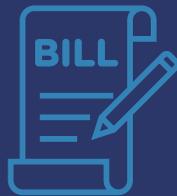


AMERICAN FALL 2021  
soybean  
Vol. 9, No. 2  
People. Policy. Profitability.  
A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION

# FEDERAL AG POLICY

## and How Laws are Made



### SOY FACES

North Dakotan Takes Policy  
Experience Back to the Farm

### SOY FORWARD

Little Provision in Big Bill Promotes  
Soy in Construction Materials

### ISSUE UPDATE

Why Has Passing an Infrastructure  
Bill Become Such a Quandary?

### INDUSTRY PERSPECTIVE

Crop Insurance and Climate-induced Risks



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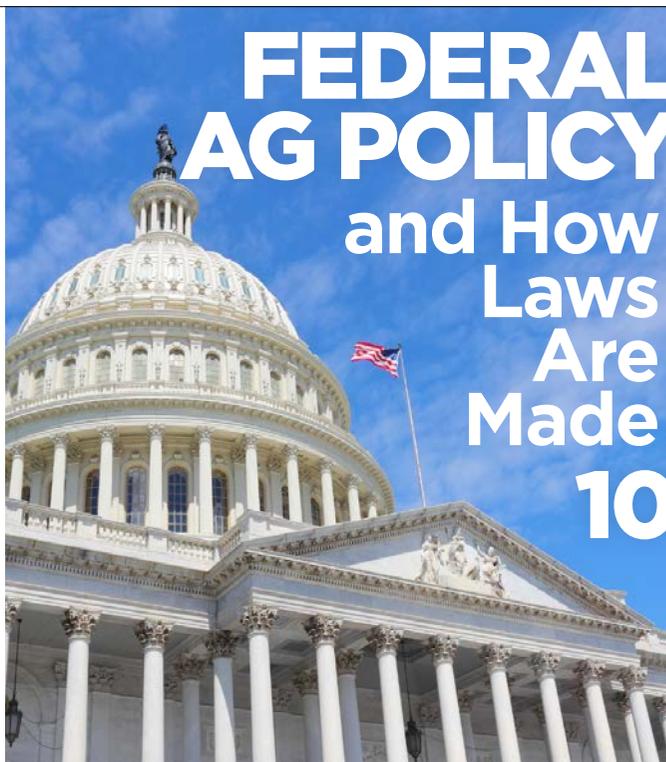
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The American Soybean Association (ASA) represents U.S. soybean farmers on domestic and international policy issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 states and more than 500,000 soybean farmers.

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# ASA leadership corner

Childhood flashback! Remember this one? “Conjunction junction, what’s your function?” How about, “I’m just a bill, only a bill, and I’m sitting here on Capitol Hill!” For many of us, the Saturday morning show Schoolhouse Rock, which spanned from the ‘70s to the ‘90s, was our first introduction to policy.

We may not always connect the dots as a young person on just how important lobbying—or advocacy, as we often refer to it—is to the policy process. Certainly, when you think about farming one day alongside your dad or other family member, you don’t think about flying to Capitol Hill to have critical conversations with lawmakers on how their decisions affect your day-to-day livelihood.

I remember the first time I was going to the Hill, filled with excitement and, admittedly, a few nerves. What I distinctly recall is assuming I was flying to D.C. to talk to “the experts” in the field of agriculture. However, I quickly realized that we are the experts, and those great political leaders really want our opinion. Not only do they *want* our opinion, but I’ve also come to understand, oh boy, do they really *need* it!

If you’ve never done “fly-ins,” or visits to the Hill, to speak with your state’s representatives, go with someone who is comfortable doing it. And, if you’ve been and are an old pro now, help the newer people feel comfortable. I try to assure they are aware that their opinion is important—but to not give all of it on the first visit!

As a funny aside, I was once visiting our current South Dakota governor, then a U.S. representative, Kristi Noem, who warmly came around her desk to greet me. She knocked one of the many gnomes given from her constituents off the front of the desk and smashed it to pieces. Our relationships with our congressional leaders can likewise be fragile. They take nurturing, care, patience, and diligence to first build and then maintain. They also take respect.

At times, there is a perceptible attitude towards legislators that, “they’re working for me, and I don’t have to respect them.” But I always feel you do have to respect them—address them by their proper title and demonstrate proper respect. At this point in my farming career, I’ve worn my advocacy hat many years and have lost track of how

KevinSCOTT



Kevin Scott, ASA President

many Hill visits I have done, but I assure you, we’ll get a lot further being nonconfrontational. Having the right tone with these individuals who do work on our behalf and demonstrating a level of respect goes far in helping our farm community.

As “Bill” used to sing in Schoolhouse Rock, “It’s a long, long wait as I’m sitting in committee, but I know I’ll be a law some day!” Grassroots efforts do matter, whether in the halls of Congress or with members of the administration. The Market Facilitation Program (MFP) assistance soy growers received during the height of the China trade war is a good example. ASA and the farmer-leaders were not forceful or demanding in our meetings with USDA. Instead, we used a more guarded, subtle approach and were respectful of the process, which in the end paid off.

Together, we can get a little bill passed into a big law, and we can make a difference for soybeans and all of agriculture. We hope you’ll enjoy this issue of *American Soybean*, which focuses on how these efforts truly work.



Soybean farmer Kevin Scott (seated center) testifying on the importance of risk management programs within the nation’s farm legislation at a hearing before the Senate Agriculture Committee.



## USSEC Assembles Council to Sustainably Shape Growing Aquaculture Industry

*Soy is an important protein source in the aquaculture diet due to its high protein content, balanced amino acid profile and high level of digestibility for most cultured fish and shrimp species. Photo Credit: U.S. Soybean Export Council*

A rising global population, increasing urbanization and consumer consciousness about health and the climate are driving global demand for sustainable protein—putting aquaculture and soybeans at the center of opportunity to have a significant positive impact.

The U.S. Soybean Export Council (USSEC) is reaffirming U.S. soybean farmers' and the industry's commitments to shaping a growing and sustainable aquaculture industry. USSEC recently announced the convening of the Global Aquaculture Industry Advisory Council, with fresh multi-stakeholder representation from 11 academia, civil society, industry, public sector and sustainability certification organizations around the world.

"Aquaculture has immense potential to help meet the world's nutrition and food security needs as an affordable and sustainable source of protein. The USSEC Global Aquaculture Industry Advisory Council is a testament to the commitment of U.S. soy farmers and industry, as well as of visionary leaders across the value chain from aquaculture feed, research and sustainability certification, to shape a growing and sustainable aquaculture ecosystem," said Courtney Knupp, USSEC director, aquaculture and animal nutrition meal.

Approximately 3.3 billion people rely on seafood for almost 20% of their average per capita intake of protein, making it the world's largest traded food commodity. The amount of seafood produced by aquaculture now exceeds wild catch. Total fish production is expected to expand from 179 million tonnes in 2018 to 204 million tonnes in 2030. Aquaculture consumption increased 122% from 1990 to 2018, and production is projected to reach 109 million tons in 2030.

Soy is an important protein source in the aquaculture diet due to its high protein content, balanced amino acid profile and high level of digestibility for most cultured fish

and shrimp species. As such, it can replace high-cost animal proteins and yields optimal fish growth.

USSEC, in collaboration with the soy checkoff, is dedicated to continued investment in research on fish nutrition, the development of aquaculture technologies and providing technical expertise and partnerships.

The USSEC Global Aquaculture Industry Advisory Council will meet at least twice a year. The first meeting was held virtually in September.

The 11-member council includes Allen Davis, Auburn University; Erik Olav Gracey, BioMar; Dr. Xue Min, China Academy of Agricultural Sciences; Jose Antonio Camposano, Ecuador's National Chamber of Aquaculture; Steve Hart, Global Seafood Alliance; Neil Sims, Ocean Era; Sebastian Belle, Maine Aquaculture Association; Glenn Kleppe, Regal Springs; Ken Overturf, U.S. Department of Agriculture; Tom Domino, Wakefern Food Corp.; and Antonio Garza, World Aquaculture Society.

"The past year has created many challenges for the seafood industry, as well as new opportunities for innovation and partnerships to advance sustainability. The combined knowledge, expertise and understanding of global market trends, best practices, economics of production, industry opportunities and challenges represented on USSEC's Global Aquaculture Industry Advisory Council can help build and support the sustainable long-term growth of global aquaculture," said Steven Hart, vice president of market development (Asia, Oceania, EU, UK) for the Global Seafood Alliance.

USSEC continues to work collaboratively with producers, feed manufacturers, equipment manufacturers and other ancillary industry sectors to address all aspects of the production cycle for aquaculture.

*Source: U.S. Soybean Export Council*

# ASA *in* action



(From left) In June, Rep. Dusty Johnson (SD) visited Scott Family Farms in Valley Springs, S.D., where he talked biofuels, infrastructure, taxes and other ag policy issues with ASA President Kevin Scott and South Dakota Soybean Association President Jordan Scott, along with ASA Director Brandon Wipf and other South Dakota farmer-leaders.  
Photo Credit: Jannell Scott

## AG POLICY ISSUES

During ASA's infrastructure and agriculture education tour of the Pacific Northwest in July, ASA directors, state leaders and staff cruised the *Portland Spirit* for an up-close look at the ports and inland waterways that are vital to exporting U.S. soy to customers around the globe. The educational tour, sponsored by the United Soybean Board, was part of the annual ASA Board of Directors meeting, which was held in Vancouver, Washington this year.



## PORTLAND SPIRIT



Members of ASA's Governing Committee visit the Black Hills during the annual ASAAP meeting in South Dakota in August. From left: Brad Doyle (AR); George Goblisch (MN); Dennis Fujan (NE); Kevin Scott (SD); Josh Gackle (ND); Stan Born (IL); Daryl Cates (IL) and Bill Gordon (MN).

## ASAAP



## ACT

ASA's sixth class of Agriculture Communications Team (ACT) members spent a week learning how to talk about issues that impact their farms and how to engage with consumers, lawmakers and others. Program sponsors Bayer Crop Science and the Illinois Soybean Association shared information on engagement and issues. Sponsor United Soybean Board provided a social media training session.

## AG VOICES

*Congratulations to the 15 students who completed Ag Voices of the Future in Vancouver, Wash. this July! The program, sponsored by Valent U.S.A. and ASA, is designed to educate students on agricultural policy issues. 2021 participants included: Courtney Ball (FL); Shelby Basham (IL); Brayden Beinhart (IA); Patrick Biggs (KS); Brooke Bradford (AR); Clayton Elbel (TX); Carly Fitz (OH); Nicholas Heffron (IA); Abigail Meier (IN); Aspen Rittgarn (NE); Reanna Santos (TX); Skye Schumaker (IL); Sydney Stundebek (MO); Kestlyn Willert (SD); and Blake Wright (MO).*



## INNOVATION TO MARKET



*ASA's Innovation to Market (I2M) Work Group met in St. Louis in September to discuss future innovations in weed control and regulatory and legislative issues impacting seed and crop protection products. The group includes representatives from seed and crop protection providers, along with farmer-leaders and staff from ASA, United Soybean Board and the U.S. Soybean Export Council. I2M industry members from BASF, Bayer, Corteva, FMC and Syngenta participated in the meeting and continue to support the efforts of this group.*

*The 37th class of ASA Corteva Agriscience Young Leaders began its leadership journey and training program in Vancouver, Wash. in July. The group participated in DiSC training (a program that measures an individual's communication preferences and tendencies), discussed consumer trends and acceptance, and engaged with Corteva speakers on various topics, including Plenish. Phase II of the training continues in November 2021.*

## YOUNG LEADERS



## Quandary of an Infrastructure Bill

Over the past three years, the running joke in Washington, D.C., is that every week is “infrastructure week.” Desire to enact sweeping programmatic investments in infrastructure is neither dictated by political party nor geographic region. Infrastructure improvements benefit the masses and give congressional representatives real, concrete (excuse the pun) victories in the form of roads and bridges for their constituents. So why has passing an infrastructure bill become such a quandary?

Starting with George Washington’s lifelong devotion to creating a more navigable Potomac River up through recent times and Barack Obama’s desire to use infrastructure investment to pull the nation out of economic recession, almost every American president has looked to federal infrastructure investment to help rebuild our country in times of strife or to amplify its successes in times of prosperity. During the Great Depression, Franklin D. Roosevelt created a public works program under the New Deal to directly provide jobs to unemployed Americans while also creating such great demand for supplies that job growth in supporting industries boomed. Conversely, Dwight Eisenhower championed the development of our modern interstate highway system to support a growing economy and population during the prosperity that followed the end of World War II.

However, since the mid-20th century, the federal government

has played a reduced role in funding infrastructure projects. Unlike most industrialized countries, the United States only provides about one quarter of the public infrastructure funding at the federal level. Cash-strapped state and local entities are therefore left to foot the bill, meaning new investments are sometimes virtually impossible and maintaining a state-of-good-repair can come at the expense of other important state services. This lack of investment, paired with a depleted Highway Trust Fund, has spurred both political parties to consider the need for a generational investment in our nation’s infrastructure.

In February 2018, Donald Trump unveiled a \$1.5 trillion infrastructure investment strategy—a move that excited lawmakers on both sides of the aisle. Three years later, Joe Biden similarly proposed a \$2 trillion investment. In both instances, congressional negotiations have been drawn out and messy. While both parties support new federal investment in infrastructure, consensus around a dollar amount took time. The negotiated bipartisan infrastructure package now making its way through Congress bears a price tag of \$550 billion in new spending—a considerable decrease from both the Trump and Biden proposals.

In many ways, the bipartisan consensus that was reached in the Senate to develop the infrastructure bill was a masterclass in negotiation and compromise.

Yet, the final product left out one key element: explicit support from the majority of the House of Representatives. As we race to the end of the First Session of the 117th Congress, the bipartisan infrastructure bill has found itself mired in a sea of must-pass legislation and political messaging bills that the House aims to consider in 2021’s dwindling months.

The last several years have made it easy to be a pessimist about infrastructure policy, but even with current political standoffs, the bipartisan infrastructure bill has managed to weather the storm. Much like generational infrastructure investments that came before it, this bill seeks to boost the economy by making equitable investments in rural and urban areas alike—while also providing states with the flexibility they need to prioritize certain projects of regional significance. It even includes a pilot project to help promote soy-based construction materials (read more in Soy Forward on page 29).

Moving soybeans to market reliably and cost-effectively remains a top priority for ASA. While the bipartisan infrastructure bill will not solve all our transportation problems, we believe that this new investment in rural roads, bridges and waterways will address major transit chokepoints, improve road conditions across farm country and minimize transportation delays that impact bottom lines.

# MICHIGAN *Soybeans*



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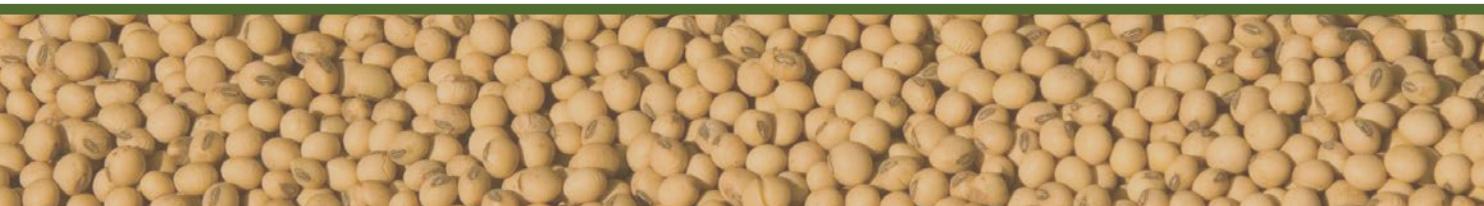
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# ASA POLICY 101



## How ASA policy is set and laws are

By Will Rodger

Federal agriculture policy, too often, is a mystery to most.

Rules, regulations, laws and court rulings seemingly emerge from nowhere and—some years—come at a pace that make the head spin and stomach lurch.

Behind the scenes, however, there is order and, for those who dare to get involved, influence that keeps America's soybean growers thriving. At the American Soybean Association, it starts and ends with the grassroots.

Much of the action takes place in ASA's policy advocacy teams, which are comprised of ASA board members who farm soybeans across the growing region. ASA Executive Director of Government Affairs Christy Seyfert oversees the association's Washington staff liaisons, who each serve an advocacy team, and she also serves as the liaison to the Farm Policy advocacy team.

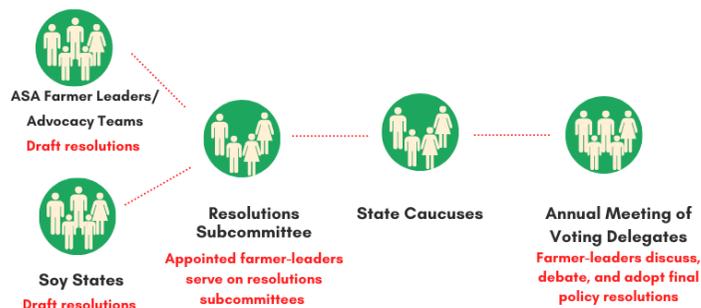
Other staff leads include Alexa Combelic on the Biodiesel and

Infrastructure advocacy team; Kyle Kunkler, who serves as staff lead for the Regulatory advocacy team; and Virginia Houston on the Trade Policy and International Affairs advocacy team. Ariel Wiegard is the liaison for the Conservation and Precision Agriculture advocacy team.

ASA maintains a watchful eye on all three branches of the federal government. Whether it's taxation—currently a front-burner issue—or other issues such

# ASA POLICY PROCESS

## POLICY DEVELOPMENT



*Resolutions*—sets the course for the coming 12 months. ASA board and staff, state soybean associations and individual growers participate in multiple rounds of meetings that annually produce a single voice for soy growers everywhere in the United States. Discussions begin at the top of the new year and culminate when ASA meets at the Commodity Classic trade and educational show.

“Think of it as a two-track process,” Seyfert says. “On one hand, you have the five advocacy teams poring over our current policy resolutions book with a fine-toothed comb. Those advocacy teams identify areas that may need updates, that may be outdated due to policy changes in Washington.

“Meantime, states are doing the same thing at generally the same time. In the upcoming resolutions process, recommended policy changes by advocacy teams and states are due February 1, so January will be a full month of discussions about potential ASA policy changes. Throughout the month of February, there will be opportunities to review policies, and ASA will ultimately consider and vote on policy changes at

Commodity Classic in March.”

The work doesn’t stop with the resolutions process for ASA’s advocacy teams.

“Those teams produce a lot of the work that gets done throughout the year, and regular advocacy team meetings occur in conjunction with our quarterly board meetings,” Seyfert says. “At the same time, we also have the flexibility to schedule advocacy team meetings as needed so that we can be nimble and responsive when policy issues arise.

“That flexibility matters because, in the end, nothing stands still in Washington. That is when we need to improvise while remaining true to the principles laid out each year in our policy book.”

With a word count of more than 28,000, the policy book covers every major interaction between government and soybeans a grower could think of—from trade to data protection, and from property rights to the environment.

The commitment and individuality among advocacy teams make for especially effective lobbying, says Combelic, who also serves as ASA director of government affairs. The teams include grower-leaders who serve in crucial advisory roles on ASA teams and boards.

“These groups have a specialized focus on a handful of issues, which allows them to get that deeper dive and follow an issue over the year,” she says. “We, as staff, provide our recommendations, and they, in turn, really guide us and tell us how it’s going to impact them.

“All of this empowers us to come back to the Hill, take their voice and amplify it. And the best way to do that is to have them talking to members of Congress,” Combelic says. “What’s great

(continued on page 12)

made

as infrastructure, biotech, crop protection, WOTUS, the farm bill, or the all-important livestock markets—ASA is on top of it.

No matter what the topic, Seyfert says, team members work together to coordinate on everything that happens in our nation’s capital. Consensus drives decisions.

### The policy book

The ASA policy book—formally known as the *ASA Directory &*



about grower groups that are this big is that everyone in soy country has constituents who are impacted by issues we care about. And that is the thing that is most powerful: hearing from your constituents.” Combelic says ASA’s Washington portfolios ensure that everyone involved has all the time and information needed to demonstrate real expertise in the topics they cover. This means ASA can be timely and responsive to issues as they arise.

Full transparency and consistency in approach mean there are no surprises, whether ASA is signing on to letters or endorsing legislation.

“We have to have a highly responsive group of board members who look out for our requests for help, whether it’s through participation in meetings or for

other needs. We really appreciate that opportunity to gather feedback and work closely with these ASA members,” Combelic says.

### Getting through COVID-19

COVID-19 played havoc with schedules in 2020 and 2021, but ASA managed to stay on track with what matters, ASA staffers say. Some things have even improved.

“We used to run advocacy team events largely in person alongside board meetings, but we would also hold them by phone as needed,” Seyfert says. “COVID, surprisingly, introduced us to—and gave us a comfort level with—virtual technology, which is a real improvement over conference calls.

“We had such a great experience with our advocacy team meetings being held virtually in advance of board meetings,

and with broader participation, that we’ve decided to maintain this approach for the foreseeable future. That virtual capability also helps a great deal with the annual policy resolutions process.

“Screen sharing is particularly helpful when you are trying to modify resolutions and reach agreement on proposals, so that technology has been helpful to us,” she adds.

Seyfert says it’s difficult to overstate the importance of collaboration, especially with grassroots members. “One thing that I learned on the Hill many, many years ago is that policy drives behavior. So, as we think about policy development within ASA, as we think about policy on the Hill, we have to think long term: ‘What behavior are we driving?’ ‘What behavior by our farmers and by others are we encouraging when we support certain policies?’

“That’s critically important as we think ahead to the next farm bill,” she adds.

ASA recently embarked on a series of educational sessions for farmers as the organization begins preparation for farm bill feedback later this year. Questions Seyfert expects to arise in the next farm bill: Should the federal government continue to encourage crop insurance participation, or should we look at permanent disaster programs for farmers? What’s better—a risk management program that farmers must pay into, one that is a current success; or one that is a freebie that the

# HOW LEGISLATORS MAKE LAWS

**STEP 1:** Have an idea  
**STEP 2:** Legislator drafts a bill



**STEP 3:** Bill introduced in House or Senate



**STEP 4:** Bill goes to committee  
**STEP 5:** Subcommittee review of bill

**STEP 6:** Committee markup of bill  
**STEP 7:** Vote by full chamber on the bill

federal government fully funds? Of course, keeping in mind that the adopted policy will drive farmer behavior.

“ASA’s process is grassroots-driven, and we’re a better organization because of that.”

## What’s hot now?

As discussions continue on the multi-trillion-dollar reconciliation bill, ASA team members keep their ears to the ground to ensure they have all the latest information on possible points of interest or concern. This was especially critical this year.

“Reconciliation has been used by Republicans and Democrats since it was first introduced in 1980,” Seyfert says. “What’s different about this year is tapping the reconciliation process twice to advance legislation in an expedited manner.

“The reconciliation process has put the president’s agenda on a fast track,” she says. “That means we have to stay plugged in to contacts on both sides of the aisle because it is extremely fluid. Extremely fluid. We had so many uncertainties. Because of COVID, we were having to plug in with every contact possible and weigh in as much as possible to advance our priorities amid an ever-evolving environment, and that has continued with the reconciliation processes.”

D.C. insiders routinely praise congressional agriculture committees for their collegiality and strong bipartisanship. For many, that easygoing nature has sadly begun to fray as partisanship

# THE BASICS

## How Does a Bill Become a Law?

Laws take shape from ideas gathered by lawmakers listening to the needs and concerns of their constituents through, for example, Hill visits, events, letters, or messages sent through a portal like ASA’s Soy Action Center. This is why ASA’s advocacy is so critical: it gets the grassroots needs of our soy industry a seat at the table where ideas can become law.

Once a lawmaker has an idea, they will work with their staff to draft and sponsor a bill. A bill can be introduced in either chamber of Congress by a senator or representative who sponsors it, with some bills sponsored by more than one legislator. When a bill is introduced, it is assigned to a committee that will research, discuss and make changes to the bill.

Next, the bill is put before that chamber for a vote. If it passes one body of Congress, it will go through a similar process of research, discussion, changes and voting within the other body.

Once both bodies vote to accept a bill, they must work out any differences between the two versions and vote on the same exact bill. If both bodies of Congress pass the bill, it then moves to the president’s desk to be signed into law or vetoed.

If the president chooses to veto or otherwise not approve a bill, Congress has the authority to override the veto, which means the bill then becomes a law.

has risen on Capitol Hill. The changes have made many wary, while the process of budget reconciliation has only raised the policy stakes.

But Seyfert affirms bipartisanship is still alive in the House and Senate ag committees—on some issues. “We’ve seen real collaboration throughout Senate confirmations, as well as in House broadband legislation,” she says. “But we can already feel the onward sprint toward the next election in November 2022.”

No matter the results of the next midterm elections, she says, “People know who ASA is: a bipartisan, constructive participant in agricultural policy. And we’re going to be that no matter who’s in charge.

“We have a bipartisan D.C. team and a bipartisan membership, so we want to make sure that we are working constructively with both sides of the aisle and the administration.”

(continued on page 14)

**STEP 8:**  
Referral  
of bill to  
the other  
chamber

**STEP 9:** Bill goes  
to committee,  
subcommittee,  
markup and full  
vote in that chamber



**STEP 10:** If  
needed, bill goes  
to a conference  
committee  
to reconcile  
differences



**STEP 11:** Bill  
goes to the  
president for  
signature into  
law or veto



(continued from page 13)

In the end, Seyfert says, collaboration and communication up, down and across the association gets things done.

“We don’t have all the answers in Washington by any means. Our relationships with board members and states are vital to everything we do,” she says. “We on staff can do direct lobbyist advocacy, but states and individual members are weighing in with emails, with phone calls, with farm visits, meetings with congressional policy makers—connections that are so important to the overall policymaking process.

“Their activity is critically important,” Seyfert says.

AMENDMENT NO. \_\_\_\_\_ Calendar No. \_\_\_\_\_

Purpose: In the nature of a substitute.

**IN THE SENATE OF THE UNITED STATES—117th Cong., 1st Sess.**

**H. R. 3684**

To authorize funds for Federal-aid highways, highway safety programs, and transit programs, and for other purposes.

Referred to the Committee on \_\_\_\_\_ and ordered to be printed

Ordered to lie on the table and to be printed

AMENDMENT IN THE NATURE OF A SUBSTITUTE intended to be proposed by Ms. SINEMA (for herself, Mr. PORTMAN, Mr. MANCHIN, Mr. CASSIDY, Mrs. SHAHEEN, Ms. COLLINS, Mr. TESTER, Ms. MURKOWSKI, Mr. WARNER, and Mr. ROMNEY)

*The bipartisan infrastructure bill (H.R. 3684), which ASA supports, would make historic investments across all aspects of our nation’s infrastructure, including roads, bridges, waterways and railroads, which are all critical to farmers.*

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# INDUSTRY

## perspective

By Kurt Lawton

## Crop Insurance Cuts Climate Intensity

**Proper risk management tools can tame significant weather and global market fluctuations**

Drought. Heavy rain events. Derecho. Record temperature extremes. Stronger and frequent hurricanes. Severe hail. As these weather extremes expand, farmers are reexamining crop insurance strategies to calm climate-induced risks that can devastate a farm business.

“A strong farm safety net helps farmers manage these challenges, and crop insurance stands as its cornerstone,” says Tom Zacharias, President of National Crop Insurance Services (NCIS), the trade association that represents all 13 companies writing crop insurance policies in the U.S.

### Safe and affordable food

“These past few years continue to demonstrate the importance of maintaining a safe and affordable food supply that is resilient to disasters—whether that’s a weather event or an unprecedented global pandemic,” Zacharias adds. “During a time of hardship, America’s farmers and ranchers kept farming, and crop insurance never wavered in its mission to provide a trusted safety net.”

For example, more than 19 million acres were prevented from planting nationwide in 2019, and 25% of those acres were soybeans. After these planting challenges were droughts in some areas and early snow that reduced harvest in other areas. In 2020, the costliest thunderstorm derecho event in U.S. history destroyed crops, buildings and cities for 770 miles across the Midwest. The National Oceanic and Atmospheric Administration estimates the derecho caused over \$11 billion in damage, including nearly \$500 million in crop losses.

“The agricultural industry has been faced with some very significant and unusual events that have impacted producers across the country,” says Mike Day, Head of RCIS for Zurich North America, and one of the 13 companies that insures crops. “Fortunately, our Federal Crop Insurance Program manages one of the most successful public-private partnerships that offers a variety of risk protection products across 160 different crops to help farmers and ranchers survive.”

Since making crop insurance the cornerstone of the farm safety net, Congress has strengthened the federal crop insurance program through various farm bills to expand coverage and improve program integrity.

### Climate-smart practice adjustments

One of the strengths of crop insurance is that it is self-adjusting and has the flexibility to respond to new challenges quickly. So, as America’s farmers are on the front lines of the fight against climate change, crop insurance is complementing efforts to incentivize the adoption of climate-smart farming practices that increase resiliency, improve conservation and support a healthy environment.

The first example is a cover crop program to help producers sustain a long-term soil investment by receiving a federal crop insurance premium discount. In addition, the USDA’s Risk Management Agency (RMA) recently announced a 2022 insurance option for corn farmers who split-apply nitrogen. The goal is to help farmers lower input costs

TOM ZACHARIAS



Tom Zacharias, President of National Crop Insurance Services

MIKE DAY



Mike Day, Head of RCIS for Zurich North America

and prevent runoff or leaching nutrients into waterways and groundwater.

“USDA and RMA have a key focus on sustainability, along with the Senate and House Ag committees,” Day says. “Coming into next year, we may see more products or endorsements that align with sustainable farming practices.

“The best thing to do on a localized basis is to talk to your crop insurance agent, run through your history, talk about your farming operation concerns, and examine different options that can add peace of mind and reduce risks,” Day adds.



(YOU)

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Moving Soy Forward.  
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## Soy Checkoff: Creating Return on Your Investment

As a farmer, you have a lot of work that consumes your time and energy, including purchasing seed and making your plan for next season, preparing the ground and planting your crop, tending to your fields all season to produce a healthy, profitable crop, and taking your harvest to the elevator or storing it in bins to sell later. Your top priorities can't also include new soybean research, education and promotional opportunities. However, those activities are crucial to maximizing your opportunities with soybeans. That's where your soy checkoff—the United Soybean Board (USB)—comes in.

Your soy checkoff investment is managed by a group of farmers from soybean-growing states and regions across the country who act on behalf of all U.S. soybean farmers to increase profit opportunities and create a significant return on investment for farmers. When you sell soybeans to an elevator and processor, you've likely seen the line item on your sales ticket that indicates some of the value of your sale has gone to the checkoff.

Below is a rundown of what you need to know about your soy checkoff.

### How do U.S. soybean farmers contribute to the checkoff?

Everyone who sells soybeans invests one-half of 1% of the total sale price of their soybeans into the checkoff fund. Half of these checkoff funds go to their state's qualified state soybean board (QSSB), which invests the funds into priority areas for the state. The other half goes to

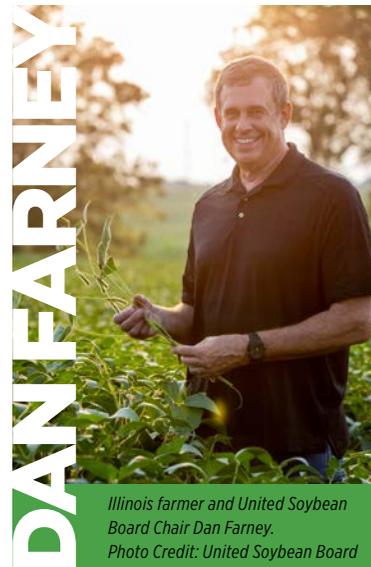
the national checkoff for investment in its national strategic plan, which aligns with the checkoff's objectives for investment in education, research and promotion opportunities for U.S. soy.

### What work does the checkoff fund do, and who makes that decision?

USB's 78 farmer-leaders carefully review and approve projects designed to drive innovation, increase value and create additional demand for U.S. soybeans—ultimately increasing profitability for U.S. soybean farmers. Projects are chosen based on a combination of the likelihood of success, potential benefit to farmers and how well they align with the checkoff's strategic goals for the industry.

"All these funds—state and national—are used for education, research and promotion, which bring value back to the soybean farmers. By law, none of these funds can be used for lobbying," says USB Chair Dan Farney, who grows soybeans and corn in central Illinois.

Companies and organizations, such as those producing consumer packaged goods (CPG), have a vested interest in sustainably sourced ingredients, including U.S. soy. To help these organizations understand that U.S. soybean farmers are sustainable and grow a sustainable ingredient, the checkoff works in collaboration with them, leveraging data to add credibility to farmers' sustainability through programs such as the Sustainably Grown U.S. Soy mark.



Through education and promotion, the checkoff has established relationships across industries and supply chains, from consumers and industrial users of soy to CPG brands and public researchers, all to expand the market for U.S. soy. Additionally, checkoff-funded research allows your soy checkoff to join forces with organizations like the Goodyear Tire and Rubber Company to develop new products using U.S. soy, which grows demand for U.S. soybean farmers' crop.

The checkoff also invests in building relationships and partnerships with other industries, such as animal ag, to build the market for soybean meal. This establishes a mutually beneficial relationship because it creates demand for soybeans through the use of soybean meal and provides those in the animal nutrition industry with a reliable product that they can use to feed their livestock.

(continued on page 18)

(continued from page 17)

USB Treasurer Meagan Kaiser, who grows soybeans and corn with her husband and his family in Missouri, says these functions of the checkoff act as an extension of her farming operation, and do so for all U.S. soybean farmers.

“The checkoff allows individual producers to act as major corporations, supported by a research and development team, international demand-building endeavors, marketplace development programs and so much more,” Kaiser says. “It’s incredible that we have an investment in so many different areas and that our return is so great.”

An independent study by Cornell University in 2019 showed that U.S. soybean farmers received an estimated \$12.34 in added value for every dollar they’ve invested in the checkoff.

“I think the thing that I’ve learned the most now is that we are driving demand and building preference for U.S. soy to maximize profitability for farmers. While we’re putting a small percentage in, we’re getting dollars back,” Kaiser says.

## How does your soy checkoff provide value for U.S. soybean farmers?

Your Return on Investment (ROI) in the soy checkoff takes many different forms. While the checkoff has shown to provide financial ROI for U.S. soybean farmers, there is additional value the checkoff provides that can’t be so neatly attributed to dollars and cents.

For example, there are currently more than 1,000 different soy-based products available on the market that use commodity soybean oil and high oleic soybean oil, a specialty bean that produces oil with different qualities to match



*Inspecting a soybean plant prior to harvest. Photo Credit: United Soybean Board*

end-user needs. The checkoff continues to collaborate with the industry to broaden the use of soybean oil and meal through new high-volume applications.

Biodiesel is just one of the many soy-based products making a difference one gallon at a time. A recent study by the National Biodiesel Board, in cooperation with multiple QSSBs, found that switching to 100% biodiesel in the home-heating oil and transportation sectors would provide immediate community health improvements that can be measured in reduced medical costs and health care benefits. These findings further showcase U.S. soy’s performance and sustainability.

Since it was founded in 1991, the checkoff has forged partnerships to not only establish new demand for soybean meal and oil, but also expand existing markets. As a result of these efforts, 97% of U.S. soybeans processed for meal are used to feed poultry, livestock and fish, while 68% of U.S. soybean oil is used in food and 25% goes to biodiesel, and the remaining 7% is used in industrial uses.

The sustainability and perfor-

mance of soy-based products is recognized domestically and internationally. The U.S. Soybean Export Council (USSEC), with support from the soy checkoff, is dedicated to optimizing the utilization and value of U.S. soy in international markets. USSEC fosters relationships with international customers, creating more markets and demand for your crop.

## An extension of the farm

Farney says the support farmers provide the checkoff through their investments is mutually beneficial, as the checkoff works on behalf of those farmers.

“The percentage of farmers in the general population keeps growing smaller,” Farney says. “The checkoff gives farmers a voice to reach out and educate the general public. Another great thing about the checkoff is that it gives soybean farmers the ability to keep making innovative investments, which will help keep soybean farming sustainable into the future.”

For more information about the investments of your soy checkoff, visit [unitedsoybean.org](http://unitedsoybean.org).

*Source: United Soybean Board*



(YOU)

**You're where the rubber meets the road.  
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Moving Soy Forward.  
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## From Full-Time Policy to Full-Time Farming

### North Dakotan takes legislative experience back to the farm

Josh Gackle is as comfortable sitting in a lawmaker's office talking policy as he is operating a combine. The third-generation farmer from Kulm, North Dakota, was a policy staffer for about half of his professional career and today relies on that experience to be an effective ag advocate.

"I always knew I wanted to farm, but it was good to go away and try something else first," says Gackle, who serves on the American Soybean Association (ASA) and North Dakota Soybean Growers Association (NDSGA) boards. "I thought I wanted to be a teacher after graduating from college, but after one year of teaching, I decided politics might be a better fit for me."

Gackle spent 15 years in various policymaking roles in both Washington, D.C., and in St. Paul, Minnesota. He started in the Nation's capital as a staff assistant for a U.S. Senator from Minnesota before moving to serve in that lawmaker's in-state office. He then worked for the Minnesota state legislature as a staffer on the environment committee and followed that as an environment and ag policy advisor for Gov. Tim Pawlenty. Gackle also worked as a policy advisor for a renewable and wind energy trade association before deciding to return to the farm.

"When my brother made the move back, I joined him because we had the opportunity to pick up some additional acreage," says Gackle. That was in 2012. Now,



*North Dakota soybean grower Josh Gackle visits the White House for an announcement on the Market Facilitation Program and tariff relief efforts in May 2019.*

together with his brother, father and grandfather, Gackle raises corn, soybeans, wheat and barley in southeast North Dakota.

"Growing up on a farm gave me unique knowledge and background to work on policymaking, and policymaking gave me insight into doing effective advocacy work through ASA and NDSGA," he says. "I understand the process, and that

enhances my ability to interact on issues."

Gackle highlights the success of the work that ASA and state associations have done together on international trade and farm programs. "Farmers are challenged by weather and markets that are out of our control, so we need a strong safety net," he says. "Farmers have been effective in maintaining

risk management programs like crop insurance and protecting our global markets through trade agreements. Both are critical to our future soybean profitability.”

Since so many decisions are made on the legislative and regulatory fronts that affect profitability, Gackle urges soybean farmers to talk regularly with their legislators and let them know how proposals under discussion might affect their businesses.

“Providing as much information as we can leads to better policies. Legislators appreciate knowing what is happening on our farms,” he says. “There are lots of issues on their plates, and they rely on us to share our expertise. Building and maintaining relationships is important.”

Gackle recommends farmers be deliberate and impactful in regularly communicating through calls, letters and emails. Real-life stories from the farm are critical to decision-making.

“Legislators need to know how policies and regulations might affect your business,” says Gackle. “Contact them as issues are happening. The more they hear from you, the better. Regular contact is effective both from an individual level and as a member of an association. Take advantage of every opportunity to have your voice heard. Policymaking starts at the grassroots.”



*ASA Director Josh Gackle (left) and ASA then-President Davie Stephens (right) at the White House in 2019 to hear about plans to support farmers during the tariff battle with China.*



*Josh Gackle spent half of his professional career as a policy staffer on the Hill and today relies on that experience to be an effective ag advocate as he farms with his family. Pictured from left: Jordan Gackle (brother); Josh Gackle; Dave Gackle (uncle); Fred Gackle (father); Bill Gackle (grandfather); Chris Zenker (cousin); Brendan Zenker (Chris' son); and Mike Zenker (cousin) on the family farm.*

**“Legislators appreciate knowing what is happening on our farms. There are lots of issues on their plates, and they rely on us to share our expertise.”**

**- Josh Gackle, ASA Director (ND)**

# Working together to make a difference.

Tennessee farmers are concerned with state, national, and international policies that affect soybean producer profits. We welcome the opportunities of working together with state and national legislators in designing trade laws and regulations to enhance our ability to continue making a profit in the production of soybeans.



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## Young Entrepreneurs Are Teaching, Sharing and Inspiring African Aquaculture Market Development

Jerry Mang'ena founded Aqua-Farms Organization to respond to food security issues in Tanzania and Africa. He later funded Aqua-Farms Hatcheries to support the 20 million fish seed gap in his country. Since founding his company in 2016, Jerry estimates Aqua-Farms is now producing 1.2 million fingerlings per year, roughly 10% of Tanzania's fingerling production. With plans to grow even larger, Mang'ena is not stopping there.

Aqua-Farms is a science-based company led by youth. The 27-year-old Mang'ena says he believes that the best way to increase production across the continent is to reach younger leaders. He believes young people like the ones at his company will fuel the future of aquaculture development and soy trade in the developing world. He has lofty goals to reach more people across Africa and tell them about the success of Aqua-Farms, as well as inspire them to take action on solving hunger issues. Through WISHH and his own innovative spirit, he's doing just that.

Mang'ena began his relationship with WISHH when the organization supported his attendance to virtual training events with aquaculture experts. Through the U.S. Department of Agriculture's Foreign Market Development (FMD) and Agricultural Trade Promotion (ATP) programs, Mang'ena learned from professors at Texas A&M through the university's Aquaculture Feed Extrusion, Nutrition & Feed Management Course. A tutor himself at the University of Dar es Salaam, he credits his training as formative in his success today.

"All of this started because of the U.S. State Department's Mandela Washington Fellowship Program, Mang'ena explains. "I met professor

*As his business grows, Jerry Mang'ena is looking to build on its success by working with other young entrepreneurs and sharing his story on social media.*



Amrit Bart at University of Georgia who understood my ideas to build the best hatcheries program in Tanzania. He referred me to WISHH, and that connection has really helped me in key areas."

Mang'ena says WISHH has supported him through international connections to other entrepreneurs, technical support, and trainings.

Now, the future for Mang'ena is working with young people to both inspire and learn from them—and his outreach is on a roll. Mang'ena figured out an innovative method to reach other entrepreneurs and members of the aquaculture community through the social media app Clubhouse.

"I've used Clubhouse to promote the work being done around aquaculture in Africa. Also, it's about teaching and sharing," Mang'ena explains. "I realized conversations in this space were happening interactively, and we all can learn from each other."

Mang'ena fostered conversations around feeds, challenges and future opportunities in food security in the digital space, where he was eventually noticed by Marine

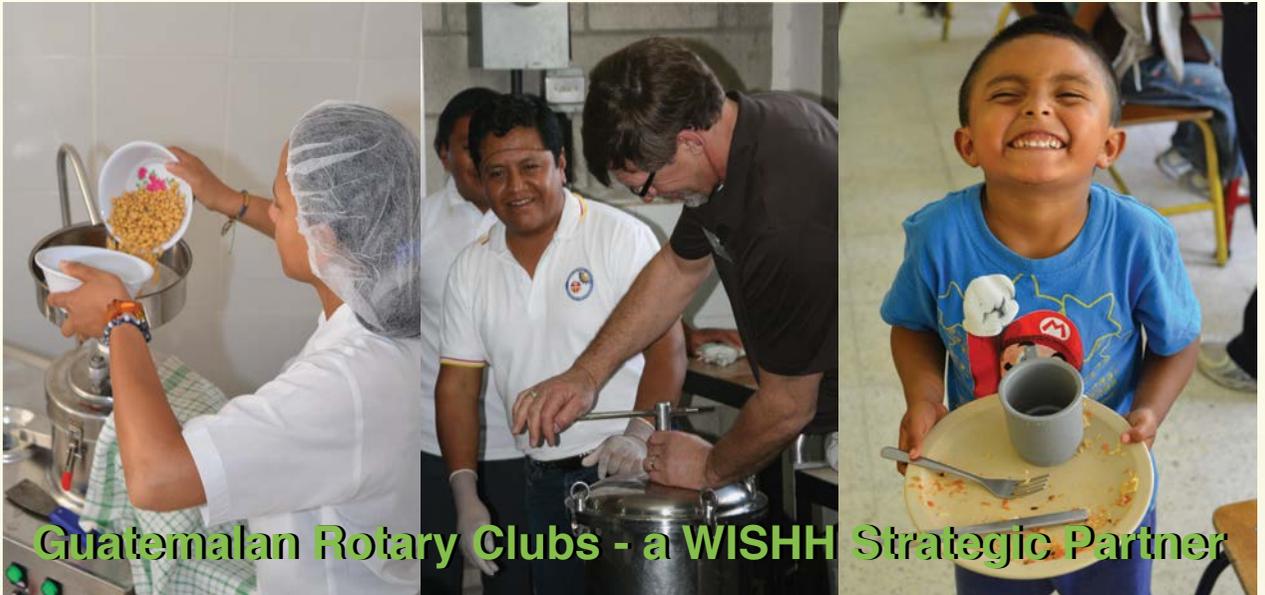
Diaries, a U.K.-based ocean science and conservation nonprofit. The organization asked him to speak to its international audience on the work he does in aquaculture. He loves the idea of sharing his knowledge with others, and credits WISHH for boosting his business and expertise.

According to the Food and Agriculture Organization of the United Nations, aquaculture is the fastest-growing segment of the feed industry, with production expected to grow to 109 million metric tons by 2030, an increase of 32% compared with 2018.

Clearly, young aquaculturalists like Mang'ena are vital to catching this future potential. As for Mang'ena, he plans to continue to use social media to broadcast his work with WISHH.

"I want to continue to work with WISHH to create a reliable supply chain for feed in aquaculture," Mang'ena says. "I plan on expanding my outreach to other parts of Tanzania and around the Great Lakes Region in Africa."

# On World Food Day and every day, WISHH'S strategic partners take local action.



Guatemalan Rotary Clubs - a WISHH Strategic Partner

**Connect with WISHH**  
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*WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.*

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# #SOY SOCIAL

## Check out what's trending and what members of the soy family are sharing on social media

**Sen. John Thune (SD)** tweeted about his meeting with ASA CEO **Stephen Censky** on the Hill in September. Censky and ASA Executive Director of Government Affairs **Christy Seyfert** met with Thune to discuss various significant legislative issues, including the bipartisan infrastructure bill and ASA's concerns regarding farm tax provisions and sustainable aviation fuel modeling language.



ASA Director **Wayne Fredericks (IA)** is a dedicated conservationist who frequently shares behind-the-scenes looks at his practices on Twitter.

Spotted on Instagram: ASA Director **Dave Walton (IA)** shared a snapshot of himself chatting climate and tax changes with **Sen. Joni Ernst (IA)** on Drake Farms during a discussion moderated by Continuum Ag.



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# Do you know the function of SoyPAC?



## SoyPAC is an important national soy advocacy tool.

The ASA SoyPAC is the only political action committee representing the interests of solely soybean growers. SoyPAC provides ASA with resources that help support legislators who champion soybean farmer priorities.

The list of issues affecting agriculture and soybeans is long and diverse. ASA staff work year-round to respond to these issues.

**For more than 100 years, ASA has led efforts to advocate for U.S. soybean farmers on policy and trade.**

Learn more about how SoyPAC advances ASA's mission by visiting [SoyGrowers.com/soypac](http://SoyGrowers.com/soypac)



**Tax Issues**



**Biotechnology & Crop Protection**



**Trade**



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**Biodiesel**



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# SOY FORWARD

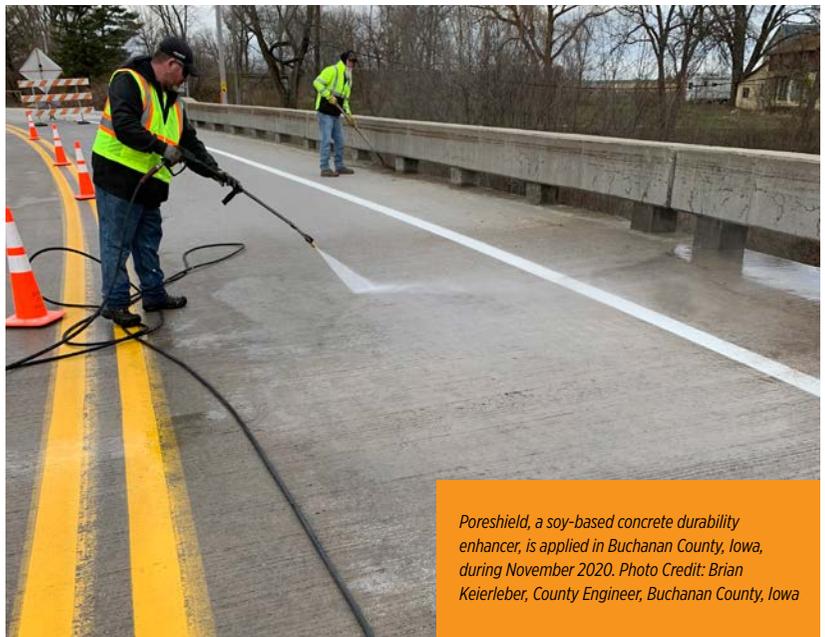
## Build Back Better with Soy-Based Construction Materials By Tamara Hinton

In the midst of intense debate and a partisan atmosphere on Capitol Hill regarding critical issues facing the nation, there are pockets of positive stories to be told. One such is how a little provision to promote the use of biobased construction materials containing soy made it into the bipartisan infrastructure legislation that passed the U.S. Senate and is pending a vote in the U.S. House of Representatives.

It's a small part of the legislative pie, but its inclusion in the bill is significant in the promise it holds for advancing sustainable, cost-effective infrastructure solutions, reducing landfill waste and creating new, profitable markets for soy-based products.

"It's really a great moment of collaboration where everyone works together and you have a grassroots effort come to fruition," said Alexa Combelic, director of government affairs for the American Soybean Association.

This grassroots effort started with soybean checkoff programs working to discover new uses for soybeans to help increase demand and deliver profitability for farmers. The investment and collaboration resulted in universities, in partnership with some state departments of transportation, developing innovative soy-based construction materials like asphalt sealers and concrete durability enhancers to be used on infrastructure projects to maintain roads and bridges across the nation.



*Poreshield, a soy-based concrete durability enhancer, is applied in Buchanan County, Iowa, during November 2020. Photo Credit: Brian Keierleber, County Engineer, Buchanan County, Iowa*

"Any time that we can partner with innovative people to invest our soybean checkoff dollars in future-forward projects, we call that a win for our growers," said Tim Ostrem, chairman of the South Dakota Soybean Research and Promotion Council.

The Soy Transportation Coalition, which is comprised of 13 state soybean boards, the American Soybean Association, and the United Soybean Board, leveraged its relationships with state officials to promote the use of the products with demonstrations throughout the country.

"Just because you've produced a product doesn't mean it's widely accepted, and there can be a significant lag time between the development of a good idea and the embrace of a good idea," said

Mike Steenhoek, executive director of the coalition. "An organization like ours can certainly increase awareness of it and increase the motivation to use it."

However, the real opportunity for advancement of these products lies in the bipartisan infrastructure package, thanks in large part to Senator Mike Rounds (R-SD). His strong relationship with the South Dakota Soybean Association helped inspire a provision within the bill to create a pilot program that encourages the use of biobased construction materials containing soy. This would enable these products to be used more broadly in federal highway projects. "So many states, state soybean boards, and soybean associations are already collaborating with universities, so

*(continued on page 30)*

(continued from page 29)



*Sen. Mike Rounds (R-SD) and his strong relationship with the South Dakota Soybean Association helped inspire a provision within the bipartisan infrastructure bill to create a pilot program that encourages the use of biobased construction materials containing soy—like PoreShield. Photo Credit: Brian Keierleber, County Engineer, Buchanan County, Iowa*

we saw this legislative opportunity with Sen. Rounds as a way to lend a louder voice to what they're doing," said Combelic. "Having that statute to develop a pilot program will help our case moving forward as we continue to find larger markets for these products."

## A cost-effective, sustainable solution to infrastructure problems

It is no secret that extreme weather can be brutal for roads and highways, especially in states where snowstorms are prevalent. Concrete pavement joints are the weak point in their service life and can deteriorate quickly from freeze thaw deterioration and salt deterioration. To repair them is a costly endeavor, but a product like PoreShield, a soy-based concrete durability enhancer, can be absorbed into the concrete like a sponge to improve the road and provide long-term protection.

"It was born out of solving a problem with a unique solution," said Imbrock, a former researcher at Purdue University and now president of Environmental

Concrete Products. "Making concrete last longer reduces the need for new concrete and new cement and obviously extends state infrastructure budgets."

Purdue University developed PoreShield using Soy Methyl Ester in partnership with Indiana Soybean Alliance and the Indiana Department of Transportation. Research and field trials demonstrate that a single application of PoreShield lasts 10 or more years and, overall, significantly extends the service life of concrete.

"We can't simply have an approach in this country of, 'let's build it and then just move on to the next infrastructure project.' We need to make sure that we're maintaining it and doing everything we can to ensure the longevity of it," added Steenhoek.

In certain states like Indiana, the product has taken off with multiple projects. In 2020 alone, PoreShield was applied to 77 bridges in seven counties totaling more than 300,000 square feet. As demand grows for products like PoreShield, so does demand for soybeans. On

average, 400 bushels of soybeans are used for every mile of two-lane bridge receiving a full-surface PoreShield treatment.

Meanwhile, a collaboration between the Iowa Soybean Association and Iowa State University resulted in advancing another soy-based asphalt sealant called Replay that extends the life of paved asphalt surfaces while promoting environmental stewardship.

"From a sustainability perspective, it is helpful in reducing the amount of raw materials and energy by being able to use recycled content," said Eric Cochran, an Iowa State professor of Chemical and Biological Engineering.

Cochran attributes public-private partnerships and collaborations with the state and national soybean organizations as a key to the success of these research advancements.

"They're instrumental in bringing the universities and companies together to get new technologies launched and into the marketplace where they belong," Cochran added.

The pending passage of the bipartisan infrastructure package in the coming weeks that includes Sen. Rounds' pilot program provision will provide another way to encourage these collaborations and the use of these products across the country.

For growers, this provision would further pave the way for greater demand of soybeans grown in the U.S. while enjoying the satisfaction that they are playing an important part in building a more environmentally sustainable future.

"As soybean growers, nothing is better for them than to know that not only are they growing a crop to help feed the world," said Combelic, "but they're also helping to make the world more sustainable."

# Thank You!



ASA appreciates the support of all our corporate partners, both large and small. We would like to give special recognition to those companies that fall under our two main industry partner groups. Their support is essential to helping us pursue and protect the interests of U.S. soybean growers and their ability to farm profitably.

Visit [soygrowers.com](http://soygrowers.com) for more information.



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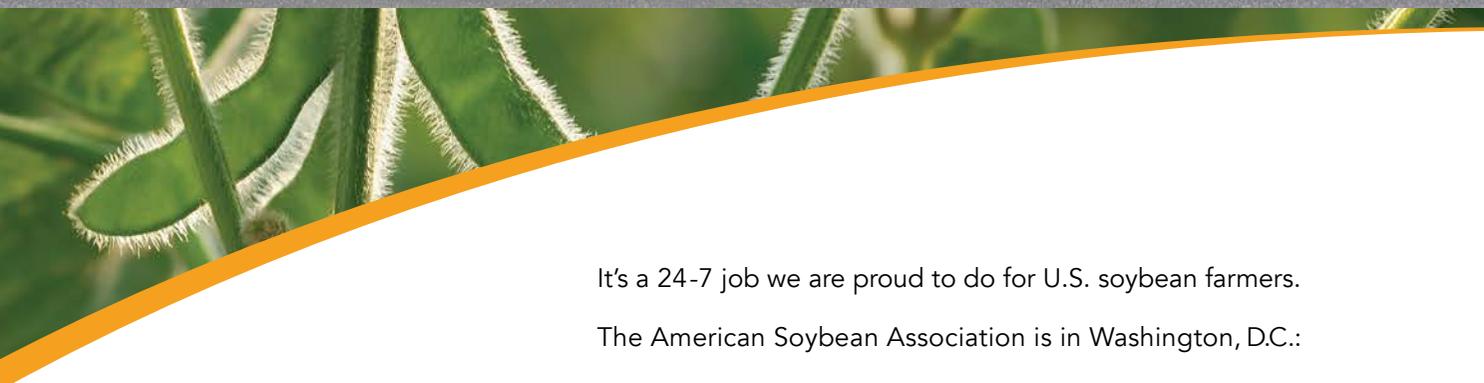


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- Protecting soybean interests in the farm bill
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