow state Delegates Joel Schreurs, *right*, and Paul Freeman, *left*, analyze ASA's resolutions during the Voting Delegates session. The session brings together representatives of the 30 soy-growing states to craft ASA's views on the policies that impact soybean farmers. The resolutions that come out of the session guide the association's work in Washington for the coming year.

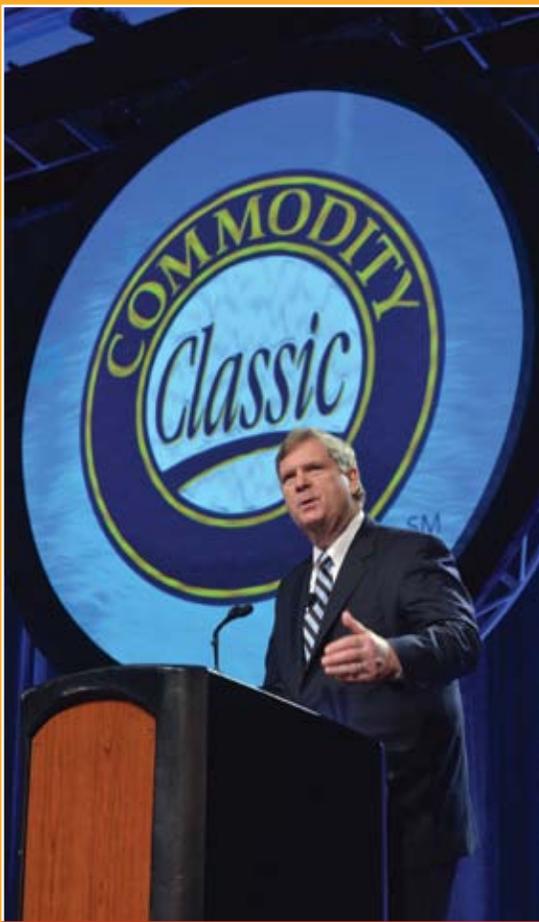
Photo Credit: Steve Dolan



Attendees line up to enter San Antonio's Lila Cockrell Theatre for a special, standing-room-only preview of *Farmland*, a new documentary from Academy Award-winning filmmaker James Moll. The film, which ASA supported as a member of the U.S. Farmers and Ranchers Alliance, profiles the next generation of American farmers and ranchers and the challenges they face in today's agriculture industry.



Country star Joe Nichols wows the crowd during the Evening of Entertainment presented by Monsanto. The annual event provides attendees an opportunity to relax and have fun following an action-packed Commodity Classic.



Agriculture Secretary Tom Vilsack gives the keynote address to the Commodity Classic General Session on Friday, Feb. 28. The 2013 show marks the fifth consecutive Classic at which Secretary Vilsack has spoken to the nation's soy, corn, wheat and sorghum farmers, and the secretary seemed both happy and relieved to discuss the recently-passed and enacted farm bill, a piece of legislation that had been pending during each of the past two Classics.



Auctioneer Eric Maupin, *standing left in red shirt*, and spotters Ted Glaub, *center*, and Mike Cunningham, *right*, call out a bid from former ASA president Johnny Dodson, *foreground*, at the ASA SoyPAC Auction. In addition to their auction duties, Maupin, Glaub and Cunningham are all ASA Directors. The annual live and silent auction raises money for SoyPAC, which supports the election of lawmakers in Washington and helps educate them about soybean issues.



A balloon artist entertains showgoers at Bayer's Bee Care booth on the trade show floor. Agriculture's impacts on pollinator health have been a source of debate in recent years, and Bayer is among the companies addressing the issue through multiple initiatives.

# Industry Perspective

## Precision ag, 'big data' and crop insurance: Where's it all headed?

By **Candace Krebs**

By combining increasingly accurate yield monitors and grain carts, farmers now have the capability to report yields through automated systems that give the insurance agency real time data, according to Paul Welbig, the general manager of the Austin Technology Center at Raven Industries.

Slingshot, which he oversees, is a cloud-based system that helps control data by sharing different sets of info with a variety of data users, including insurance agents.

"It's really slick," he said. "Everybody we've showed it to in the crop insurance world is excited about it."

Controlling data is crucial, according to Dennis Daggett, senior vice president of Strategic Initiatives for ProAg, one of the nation's oldest crop insurance providers. Des Moines-based Daggett is also chairman of the Precision Ag Council.

"Real time data coming to the agent is a very real possibility in the years to come, but that's where the farmers get a little bit nervous," he noted. "As that data flows, who else can see it? That is a real concern. Wireless telematics will be a real key to the explosion of this technology, but one of the obstacles is data security and privacy."

However, he also believes as more data analytics become available, it will be easier to associate reduced risk with precision farming and pass that on in the form of lower premiums for top farm managers.



"Farmers should not be afraid of the aggregation of data as long as their personal information is not compromised," he noted.

Ruth Gerdes, a widely respected agent at the Auburn Agency Inc., in Auburn, Neb., said the farmers she insures have the option of providing the agency with precision data through Conservis, a cloud-based data gathering and sharing system, or on a flash drive.

They don't, however, have the option to provide their data in raw form.

"We love the ability it gives us to pinpoint accuracy of acreage and production, and to easily prove what's been done by the farmer," she said.

Gerdes added, after prevented planning was an issue in the area in 2013, they could actually see when the farmer was in the field and not in the field.

"He can't cheat on the planting date," she said.

Because agents are already bound by tight confidentiality rules under their Risk Management Agency agreement, she said it makes sense for farmers to let the agency do their mapping and house their data, which in her case remains archived electronically—no file cabinets here.

The agency originally expected 15 to 20 of their biggest farmers to sign on; instead they have at least 150 customers enrolled and interest is growing. The real clincher was what happened in 2012, when so many farmers had losses of more than \$200,000 and had to go through a tedious compliance review. The way her agency handles their precision data now, their compliance review is "already done and processed." ■



**Paul Welbig** General Manager of Austin Technology Center at Raven Industries.



**Ruth Gerdes** Auburn Agency Inc., Auburn, Neb.



**Dennis Daggett** Senior Vice President of Strategic Initiatives.

# Soy SHOTS



Seedlings emerge through light corn residue in Northern Illinois. *Photo Courtesy of Katie Knapp*



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Left over soybean pod shivers in the field on the first day of Spring in a field near Vasa, Minn. *Submitted by Linnae Carlson*



Planting starts early in the day on the Kummer farm in Colfax, N.D. *Photo Courtesy United Soybean Board*



Healthy rows on Danny Murphy's farm in Canton, Miss. *Photo Courtesy Danny Murphy*



Work continues late into the night on Caleb Ragland's farm in Hodgenville, Ky. *Photo Courtesy of Kentucky Soybean Association*



Preparing to plant on Quint Pottinger's farm in Nelson County, Kentucky. *Photo Courtesy of Kentucky Soybean Association*

## Petroleum and Biodiesel Navigated Similar Paths to Success

**B**iodiesel and petroleum diesel have many things in common: both can be used in diesel engines without modification, both fuel fleets and passenger vehicles throughout the country. And, even though their beginnings were nearly 100 years apart, they were both supported by the U.S. government.

"Many of our modern, revolutionary industries had their origins in strong policy support," says Joe Jobe, CEO of the National Biodiesel Board. "Rail, automotive, electricity, petroleum and the biodiesel industry were given assistance to start their fledgling industries and they've succeeded because of it."

The oil and gas industry received startup assistance from the U.S. government more than a century ago. A study by Double Bottom Line Venture Capital notes when the amounts were

adjusted for inflation to 2009 dollars, the oil and gas subsidies amounted to \$1.8 billion per year for the first 15 years of the burgeoning industry. Some of those government benefits still exist today, says Jobe.

In parallel, the biodiesel industry is also seeing success. The increase in biodiesel production—driven by the required volumes set by the revised Renewable Fuel Standard—has helped diversify the U.S. transportation fuel supply. This production also helped diversify and expand demand for U.S. soybeans, especially soybean oil.

A study by Informa Economics found that biodiesel added 74 cents per bushel to the value of soybeans from 2006 to 2012 and also reduced soybean meal cost for feeding animals by \$25 per ton. But, biodiesel doesn't

just work for soybean and livestock farmers. It works for America and the American economy.

The increase in biodiesel production has led to the industry supporting 60,000 jobs and adding \$2.6 billion in wages to the economy, according to a study by LMC International.

"Henry Ford once said, 'Whether you think you can or you think you can't, you're right,'" adds Jobe. "If the parallels between the beginnings of the petroleum industries and the biodiesel industries are any indication, we're moving in the right direction and I think we can realize our potential." ■



## Soy Checkoff Joins with Industry to Arm Farmers against Herbicide-Resistant Weeds

**T**wo billion dollars.

That's how much University of Wisconsin researcher Vince Davis estimates herbicide-resistant weeds cost U.S. farmers each year. To conquer a problem this large and costly, the soy checkoff created the Take Action program. The campaign brings together private industry, universities and farmer-led organizations to promote a unified approach to weed management.

"Diversification is the most important thing farmers can do to manage these weeds," says Davis. "This includes diversification of effective herbicide modes of action, diversified weed-management practices and also utilizing non-herbicide control options such as judicious tillage, cleaning equipment for weed seed



and diversified crop rotations. Weeds develop resistance more quickly when production systems remain static."

Take Action recently launched a website, [www.TakeActionOnWeeds.com](http://www.TakeActionOnWeeds.com), with interactive guides and other information on how to diversify weed management.

"What makes the Take Action program unique is the support from all the different organizations, private

industry and universities," says Jim Call, United Soybean Board chairman and soybean farmer from Madison, Minn. "It really shows how big of an issue herbicide-resistant weeds are and how they impact all of agriculture."

In addition to the checkoff, other supporters of the Take Action program include the American Soybean Association, Cotton Incorporated, the National Association of Wheat Growers, the National Corn Growers Association, the United Sorghum Checkoff, BASF, Bayer, DuPont, Dow, Monsanto, Syngenta and universities throughout the United States. ■





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## Checkoff Farmer-Leaders Work to Maintain Important Asian Markets

China, Japan, South Korea and Taiwan rank among the largest destinations for U.S. soy exports, and to keep this relationship strong, the U.S. soy family often hosts conferences or other face-to-face meetings with its international customers to offer technical assistance and answer any questions they may have.

As a recent example of this, the U.S. Soybean Export Council (USSEC) hosted U.S. Soy Outlook Conferences in each of those countries, allowing soy checkoff farmer-leaders to meet with customers in person and continue building relationships.

"This was an opportunity for me to meet my customers," says Laura Foell, a soybean farmer from Schaller, Iowa, and United Soybean Board (USB) director. "We talked about my

farm, how I decided what to plant, what the cost of production is and how we talk to our consumers about biotechnology. These customers are interested in U.S. soy and got to see the faces of U.S. soybean farming."



USB Director Laura Foell addresses a U.S. Soy Outlook Conference in Taipei, Taiwan. Photo Courtesy USSEC

USB Director Nancy Kavazanjian, a soybean farmer from Beaver Dam, Wis., visited Japan to help maintain

U.S. farmers' strong relationship with their international customers.

"Japan is a very important market to us," said Kavazanjian. "They are our third-largest market in terms of volume, but they are our No. 1 customer in terms of value. Japan also is our oldest international customer."

Soybean exports are crucial to U.S. soybean farmers. Last year, U.S. farmers exported 1.7 billion bushels of U.S. soy, or 56 percent of U.S. soybean production, according to the U.S. Census Bureau. Few markets are as important as the countries in North Asia. China imported 772 million bushels of whole U.S. soybeans last year, the most of any country. Japan imported the third-most at 63 million bushels. ■

# Leveraging, managing, interpreting and pr



Kentucky farmer Davie Stephens relies on in-cab technology to help him plant and harvest more efficiently. Photo Courtesy Rae Wagoner, Kentucky Soybean Association

Davie Stephens, who farms corn and soybeans and produces poultry in Kentucky and Tennessee, has been doing field trials with Monsanto's FieldScripts technology for five years. In the process, he's gotten access on his iPad to specific, field-by-field planting recommendations from the company for his test plots, based on unique soil types and topography.

He said he has generally ended up using a similar amount of seed over the total area covered as he would have normally, though the FieldScripts prescription aims to distribute seeds to maximize production on the best land. In the course of the trials, he's been able to design experiments to show him if the prescription he gets really fares better than his traditional practices.

"What we're understanding more is how the different soil types are going to respond to different populations and hybrid selections," he said.

An aerial view of Dennis Bogaards' Pella, Iowa, farm taken from a camera on Bogaards' drone. Photo courtesy Dennis Bogaards

Stephens is using "big data," the catchphrase flying around farm meetings that encompasses the increasing variety of tools taking advantage of data collection and analysis on the farm.

"Collecting data is nothing new," said Matt Erickson, an economist at the American Farm Bureau Federation (AFBF) in Washington, D.C., who follows the topic professionally and on his family's farm in Indiana. "The issue now is just the amount of real-time data that we're collecting at the micro level. We are collecting data on every aspect in that field."

## THE EMERGENCE OF DATA

Barry Bewley is a technology specialist with Crop IMS, a data and technology company that operates in Illinois, Wisconsin, Kentucky and Indiana. He's worked with ag technology for more than two decades and said he is seeing rapid adoption of new data collection and analysis tools.

Bewley defines working with "big data" as using an Internet cloud-based service to transmit data from a farm to a company that either keeps it on file or translates it into a recommendation sent back to the customer.

He works with information about the use and placement of hybrids and other varieties, sprayer coverage maps, soil-sampling data and even the weather.

"These big data services have big enough computing power to analyze that data and spit back a recommendation in a matter of minutes, where it would take a farmer days, weeks, even a month at a time," Bewley said. "It's really kind of unlimited where we're going to go with this type of stuff."

| By **Melissa George Kessler**

# Protecting huge volumes of ag information.

Improved data transfer, especially through wireless means, is also crucial, Bewley said. Before 4G cellular services, passing around data was cumbersome and unreliable.

"Farmers put [a data stick] in their pocket, run it through the washing machine, now we can just do it because we've got the pipeline to do it," he said.

Powerful tools are quickly coming on the market to take advantage of this newfound access by helping farmers use data, either on their own or with consultants, to make better production and marketing decisions.

Both Monsanto and John Deere launched their latest data-based products this year.

Deere is now offering wireless data transfer along with analysis tools on a platform called MyJohnDeere. That product builds off of FarmSight, a "solution strategy" tying together equipment, technology and dealer services that has been communicated for about three years, said Chris Batdorf, a product marketing manager for Deere's Intelligent Solutions Group.

Batdorf said MyJohnDeere offers a semi-open application programming interface, or API, which allows developers to build new pieces of software to work with it.

"We want to provide an open platform for niche developers to leverage for their apps," Batdorf said.

"No different than the iPhone or iPad. There are apps that Apple is never going to touch that add tons of value for the customer."

Monsanto's researchers began focusing on plant population data in the lab in the mid-2000s, said Anthony Osborne, vice president for marketing at

The Climate Corporation, a division of Monsanto. Their discovery that optimum yields involve variable plant populations depending on soil characteristics led to the FieldScripts technology Stephens is using, which went on the market in four states in 2014.

The need to communicate this personalized advice with farmers led to the company's purchase of Precision Planting, and increased need for better weather data and detailed models led to its purchase of The Climate Corporation. Monsanto also recently acquired Solum, a soil technologies company.

In Osborne's view, several factors have converged to make this evolution possible including improved data science, larger data storage capacity, increased computing power, wireless data transfer and improved planter technology.

"I really think we're at the beginning of this, and what this can be for farmers," he said.

## WHAT'S HAPPENING ON THE FARM

Stephens, who is a Kentucky Soybean Association and ASA director, plans to be part of the FieldScripts program when it becomes fully available in his area, likely in 2015. Because of his participation in the trials, he'll have six years of pre-launch test data on his farm.

"I know what is actual, day-in and day-out for me, year after year," he said. "I want to know what it does on my farm more so than your farm."

Having worked with the Monsanto technology as well as other data tools, his agronomist and a local

(continued on page 28)

# BIG DATA'S BIG FUTURE



**Want to see a bird's eye view of what Dennis Bogaards is up to?** See more of Dennis' photos and videos at the newly-launched Flying the Farm at [Facebook.com/flyingthefarm](https://www.facebook.com/flyingthefarm).

agriculture technology company, Stephens' farm planning is fundamentally different than pre-big data.

"I am looking at this year's crop, it's done. I'm already thinking about next year's," Stephens said. "It hasn't even begun as far as the physical work but it's done as far as technology and data."

The data Dennis Bogaards, a corn and soybeans producer from Pella, Iowa, is currently focused on comes from the sky rather than the ground.

He will be using a new unmanned aerial vehicle (UAV) and a GoPro camera this year to scout crop conditions, looking for variations in a field and unusual spots he will then visit personally. He's confident this will help him know what's happening on his land and, over time, make better management decisions, catch equipment problems early and evolve his marketing strategies.

He said that while UAVs cover a smaller area than aerial or satellite imagery, which he has also used, they produce better quality images. What he gets back is so good, he expects to be able to estimate the population of his corn using his UAV this year or next.

Still, he sees how to truly assess and maximize the benefit to farmers of technologies like UAVs is a challenge.

"I think as a farmer looking at some of this stuff, we're struggling with how to use it and how to make it pay off," Bogaards said. "We realize there's a great benefit to having this data. I'm not sure that everyone has it figured out what that benefit is."

## OWNERSHIP, PRIVACY, SECURITY

How to ensure the greatest possible benefit to farmers while minimizing their risks is the issue at hand for farm groups.

ASA adopted a resolution on the topic for the first time this year, asserting that production data has monetary value and is the property of farm owners and operators, not to be used without consent.

The resolution also called for participation in ongoing industry conversations to establish data ownership and security standards.

AgGateway, a non-profit consortium of 200 ag companies that works to enable e-business in agriculture, is providing a forum and facilitation for conversations on these topics, said Chief Executive Officer Rod Conner. The organization's precision ag, crop protection, grain and other councils, led by elected leadership drawn from member organizations, work on standards, guidelines and other

tools needed for data exchange in addition to issues like data privacy and security.

"To work better with data, you need to develop common standards that work throughout the industry, all the way down to the retailer and farmer," he said.

American Farm Bureau Federation (AFBF), the nation's largest farm group that represents producers of all crops, is focused on both convening farm groups and companies to work out industry standards and on educating producers with tools including online information and a briefer on "nine questions to ponder" before sharing data.

Right now, AFBF and other groups are not calling for federal or state regulation, preferring to work out industry standards within the industry itself.

"If we want to move the industry forward, we have to address ownership issues, privacy issues, security issues and usage issues. Those are really the top four things that the farm groups and the industry need to come together on," Erickson said. "Transparency is the key."

Bogaards is an ASA director, and he recently visited Washington, D.C., in part to talk with his legislators about UAV technology. He also follows bills in the Iowa state house that could impact the data he collects on his farm.

"It's a really slippery slope right now. I think the future is going to tell us if this is a good or a bad thing based on how people use it," he said. "I think it affects all farmers and that all farmers really should be interested in it because it's something we're going to have to figure out what the policy's going to be."

Monsanto and Deere have both established data principles and websites to explain them to farmers (*see sidebar*) and are working with groups like AFBF and AgGateway to ensure what they are pursuing is in line with customer and industry demands.

Bewley sees consensus emerging that ag companies will not sell farmer-produced data to third parties without explicit permission, as is done widely with the general population online.

"I see the industry coalescing around that, which is good, which is really good," he said.

In an industry still operated largely on handshake agreements, the conversation about how data is used often turns to trust.

For his part, Stephens said sharing data with Monsanto and others requires the trust he's built over time through personal relationships with company reps in his area.

"I trust that they're going to use the data appropriately because I've had a close working relationship with several people from my local people on up," he said.

"Right now the biggest concern with big data is privacy and ownership and security issues. Farmers are concerned about that," Bewley said.

"But, vice versa, they want to know how a service like that is going to benefit them."

## LOOKING TO THE FUTURE

Establishing consensus within the industry on important topics like ownership and security is necessary for the continued growth of data tools that are changing with every crop season.

Bewley sees future data analysis incorporating information related to irrigation, fertilizer applications and weather conditions. Eventually, data tools might create models that predict diseases, like soybean rust, giving farmers a chance to get ahead of the problem.

"There are just all kinds of components that are really going to come online," Bewley said. "It's really in its infancy right now."

Erickson expects variable rate prescriptions on a larger scale. He could also imagine technology directly connecting a farmer to company customer service reps or crop consultants.

Batdorf is focused on the power of benchmarking, which could allow a producer to compare his farm not just to his neighbors, but to farms across the country.

"A lot of what I've heard in conversations is, hurry up, you're taking too long. A lot of those customers want this type of technology and they want it faster," Batdorf said.

An organization launched this year called the Open Ag Data Alliance, of which Monsanto is a member, is aiming to develop open source software to facilitate data transfer across platforms.

AgGateway's Standardized Precision Ag Data Exchange (SPADE) program is also working on interoperability to provide data exchange between hardware systems and software applications that collect field data across farming operations. Conner said his organization is planning to publish the first of several standard formats, APIs and tools through SPADE this June, and he

expects participating equipment manufacturers to begin implementing these standards in their product offerings sometime later this year.

"Farmers are the show me customer. They need to see it, touch it, try it, feel it to believe it," Osborne said. "Farmers are users of technology. If you think about the farm operation of 10 or 12 years ago or the farm of today, that operation has changed. They really are fairly rapid adopters of technology even when you compare them to the average consumer, I think." ■

## ONLINE RESOURCES

Visit the online resources below to learn more about what the agriculture community is doing on the subject of data stewardship:

**Farm Bureau** policy: <http://www.fbactinsider.org/issues/data-privacy>

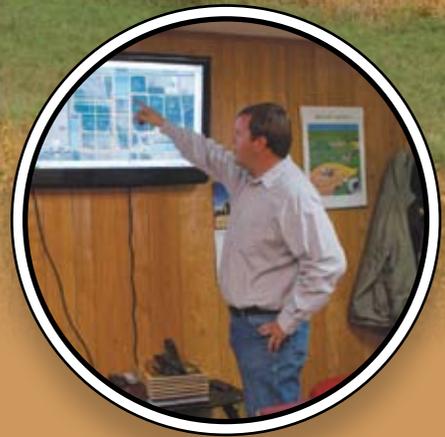
**Farm Bureau's** Data Privacy Expectation Guide: <http://fbactinsider.org/docs/Data-Privacy-Expectation-Guide.pdf>

**Monsanto's** principles on data privacy: [www.climate.com/principles](http://www.climate.com/principles)

**John Deere's** data principles: [www.JohnDeere.com/trust](http://www.JohnDeere.com/trust)

**AgGateway:** <http://www.aggateway.org/>

**Open Ag Data Alliance:** <http://openag.io/>



**Tell us your conservation story and you could be a winner.**

The Conservation Legacy Awards program recognizes U.S. soybean farmers who distinguish themselves through outstanding environmental and conservation practices while continuing to farm profitably.

Three regional winners will be selected. The regions are: Midwest, Northeast and South. All U.S. soybean farmers are eligible to enter.

# Showcase Conservation on Your Farm

Applications will be evaluated on: management of soil, water and inputs; farmstead protection; sustainable practices; and overall conservation and environmental management.

Win an expense-paid trip for two to Commodity Classic in Phoenix, Arizona, Feb. 26-28, 2015

Be recognized at the ASA Awards Banquet at Commodity Classic

Have your farm and conservation practices featured in *Corn & Soybean Digest* magazine and a special online video segment

Applications must be submitted online by **August 4, 2014**.

Visit **SoyGrowers.com** for application details and to view video features of past winners.



# SoyWORLD

**WISHH**  
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## Aquaculture Trade Team Visits the U.S.

In February, ASA/WISHH co-hosted a Pakistani Aquaculture trade team under the USDA-funded FEEDing Pakistan program. The team, which included fish farmers, an animal nutritionist and an animal feed engineer, attended a two-week Fresh Water Aquaculture Training Course organized by Kansas State University and led by R.S.N. Janjua, ASA/WISHH's Country Representative in Pakistan.

The team attended the World Aquaculture Society's Aquaculture America Conference and Exhibition in Seattle, followed by a training at

the University of Arizona led by Dr. Kevin Fitzsimmons, and concluded in Manhattan, Kan., with K-State's International Grains Program (IGP). Dr. Dirk Maier, Director of IGP, and faculty hosted trainings focused on soy-based floating feed production, storage, and use. A graduation ceremony was hosted by the Kansas Soybean Commission, who has supported the FEEDing Pakistan aquaculture project for over two years.

The trip has garnered international attention, capturing media attention from all over the world, including across social media.

## Farmer Travel

ASA/WISHH staff, ASA CEO Steve Censky, and a host of ASA farmers traveled to Bogota for the USSEC Global Strategy Session to participate in planning meetings and meet with U.S. soy customers and members of



Dave, Duane, Jorge Solis and staff of Nutrica S.A. beside WFP bags.

the food and feed industry. While in Colombia, they visited a soy dairy project supported by Rotary International.

Illinois farmers Dave Droste and Duane Dahlman joined ASA/WISHH and USSEC staff in Guatemala to see first-hand how U.S. soy penetrates the food market by visiting local businesses Alimentos S.A. and Nutrica S.A. who purchase U.S.-processed soy flour and soybeans. They were also briefed by USDA's Agricultural Counselor for Guatemala, Henry Schmick. ■



## The Power of Soy

U.S. soybean farmers started the Acre Challenge campaign as a way for farmers to support the Foundation. Each year, the program gives individuals, specifically farmers, a way to ensure that the valuable protein from the soybeans they grow, makes it to the impoverished people who need it most.

Visit [www.worldsoyfoundation.org](http://www.worldsoyfoundation.org) to learn more and give the gift of protein today! ■



- **Reducing** malnutrition through the **power** of soy to create thriving, vibrant communities that **are well nourished**.
- We **believe** children deserve access to the food they need to grow and thrive.
- We are **dedicated** to helping relieve world hunger and malnutrition using soy to develop sustainable food solutions.
- We have **roots** that lie deep in agriculture. Started by farmer leaders in 2006, we **are** the philanthropic arm of the soy industry.

# ResearchInsight

## Cooperative Extension: Providing a Century of Solutions and Beyond

By the **National Cooperative Extension Centennial Committee**

On May 8, America marks the 100th anniversary of the signing of the Smith-Lever Act, which established Cooperative Extension. The act aimed to expand vocational, agricultural and home demonstration programs in rural America.

The creation of a formal outreach arm for a university was a unique and innovative idea growing from the land-grant universities, which had been founded 50 years earlier to provide practical higher education opportunities. These visionary leaders realized tremendous knowledge at land-grant colleges needed to find a broader audience if it was truly going to impact rural society. They worked to introduce farmers to new technologies and techniques by doing on-farm demonstrations, field trips and home visits to show the practical applications.

Soon after the Smith-Lever Act was signed, a new pest, the boll weevil, was marching across the south and ravishing the nation's cotton industry. The boll weevil has cost America's cotton producers more than \$15 billion in yield loss and control costs since it was first discovered. Management strategies for the boll weevil changed the methods by which cotton is produced and farmers relied heavily on Cooperative Extension for education and advice on control methods and alternative production methods to abate the pest.

Improvements in technology and transportation continue to increase opportunities for introduction of new pests and diseases. Others are transmitted by nature.

Asiatic Soybean Rust is believed to have entered the country on the wind. First identified in the U.S. in 2004 in test plots at Louisiana State University AgCenter, the disease is thought to have blown into the country during Hurricane Ivan. It quickly spread across the country, and Cooperative Extension was on the frontlines with solutions.

In 2010, a University of Georgia Extension agent received calls from local residents about a new bug in and around their homes. The agent found an unidentified pest feeding on kudzu. At first thought, it seemed we had finally found a way to get rid of the invasive kudzu. Upon further study, they discovered the bug was the bean plataspid, *Megacopta cribraria*, which feeds on legumes and would be a serious threat to the soybean industry.

The pest can now be found across the southeast and it is marching northward. Through DNA testing, land-grant scientists determined the bug is a native of Japan and likely arrived in Georgia aboard an airplane.

Knowing the kudzu bug's genetic diversity will help determine how fast it can adapt. University of Georgia scientists are working with researchers from Clemson University, North Carolina State University and the USDA to find the best way to control the pest. Armed with this knowledge, they plan to introduce a parasitic wasp that is a natural enemy of the bug in Japan. The tiny wasp is no larger than the period at the end of this sentence.

Whether it's a weevil or a weed, a newly identified bug or disease threatening our soybean production, problems will continue to challenge our growers and Cooperative Extension will continue to seek and share solutions.

As we enter a second century, the problems agriculture faces have new focus, the pests have different names, but the need for Cooperative Extension's expertise and ability to deliver needed education to producers ensures Extension will remain the best system in the world for finding and delivering sound solutions to these new challenges before us.

For more information on the Centennial of Extension go to [Extension100years.net](http://Extension100years.net). ■



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# Sustainability

## More than Conservation: Sixth-Generation Farmer Focuses on Sustainability

By **Barb Baylor Anderson**

When Tyler Franklin returned to the family farm near Champlain, Va., in 2010, the sixth generation farmer's goal was to find ways to sustain and enrich the operation. The Virginia Tech environmental science graduate has a strong desire to protect its resources.

"My dad says we are just caretakers of the land for this short time on earth," he said. "We must maximize crop production while we make continued improvements in our resources and leave our soils better for the next generation."

Tyler farms 1,000 acres of corn, soybeans, wheat and barley with his father, Robert, in the Chesapeake Bay Watershed. They also manage 600 acres of timber. He graduated from college in 2006 and worked for a foundation seed farm for four years before returning home.

"Land is our most important resource. In the area between Richmond, Va., and Washington, D.C., there is development pressure as people want to commute from the country. Many people are retiring to homes on the water. They build on soil that was previously fertile farm ground."

The Franklins placed their farm in a

conservation easement to protect it from development. They also have taken steps to not only conserve resources, but to show urban consumers, legislators and regulators they farm sustainably. Tyler is concerned that, with D.C. in their backyard, regulations could someday become mandatory and force farmers out of the watershed.

"It is poor management to mistreat the land," he said. "To help preserve the watershed and its diversity of wildlife, we develop and manage buffer strips around pond and streams with native grasses and other food sources. We have clover and alfalfa food plots planted around our soybean fields for deer, and we work with Ducks Unlimited to provide migratory bird habitats."

The Franklins have employed no-till for two decades and plant cover crops. Tyler is tissue testing and using variable rate technology to more accurately pinpoint fertilizer applications.

"Farmers must be willing to change with new technology. GPS allows us to make sub-inch precision decisions," he said. "Cover crops have nutrients that enhance soils and create nitrogen for the next crop. No-till decreases fuel consumption,



and precision farming and intensive scouting reduce crop input use."

Tyler sees conservation as an integral part of sustainability. "We hear the term 'sustainability' more, but defining it is hard," he said. "We conserve natural resources, but we must do it as we make a profit, feed a growing population and educate consumers. We have to produce more food per acre and keep the environment clean. That is the challenge."

Telling agriculture's story is part of addressing that challenge. Tyler believes farmers must talk about their operations positively. He encourages visits to their farm and uses social media to post stories and photos about conservation and production practices.

"We are not perfect, but we tell others about how we move toward that goal," he said. "We all must share what we do to help people understand farming's role for the future." ■

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"We hear the term 'sustainability' more, but defining it is hard. We conserve natural resources, but we must do it as we make a profit, feed a growing population and educate consumers."

— Tyler Franklin, Champlain, Va.

# SoyForward

## Plant Science Innovation a Focus at Purdue



By Mitch Daniels, President, Purdue University

As someone who has lived most of his life in an important agricultural state, I have always been in awe of the prodigious ability of American

farmers to feed an ever-growing world population. Every year, you deal with a variety of potential risks—disease, weather, pests, prices—all while producing more food with fewer resources and with careful stewardship of our land and water.

It's that challenge that inspired us to support the efforts of Purdue Agriculture to build a world-leading plant sciences program focused on plant improvement. This investment will ultimately provide farmers in Indiana and around the world plants that are more tolerant of extreme conditions, plants with enhanced nutrient profiles, plants that use resources more efficiently and plants that yield more.

As one of our 10 current Purdue Moves initiatives, the university will invest more than \$20 million in this initiative over the next five years. The Plant Science Research and Education Pipeline initiative will:

- Expand our research and teaching in the most fundamental aspects of plant biology.
- Speed our ability to move laboratory research discoveries into improved, commercially-available crop varieties.
- Create high-speed, field-scale techniques for assessing crop performance.

- Establish a plant commercialization incubator to make available and license the use of new plant traits and related intellectual property.
- Enhance recruitment and training of the next generation of plant sciences and plant agriculture students for careers that require technological, analytical, entrepreneurial, leadership and teamwork skills.

While this is an investment in Purdue Agriculture, it will create a platform for partnering—across campus, with other universities, commodity organizations, industry and the public sector. Solving the world's need for improved plant production requires the efforts of all, and Purdue looks forward to being the best possible partner in this challenge to bring farmers new technology and ideas.

And what prouder ambition could a university have than helping provide adequate nourishment to the people of the world every day? As American farmers, I know that you take great pride in producing the best crops in the world. We at Purdue University look forward to continuing to support you in that noblest of missions. ■



Mitch Daniels

Mitch Daniels is president of Purdue University in West Lafayette, Ind., and a former two-term governor of Indiana.

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



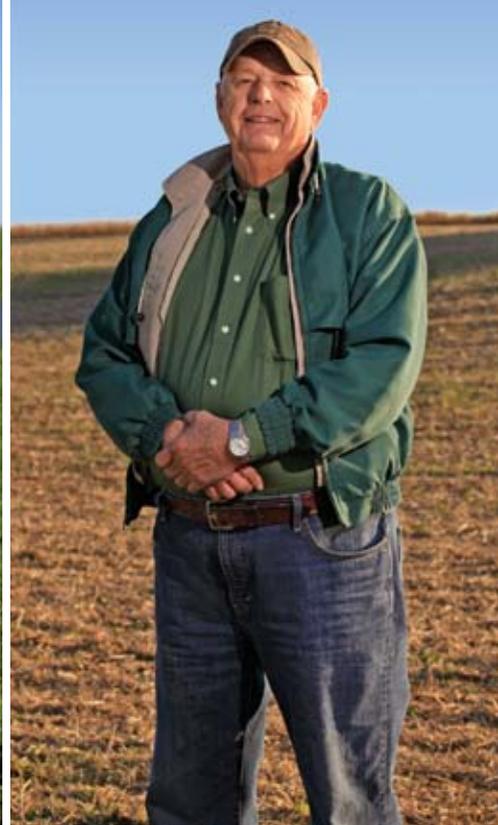
David Ausberger, Jefferson, Iowa

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.

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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.

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