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SOY FACES

Alumni Talk About Farm Youth Exchange

SOY FORWARD

The Value of Ecosystem Services

ISSUE UPDATE

Inching Toward a New Farm Bill

INDUSTRY PERSPECTIVE

PepsiCo Supports Farm Sustainability



Ecosystem Opportunities




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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

Advocating for soy never stops, and it knows no state—or even international—lines. In August, I was invited to testify in my own backyard at a Senate Appropriations Committee subcommittee field hearing titled, “Perspectives on the Future of Agriculture Research and Technology.” In my allotted time, I explained how the benefits of research and technology can be both transformational and far-reaching, including generating a stable, sustainable supply of soybeans; improving farmer resilience; driving product development and market demand; and building efficient infrastructure—benefits that flow to farmers and throughout the entire value chain. The hearing was hosted by North Dakota Senator John Hoeven in Wheatland, North Dakota, not far from where I farm soybeans and other crops in Kulm, North Dakota.

Contrarily, I spent the week before writing this article on the road in rural Iowa, where in addition to talking with media about the need for technology, I also got to see it firsthand at the annual Farm Progress Show in Boone. ASA Vice President Caleb Ragland from Kentucky and I fielded dozens of media interviews on topics important to soybean farming right now, including the urgent need for an effective farm bill (that improves the farm safety net, among other priorities), CARB’s Low Carbon Fuel Standard (and ASA’s comments in response), crop protection developments (many of which

are alarming), EPA’s Endangered Species Act Herbicide and Pesticide Strategies (and how they miss the mark in many ways at both protecting species as intended and being workable for farmers), concerns over China trade and tariffs, and other pressing policy and regulatory issues. If you are not subscribed to our weekly ASA newsletter, *eBean*, visit soygrowers.com to sign up and read articles from the show and get the latest policy news in your inbox every Thursday.

During my time serving on the ASA board of directors, I have visited Taiwan, Brazil and North Africa, among other global destinations, likewise advocating for soy’s needs, be that by expanding and preserving markets, improving relations with trade partners or supporting other initiatives that enhance and enable our livelihoods. Whether it’s in North Dakota, on Capitol Hill or in Brazil, the call for advocacy is important, and what the American Soybean Association and our allied partners at U.S. Soybean Export Council, the United Soybean Board, ASA’s World Initiative for Soy in Human Health and other soy groups do in pursuing their own unique missions on behalf of our industry truly matters.

The pages ahead include innovations of a different sort, ecosystem services, which have the potential to boost our effectiveness and profitability as farmers. We are devoted to sharing these and other opportunities with you and

Josh GACKLE



Josh Gackle, ASA President

just hosted a forum on conservation programs and their profit potential in advance of the Farm Progress Show in Iowa. Look to next year’s show in Illinois, where we plan to host ASA’s second annual Farmer Forum on another key topic.

In closing, I hope you will consider supporting soy with your own advocacy efforts, whether near or far. This can be getting involved with your soy state affiliate, supporting the ASA SoyPAC (visit the ASA website for how to contribute and our legal disclaimer, also printed within this publication), sharing ASA’s posts on your own social media so other farmers see what’s happening in Washington, D.C., or simply reading this magazine and other ASA publications to gain greater awareness of why policy and regulatory decisions have such deep meaning for the days of soy farming ahead.

Thank you for the opportunity to serve as your ASA president!

New Study Shows U.S. Oilseed Feedstock Production Exceeds Existing Federal Renewable Fuel Requirements

A study released this summer shows feedstocks produced within the U.S. are on track to support domestic production of an additional 1.4 billion gallons of renewable diesel and biodiesel, also known as biomass-based diesel (BBD), by 2030. Commissioned by the National Oilseed Processors Association and conducted by S&P Global Commodity Insights, the report verified that the U.S. oilseed industry is ready and able to meet higher Renewable Volume Obligations (RVOs) for 2026 and beyond; the industry has invested \$6 billion to expand U.S. crushing capacity by nearly 30% relative to 2023 installed capacity.

The global and domestic supply and availability of feedstocks relative to the feedstock needs implied by the U.S. Renewable Fuel Standard (RFS) RVOs was evaluated. In 2023 alone, domestic and imported feedstocks supported the production of 4.3 billion gallons of BBD, surpassing the yearly RVO targets for 2023, 2024 and 2025.

The study found that with planned expansions to U.S. oilseed processing capabilities, domestic feedstocks alone can support the production of an additional 1.4 billion gallons of BBD by 2030 while imported sources can further support an additional 1 billion gallons. This is a combined total of 6.7 billion gallons of supported BBD production by 2030.

“The study’s findings make it clear that the U.S. oilseed industry is more than capable of meeting and exceeding demand for food, feed and fuel well into the next decade,”



says Kailee Tkacz Buller, NOPA’s president and CEO. “While NOPA members were disappointed in the last RVO announcement due to lower than anticipated volumes, we remain optimistic that we now have the comprehensive data on our side to make the case that RVOs can and should be higher in 2026 and beyond. Higher RVOs will not only help achieve our decarbonization goals at a faster pace but also will provide NOPA members with the clarity and certainty we need to continue to expand our U.S. manufacturing facilities and crush more U.S. farmer-grown oilseeds.”

Information in the study confirms that as demand grows and more states implement incentives and credits from Low Carbon Fuel and Clean Fuel Programs, the U.S. oilseed sector offers homegrown low carbon alternatives that will help move the U.S. away from petroleum

dependency, advance air quality benefits nationwide, and strengthen the domestic rural economy.

Source: National Oilseed Processors Association

Founded in 1930, NOPA is the national trade organization located in Washington, D.C., representing the U.S. soybean, canola, flaxseed, safflower seed and sunflower seed crushing industries. NOPA’s 15 members operate a total of 62 soybean and five softseed solvent extraction plants across 21 states. NOPA members produce meal and oil used in human food, animal feed, fuel and industrial applications. Collectively, NOPA members process 95% of all soybeans in the U.S., which accounts for approximately 2 billion bushels annually and a total economic impact of \$124 billion on the U.S. economy. For more information on NOPA, visit nopa.org.

ASA **in** action




DC BOARD MEETING

From Left: ASA Executive Director of Government Affairs Christy Seyfert; ASA President Josh Gackle (ND); ASA Chairman Daryl Cates (IL); ASA Vice President Caleb Ragland (KY); and ASA CEO Stephen Censky visit Capitol Hill during ASA's annual summer board meeting.



FIELD HEARING

ASA President Josh Gackle (ND) testifies at a Senate Appropriations Committee subcommittee field hearing titled, "Perspectives on the Future of Agriculture Research and Technology."

ASA leaders and staff teamed up with dozens of other commodity farmer-leaders and ag lenders for a unique farm bill advocacy effort, taking time away from the beginning of harvest season to visit approximately 100 House and Senate offices. Pictured: ASA Vice President Caleb Ragland (KY) and other farmers and lenders visit with Rep. Darren Soto (D-FL) to urge swift passage of a 2024 Farm Bill.



FARM BILL ADVOCACY



SHOP TALK

ASA Director Mike Koehne (IN) discusses soybeans and policy issues with Rep. Erin Houchin (R-IN) at Indiana Soybean Alliance's Shop Talk in Greensburg.

SOYBEAN POLICIES



ASA Director Rusty Goebel hosts Rep. Marcy Kaptur (D-OH) at his Ohio farm in September for discussion on key soybean policies.

URGENT MESSAGE



As Congress returned from August recess, ASA, other agriculture groups, and ag lenders headed to Capitol Hill with an urgent message: U.S. farmers need a new and improved farm bill with a meaningful farm safety net before year's end. Pictured: ASA Director Heather Feuerstein's (MI) farm bill fly-in group meets with Sen. Jerry Moran's (R-KS) staff.

SOY ISSUES FORUM



ASA CEO Stephen Censky talks with USDA Under Secretary Alexis Taylor during ASA's Soy Issues Forum in D.C. during ASA's July board meeting. ASA thanks Chevron Renewable Energy Group, Bayer and Syngenta for sponsoring the forum.

FARMER FORUM



At ASA's Farmer Forum, panelists discuss consumer perspectives on conservation and sustainability and how companies like PepsiCo are working with farmers to meet consumer demands. Panelists included David Allen, Chief Sustainability Officer, PepsiCo Foods North America; Adam Kiel, Executive Director, Ag Outcomes; and Brent Larson, J and B Larson Inc., Story City, Iowa.



Members of the 40th anniversary class of the ASA Corteva Agriscience Young Leader program participated in a third phase of training in Washington, D.C. Participants included Terrance Scott (AR); Lauren Bickett (KY); Nick & Mary Van Mol (LA); Jenna and Logan Maher (MI); Andrea Kientzy (MO); Sarah Kliethermes (MO); Justin Fiala (NE) and Danny Brisky (WI).



YOUNG LEADER PROGRAM

FARM PROGRESS



ASA President Josh Gackle (ND) chats with House Ag Committee Chairman Glenn "GT" Thompson before a congressional panel at the Farm Progress Show in Iowa.

ASA Secretary Dave Walton (IA) and his wife, Paula; Vice President Caleb Ragland (KY) and his wife, Leanne; and Secretary Scott Metzger (OH) and Trish Cunningham visited President Josh Gackle on his farm ahead of the 2024 ASAAP Meeting in North Dakota.



GACKLE FARM

FUTURE AG VOICES



A select group of 10 college students from across the country recently completed the Ag Voices of the Future program while in Washington, D.C. The program, sponsored by Valent USA and ASA, gives college students an inside look at how agricultural policies are made in Washington and careers that impact ag policy. The following students were selected for this year's class: Leon Aldridge, Alabama A&M University; Wyatt Anderson, Iowa State University; Allyson Aves, Iowa State University; Makenna Garrett, Oklahoma State University; Kyra Meister, Purdue University; Peter Metivier, University of Illinois Urbana-Champaign; Clayton Moore, University of Idaho; Zy Polk, Alcorn State University; Harrison Sachs, Cornell University; and Rachel Swinford, Oklahoma State University.

Members of the ASA Action Partnership headed to North Dakota for their summer meeting. The event, themed, "The Intersection of Agriculture and Energy," offered insights into the energy and agriculture sectors and their collaborative efforts, providing a hands-on experience for soybean growers, staff and industry partners.



NORTH DAKOTA



TRADE MISSION

USB Director Brent Rendel (OK), USDA Undersecretary Alexis Taylor and ASA Director Brad Doyle (AR) visit during the USDA Agribusiness Trade Mission in Bogota, Colombia.



PIIE PROGRAM

In August, the Illinois Soybean Association hosted the Producer and Industry Information Exchange (PIIE) program, sponsored by USB and NOPA. Grower leaders and staff from both ASA and USB attended this year's event titled, "Illinois Water: A Confluence of Interests." Pictured: Attendees visit the Peoria River Lock & Dam.



INNOVATION TO MARKET

ASA's Innovation to Market (I2M) Work Group recently met in Philadelphia to discuss issues facing the pesticide and biotechnology industries. Pictured: Near the end of the I2M Work Group meeting, FMC hosted guests from USB, USSEC, ASA and state soy organizations at their Philadelphia headquarters.



ECOSYSTEM OPPORTUNITIES ARE KNOCKING

How should farmers answer?

By Allison Jenkins

Photo Credit: Allison Jenkins

When economic opportunity knocks, farmers usually aren't afraid to answer the door.

The past few years, however, what's been on the other side of the door is billions of dollars invested in hundreds of climate-smart agriculture projects with many different partners in multiple states. Following the money to opportunities that fit on the farm can be a challenge.

Dave Walton figured a farmer-led program was a good place to start.

Two years ago, he enrolled in the Soil and Water Outcomes

Fund (SWOF), managed by AgOutcomes, a subsidiary of the Iowa Soybean Association (ISA), which allows participants to earn financial incentives for new or expanded on-farm conservation practices. Walton says he was attracted to the program's flexibility and ability to stack payments for multiple ecosystem benefits. Around a third of his farm in Wilton, Iowa—some 300 acres—is enrolled for the 2024-25 season.

"We looked at a lot of different programs, most of them based on carbon," says Walton, who

serves on the board of directors for both ISA and the American Soybean Association. "None of them really made sense either from a management or monetary standpoint. But when the Soil and Water Outcomes Fund launched, I knew it was going to be farmer-driven and farmer-focused, and there was going to be some real financial benefit. For our farm, this was the direction to go."

Trust is also a decisive factor in choosing to participate in the ever-evolving ecosystems marketplace. Increasing consumer



Dave Walton says for him, participating in ecosystem opportunities is about improving soil health, gaining better weed control, reducing erosion and runoff and ultimately protecting his family's 188-year farming legacy. Photo Credit: Joclyn Bushman, Iowa Soybean Association

demand for sustainable products along with government regulations pushing for net-zero emissions are driving companies to explore ways to lower their carbon footprint. One solution is to support programs that actively reduce greenhouse gases, such as climate-smart agriculture, but this demand also has pressured voluntary markets to expand quickly. As a result, the process is complex, largely unregulated and ill defined.

Adding to the complexity is the USDA's Partnerships for Climate-Smart Commodities,

which earmarked a profusion of funding for these types of programs in 2022. Some 141 projects were approved to receive more than \$3.1 billion through this effort.

ISA is among those recipients, awarded \$95 million—one of the largest USDA grants—for the Midwest Climate-Smart Commodity Program, which piggybacks on progress the SWOF has made since its inception in 2019.

"There's a huge opportunity to eventually have a market between private sector partners and farmers around the way that crops are grown, but that market is not mature enough to stand on its own today," says Adam Kiel, SWOF co-managing director. "The Climate-Smart grant is going to help us scale this market over a five-year period, building out the systems and connections that will allow it to be a standalone, self-sustaining program."

The SWOF promotes farming practices that benefit soil health, water quality and overall ecosystem resilience. Hundreds of farmers enrolled in SWOF across 16 states are already seeing real results, with participants earning an average of \$33 per acre in 2023.

"We're trying to add value in multiple ways through multiple markets, not just carbon," Kiel says. "The same practices that sequester carbon or reduce emissions usually have a water quality, biodiversity or some other additional benefit. We think that's going to lead to more farmer willingness to adapt if we can expand support for other ecosystem services."

Tom Adam, who also serves as a board member for both ISA and ASA, enrolled in the SWOF in 2021 and has added acreage each year since. He has nearly eliminated tillage on his operation in Keokuk County, Iowa, where his family has farmed since 1852. He's added small grain cover crops into his soybean-corn rotation, and he uses livestock manure as a fertilizer source on some acres.



For growers who are considering a conservation practice addition or change, Iowa farmer Tom Adam recommends first investigating any climate-smart incentive programs for which they may be eligible. Photo Credit: Soil and Water Outcomes Fund

"The Soil and Water Outcomes Fund has a whole smorgasbord of activities it's funding by combining resources from the federal government as well as private industry," Adam says. "I don't know how much is coming from each category, but one company might pay for water quality outcomes, the federal government might be paying for cover crops, and possibly another company is paying for soil health or nutrient runoff reduction."

The program's year-to-year contract and up-front payments of half the amount are also attractive features, Walton says. One downside, he adds, is the requirement of "additionality." In most climate-smart programs, to receive incentives, farmers must add new eligible practices or expand them to more acreage.

"The biggest challenge for me is trying to enroll acres where those practices are not already in place," Walton says. "As an early adopter of no-till and cover crops, there's really nothing more frustrating than to see incentives go to farmers who weren't caring for the ground the way they should have but those of us who've already been doing it not being able to participate."

(continued on page 12)

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Additionality isn't the only hurdle. One of the more daunting issues is the lack of consistency among definitions, metrics and methodologies across the various programs.

"There are many different ways to claim greenhouse gas benefits, and the rules aren't necessarily harmonious," says Nick Goeser, principal with Carbon A List, a company offering strategic consulting, carbon and ecosystem methodology and project development. "There are different requirements, expectations and standards being set. That inconsistency leads to a level of confusion among all the players, especially at the farm level."

The same type of disparity is also seen in ecosystem contracts, says Tiffany Dowell Lashmet, a professor and extension specialist in agricultural law at Texas A&M University.

"One thing that's really important for everybody to know is that each contract and each program is different, which can be overwhelming," she says. "There's really nothing standard in any of these, so analyzing every line is hugely important. It's already a complex topic, and when you consider all these contracts that are so different from each other, it gets really complicated." (see related story on page 13)

Shifting carbon-reduction strategies also contributes to the confusion. Ecosystem markets originally developed with an offset-based approach, which allows companies to balance their carbon budget by supporting external projects that reduce or remove greenhouse gases from the atmosphere. Carbon insetting, on the other hand, refers to reducing carbon emissions within a company's own supply chain. This could mean investments in practices such as reforestation, renewable energy use or regenerative agriculture.

Global food and beverage behemoth Nestlé, fast food giant



When considering which ecosystem opportunity is right for their operation, farmers are navigating a lack of consistency among definitions, metrics and methodologies across the various programs.

McDonald's and international agribusiness Cargill are among well-known companies adopting carbon inset systems in recent years. PepsiCo is another. The food, snack and beverage corporation has partnered with the SWOF to subsidize regenerative agricultural practices in the Midwest.

"The carbon offset markets have largely faded, and everyone seems to be interested in insetting to address emissions in the value chain," says Scott Gerlt, ASA chief economist. "Sustainably produced inputs is where a lot of that movement is headed, and there are many opportunities for farmers to participate."

In this fast-moving market, Gerlt says ASA's role has been to monitor offerings and provide advice and feedback to its members. Fellow ASA economist Jacquie Holland says another focus is to ensure farmers have a voice when it comes to climate-smart policies and programs.

"It's important that these solutions are feasible for farmers and cost effective for everyone," she says.

Carbon A List's Goeser agrees, insisting that constructive conversations are key to creating substantive value for climate-smart commodities and building trust in the process. Getting a broad range of individuals and entities to

work together is the not-so-simple starting point, he says.

"These are not easy conversations. There's a lot of heated debate," Goeser says. "And what we found is that farmers and ranchers—real farmers and ranchers—are absent from so many of the conversations. Our first priority is making sure we have the right people in the room. Not talking about farmers but actually talking with them to understand the impacts of participating in this space."

One of Carbon A List's core initiatives centers on land-use change, in which a great deal of inconsistencies exist. The Land Use Change Initiative, a collaborative partnership with the United Soybean Board, is aimed at standardizing and improving the way land use conversion is measured and addressed within the agricultural sector.

"Land use change can mean a number of things to different people," Goeser says. "How conversion is actually measured in the United States is not agreed upon. Even the words we're using aren't agreed upon. We're trying to bring consensus on that, not only for the farmers and landowners but also for the markets."

For farmers who are considering a conservation practice addition or change, Iowa's Tom

Adam recommends they first investigate any climate-smart incentive programs for which they may be eligible.

“If anyone is thinking of transitioning to no-till or cover-cropping, for example, you definitely want to look into this before you make that switch,” he explains. “If you wait and decide to enroll in a carbon program down the road, it might be too late. If you’ve done these practices for a couple of years,

they’re no longer new, and, in most cases, you only get paid for additionality.”

Participation in ecosystem opportunities should not only be based on the right fit but also the right benefits. For Walton, it’s not just about monetizing those practices: It’s about improving soil health, gaining better weed control, reducing erosion and runoff and ultimately protecting his family’s 188-year farming legacy, one that his oldest son,

Brad, is poised to continue.

“We’ve always been conservation-minded when it comes to best use of the land, whether it be cover crops, no-till, grass waterways or setting aside unproductive acres,” Walton says. “A lot of these things we’re doing to be more sustainable on the farm are for that next generation. If you’re implementing these practices just to capture payment, maybe it’s not the right thing to do.”

PROMISES AND PITFALLS: Consider Climate-smart Contracts Carefully Before Signing

Tiffany Dowell Lashmet didn’t mean to become an expert in carbon market contracts, but her role as an agricultural law specialist at Texas A&M University means dealing with legal issues affecting the state’s producers and landowners. So, when a farmer called to ask her to look over a contract for a carbon offset program, Lashmet felt it was her responsibility to get familiar with the topic.

“I told the producer I couldn’t do a specific review of a contract but that I’d love to see it, just to know what’s going on,” she says. “I looked at it, and I just panicked. That contract was terrible. This really wasn’t a topic I was super interested in, but somebody had to get out in front of it to help people understand what they were agreeing to in these programs.”

Since then, Lashmet has become somewhat of an expert on the promises and pitfalls in ecosystem program contracts, even presenting on the topic at the Agricultural & Applied Economics Association’s annual meeting this past summer.

“These contracts are complex, and that’s partly because the concept is complex,” Lashmet says. “Most farmers and ranchers can read a simple row-crop or grazing lease and be good to go. But in these carbon contracts, there may be a lot of terms that they’ve never heard before. Be sure to read it entirely, because the devil is in the details.”

Here are a few critical cautions Lashmet shares:

Understand the program requirements

Make sure the practice you agree to undertake is clearly defined. Sometimes that’s straightforward: Plant a cover crop or reduce tillage. But some contracts might just say you have to implement conservation practices. That’s too broad. Or for rangeland, it might say you have to do regenerative grazing, which can have many different

interpretations. If you agree to do something on your farm, be sure you know exactly what that is.

Know how payments will work

There could be a per-acre payment for adopting certain carbon practices, a payment per metric ton of carbon as measured and verified, or a payment based on the carbon market at an identified time. Producers should ensure the contract sets forth the exact details about how payments will be calculated. For any contracts based on actual carbon sequestered, producers should investigate the amount of carbon likely to be sequestered in their particular area.

Be aware of termination implications or penalties

Know the provisions related to the length of the contractual agreement, including early termination or opt-out clauses. Some contracts allow either party to cancel merely by giving notice. Others may require that certain conditions are met. There may be penalties, such as having to return all payments that the company made to you or reimbursing fees that the company has spent. Look for these terms in the contract.

Consult a lawyer

This is new territory, and many unknowns still exist in the carbon market and these climate-smart agreements. Lashmet says she highly recommends engaging an attorney to review any contract prior to signing.

For more information, Lashmet co-authored a guide, “Understanding & Evaluating Carbon Contracts,” available by scanning this QR Code.



ISSUE update

By Christy Seyfert, ASA
Executive Director of
Government Affairs

A Farm Bill Short-Circuit For 2024 Passage?

Short-circuit can carry different meanings. In the case of the farm bill, the hope is that it will mean a more direct route to the finish line in 2024 rather than, in the case of electricity, a malfunction.

What progress has been made on the new farm bill and what is ahead?

In 2022, the process of developing legislation to replace the 2018 Farm Bill began with congressional hearings after ASA held its own series of 12 listening sessions to hear directly from soybean farmers. Thanks to this early farmer input, ASA was prepared to testify in three farm bill hearings that year and two more in 2023.

This testimony, along with other soybean farmer advocacy and DC team lobbying, shared ASA's priorities of strengthening the farm safety net, protecting crop insurance and the soybean checkoff, investing in trade promotion and expansion, building market opportunities for biobased products and biofuels, investing in research and enabling greater access to conservation programs.

As the end of 2023 neared, a one-year extension of the 2018 Farm Bill was enacted because of limited progress on the new legislation.

In 2024, May and June finally brought significant progress with House and Senate Agriculture Committee leaders releasing farm bill frameworks. In the House, the framework quickly moved to committee consideration and bipartisan passage of Chairman Thompson's bill that addressed all of ASA's priorities.

Inching closer to the end of 2024, there is a race against the clock before the new Congress takes office in January 2025, at which time the

ASA Vice President Caleb Ragland (KY) (second from left) and ASA Executive Director of Government Affairs Christy Seyfert (center), alongside other farmers and lenders at the Capitol for the farm bill fly-in.



farm bill process starts over with many newly elected policymakers to educate, and congressional attention moves toward presidential nominations and expiring tax cuts.

It is highly unlikely that the farm bill advances to the finish line following the typical legislative process in this election year. In the graphic to the right from ASA's winter 2023 magazine as a reference, the House made it through Step 4, and the Senate is further behind. Leaders are now attempting to short-circuit the typical legislative process to improve the chances of completion.

Discussions are taking place between the House and Senate, referred to as "pre-conferencing," to reach agreement on a new farm bill that could be attached to a must-pass piece of legislation during the post-election lame duck congressional session in 2024. We remain in close contact with those involved to

advocate for ASA's priorities to be included in a final package.

To express the urgency in completing a new farm bill in 2024 that includes meaningful improvements to the farm safety net, ASA farmers participated in a fly-in in September alongside corn, wheat, cotton, rice, peanut and sorghum farmers and lenders. Experiencing the downturn in the farm economy firsthand, these farmers and lenders were effective messengers in promoting the need for a new farm bill this year.

You are an effective messenger too and can help the farm bill cross the finish line in 2024. Weigh in with your policymakers directly and by visiting the Soy Action Center at soygrowers.com to participate in action alerts on farm bill and other ASA priorities.

FARM BILL DEVELOPMENT PROCESS



The current farm bill, which was signed into law in 2018, remains in effect through the 2023 crop year. Oversight hearings as part of the next farm bill process began in 2022 and continue in 2023, with budget direction and additional steps starting in 2023. The farm bill comes up in Congress approximately every five years.

*Infographic pulled from the ASA winter 2023 magazine.

ASA
American Soybean Association®

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 candidates 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



Tax Issues



Biotechnology & Crop Protection



Trade



Transportation & Infrastructure



Biodiesel



Farm Economy & Crop Insurance



Regulatory Issues



Conservation & Sustainability



Food Aid



Budget & Appropriations



SoyPAC funds raised are for the benefit of political candidates and activities on a national level that support the soybean industry. Contributions to SoyPAC are voluntary and you have the right to refuse to contribute without reprisal. Your contribution to SoyPAC must be personal—not corporate. Maximum annual individual contribution to SoyPAC is \$5,000. Contributions to SoyPAC are not deductible as charitable contributions for federal income tax purposes. Any suggested amounts are suggestions only and not enforceable; more or less than the suggested amount may be given; the amount given by the contributor, or the refusal to give, will not benefit or disadvantage the person being solicited. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of the employer of individuals whose contributions exceed \$200 in a calendar year. Under federal law, only U.S. Citizens and Lawful Permanent Residents (i.e., green card holders) may contribute to SoyPAC.

INDUSTRY

perspective

By Rob McLean

PepsiCo Teams Up with Farmers on Sustainability

The maker of Mountain Dew soda, Ruffles potato chips and Doritos corn chips is delivering its expansive food and beverage portfolio across the United States with the help of soy farmers.

In an effort to be more sustainable, PepsiCo has started using pure biodiesel—B100—for fuel in more than 100 of its semitrucks and has plans to expand its use. Soybean oil is the most commonly used feedstock for the production of biodiesel.

“U.S. soy farmers are essential partners in PepsiCo’s sustainability journey,” said Adam Buttgenbach, PepsiCo’s director of fleet engineering. “By using low carbon biogenic feedstock for biodiesel, we are reducing our carbon footprint while also supporting sustainable agriculture.”

Buttgenbach said PepsiCo uses the trucks fueled by B100 in midwestern farming regions such as Topeka, Kansas, and Beloit, Wisconsin. The company chose those locations for a pilot B100 program, he said, to test how well the fuel did in cold weather.

“In the end, the B100 tractor-trailers operated without the limitations typically seen in our conventional diesel trailer,” he said.

Equipment modifications are sometimes needed for B100 use, so PepsiCo worked with companies including Optimus Technologies to modify its B100 fleet. While those



PepsiCo is using pure biodiesel—B100—to fuel more than 100 of its semitrucks in an effort to be more sustainable. Photo Credit: PepsiCo

upgrades require an investment, Buttgenbach said the significant emissions reductions have made the transition worthwhile.

PepsiCo is using biodiesel in part because it is an “immediate solution to reducing carbon emissions, especially in areas where electrification is not yet fully scalable,” according to Buttgenbach.

David Allen, PepsiCo Foods North America’s vice president and chief sustainability officer, said the company is not producing the biodiesel itself. Rather, PepsiCo is working with partners to obtain the fuel.

“Biodiesel has allowed us to lower our reliance on fossil fuels and decrease the greenhouse gas emissions associated with our logistics network,” Allen said. “This change fits within our larger ambition of reaching net-zero emissions by 2040.”

Allen said that by investing in biodiesel, PepsiCo is “investing in the agricultural communities that supply this renewable fuel.”

Biodiesel is just one example of PepsiCo’s reliance on U.S. farmers. Allen said the whole business depends on agriculture.

“Farmers are the experts and stewards of their land; our responsibility to them goes far beyond just producing our products,” he said.

Buttgenbach echoed that sentiment, saying the company has a history of working closely with farmers. “Helping to support the men and women who dedicate their lives to growing our food is an important part of our mission each day,” he said.

Allen described PepsiCo’s sustainability initiative—dubbed PepsiCo Positive or “pep+”—as “the transformation of how we do business.” As part of that program, Allen said the company is working to reduce plastic waste and transition to renewable energy.

He explained, “Over the past five years, we’ve made notable progress in reducing our carbon footprint thanks to initiatives like transitioning to renewable fuels and improving energy efficiency in our plants.”

International Farm Youth Exchange Changes Lives

There's nothing like spending extended time overseas to change a young person's farm and world perspective. That's partially what the International Farm Youth Exchange (IFYE) program was organized to do when it was founded in 1948 with roots in 4-H.

Today the exchange program is administered by the IFYE Association of the USA Inc. and no longer tied directly to 4-H, though many of the participants grew up in 4-H. IFYE sends young adults ages 18-30 around the world on three- or six-month programs where they stay with host families and participate in their daily lives and operations.

"We've been in 80 countries, though currently we have 20 countries we do exchanges with," says IFYE president Carolyn Hansen. Alumni are affectionately called IFYEs. Back in the day, Hansen was an IFYE herself traveling from Ohio to the Philippines. As IFYE president, she works with a board of directors who set priorities and programs for the organization. In 2024, IFYE is sending four young adults to Chile for three months. In return, that country will send young adults to the U.S. The program has always been as much about "inbound" as "outbound" participants, Hansen says. Between them, she estimates there are about 7,500 alumni.

IFYE's founding moto is promoting "Peace Through Understanding." This outlook will never change, especially now when peace is more needed than ever, Hansen says, adding that

these cultural exchanges are a better way of learning about countries than having war with them. Several alumni share their IFYE experiences.



ASA CEO Steve Censky and his wife, Carmen, met during an IFYE orientation.

Steve and Carmen Censky

IFYE international youth exchanges foster lasting relationships, exemplified by ASA CEO Steve Censky and his wife Carmen. In 1985, while working on Capitol Hill for South Dakota Senator Jim Abdnor, Steve took a nine-month leave of absence for an IFYE exchange to Taiwan and China. At the same time, Carmen prepared for a six-month exchange to Norway. They met during a required orientation in Chevy Chase, Maryland, and their romance subsequently blossomed at the National 4-H Council in Washington, D.C., where Carmen worked as a program assistant and Steve frequently participated in meetings.

Carmen's interest in travel and meeting people from diverse backgrounds was sparked when

her family hosted a Norwegian IFYE during her middle school years. Thus, it was fortuitous that she was able to go on an exchange to Norway. "The opportunity to be an IFYE made a huge impact on my work career and time working at 4-H—and for me personally," she says.

While on the IFYE exchange to Norway, Carmen attended the wedding of the exchange student her family hosted, and she in turn attended Carmen and Steve's wedding. They have maintained close relationships through the years, and on a trip to Norway this summer, they toasted their nearly 40-year-long friendship.

Professionally, Steve credits his IFYE experiences in East Asia with providing a global perspective crucial to his subsequent role as USDA Deputy Secretary of Agriculture and in his first (21-year) and second stints as ASA CEO.



ASA CEO Steve Censky and his wife Carmen (couple on the right) visit with long-time IFYE friends in Norway summer 2024.

In China, he recognized the deficiency in agricultural research and innovation. “China was spending hardly any on ag research. They viewed the U.S. as the leader in that,” he says, continuing, “For that reason, at the USDA as deputy secretary, I led an ag innovation agenda initiative to boost ag research and innovation.”



Jackson Tubbs of Delmer, Iowa, visits a dairy cattle field in Germany along the coast of the North Sea. Tubbs is a second-generation participant in the IFYE program.

Jackson Tubbs

Jackson Tubbs, 26, expanded his horizons from the family soybean farm in Delmer, Iowa, to four locales in Germany for three months in 2022. Between his IFYE hosts, he dabbled in life on a dairy farm, two traditional crop farms and a solar panel company combined with an opportunity to work on an ostrich farm.

He’s indebted to his father, Joel Tubbs, who went on an IFYE exchange to the United Kingdom in 1992 and encouraged him to apply. “I came back with a better view of the world and myself. I knew I wanted to be more involved in farming and

agriculture,” he says. “What matters more than anything else is the family farm.”

Jackson also now realizes that the current global focus on sustainability needs to exist in balance with productivity. In Germany, the prevalent ag industry conversation at the time focused on organic farming. “But you may lose yield, and then, will you be able to feed everyone?”

He appreciated his non-tourist time in Germany, living the farm life of his adoptive families, whose agricultural outlook mirrored his own in Iowa. “At the end of day, their problems are just like ours,” he says.

Meghan O’Reilly

Meghan O’Reilly, 25, from Parkman, Ohio, spent three months in Taiwan and another three months in Zambia in 2023, gaining distinct experiences. In Taiwan, she admired the efficient use of land on the island. Living with six host families, she explored rice cultivation, pest control, organic chicken farming and the production of coffee, tea and tropical fruits. “They want to be self-sustaining rather than import everything,” she says.

In Zambia, her experience slowed down, with two of three host families introducing her to agricultural education. She participated in classes teaching locals farming techniques for things like oat processing and dairy preservation methods like yogurt and cheese making. Another host family managed a tobacco and stone fruit farm.

Meghan chose Africa, inspired by her father and soybean grower Kevin O’Reilly, who had an IFYE exchange in Botswana 30 years earlier. Currently a graphic designer, she aspires to specialize in agricultural design, helping companies to create and design a consumer-appealing brand.



Meghan O’Reilly of Parkman, Ohio, visits a warehouse in Taiwan filled with USA and Canadian food grade soybeans to be made into tofu.

“Design is a great way to explain the process of how their product comes to be,” she says.

The IFYE experience was a leap outside her comfort zone, but for herself and others, Meghan notes, “The people you meet will impact your life on a daily basis and you will forever have families all around the world.”

The value of IFYE comes into focus when you realize that 96% of the world population lives outside the U.S., says ASA CEO Steve Censky. “That represents a great market for us in the ag business. If we are going to be successful in serving that market, we need leaders of tomorrow who have a good appreciation for that, along with cultural awareness and experiences.”

#soy SOCIAL

Check out what's trending in U.S. soy on social media

ASA launched its **#FarmBillFamilies** social media campaign in August. This mini advocacy campaign was produced with farmer-sourced videos featuring the children and grandchildren of ASA members to highlight U.S. soy grower priorities in the bill—crop insurance, biofuels, trade, Title 1 safety net, new uses, checkoff and more.



The Minnesota Soybean Growers Association tweeted about ASA Director Jamie Beyer's participation on a biofuels panel with D.C. leaders.

Rep. Randy Feenstra gave a shout-out to Iowa soybean leaders who attended the Ways and Means field hearing at the Iowa State Fair, including ASA directors Dave Walton and Randy Miller.





Scott Gerlt • 1st
Chief Economist at American Soybean Association
3d • 🌐

I enjoyed visiting Brookside farms in Illinois yesterday with [Katelyn Klawinsky](#). Thank you [Roberta Simpson-Dolbeare](#) and Eric for hosting us. It is great to see the innovation taking place on the farm and the passion for growing our food and fuel. #ussoy



On LinkedIn, ASA Chief Economist Scott Gerlt shared a photo from his visit to ASA Director Roberta Simpson-Dolbeare's Illinois farm with ASA summer intern Katelyn Klawinsky.

FMC tweeted photos from ASA's Innovation to Market (I2M) Work Group this summer in Philadelphia. FMC hosted part of the event, during which time state and national soy organization leaders had an in-depth discussion with FMC's leadership on industry challenges.



FMC Corporation @FMCCorp • 13m
FMC and @ASA_Soybeans discussed challenging issues, policies, sustainability and access to new technologies during ASA's Innovation to Market Work Group meeting. Read more: tinyurl.com/4manwtcp



ASA Director Tanner Johnson (WI) tweeted about his trip to the Panama Canal with USSEC.



Tanner Johnson @VuhnilaGorilla • Jul 25
Getting to see the Panama Canal up close today was an unforgettable experience! Proud to be here with @USSEC @ASA_Soybeans working with the Soy Excellence Center!



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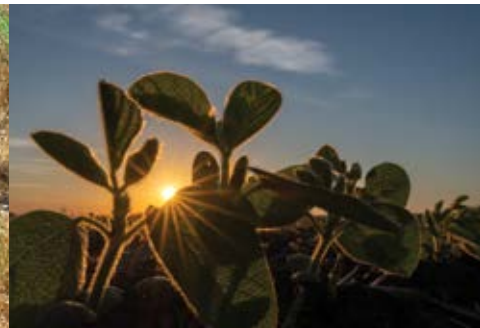
Exclusive Marketplace

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SOY checkoff news

Four Factors Build Healthy, Productive and Sustainable Soils

A healthy field begins with healthy soil. It serves as the foundation for economical and environmental success and allows farmers to work with their land instead of against it.

Farmers know more than anyone that the health of soil impacts crop yields. Through initiatives like the Farmers for Soil Health program which offers a cost-share to plant cover crops, USB empowers farmers to implement conservation measures that improve soil fertility and resilience.

“As a locally driven program, Farmers for Soil Health offers farmers a way to earn additional revenue for the conservation practices they are using,” said Steve Reinhard, USB Chair and Ohio farmer. In addition to helping economic sustainability, planting cover crops also offers environmental benefits. Steve shares, “With planting rye, barley and red clover as a cover crop on our farm, we’ve seen improved soil tilth, more organic matter in the soil and it helps manage our nutrients better.”

So, what’s the secret to healthy soil? Here are four major factors in healthy, productive and sustainable soils:

1. Microbial Activity: Healthy soils are full of microbial life that is essential for moving nutrients around and keeping the soil healthy. By promoting practices that enhance microbial activity, farmers can improve soil health.

2. Soil Carbon Enrichment: Cover crops and other soil management practices enhance soil carbon levels, improving soil structure and moisture



Farmers can get an idea of soil microbial activity and soil fertility potential through regular soil tests.
Photo Credit: United Soybean Board

retention. This not only enhances crop productivity but also lessens erosion and preserves water quality.

3. Optimized Soil Drainage:

Effective drainage systems allow for aerobic rather than anaerobic conditions. Controlled systems prevent nutrient loss, creating ideal growing conditions for crops.

4. Sustainable Soil Structure:

Conservation practices like no-till or reduced tillage help maintain soil health, minimize erosion and reduce environmental impact. By preserving soil structure, farmers can enhance soil health while promoting long-term sustainability.

As a farmer-led initiative, Farmers for Soil Health encourages adoption of new practices to build long-term soil health. By providing technical assistance, the program advances practices like cover crops to meet sustainability and profitability goals. This collaboration between the soy checkoff, the National Pork Board and the National Corn Growers

Association highlights the collective commitment to soil health and regenerative agriculture.

“The heart of Farmers for Soil Health is really to help get funding back down to the farm level, to help farmers de-risk when they take on a new practice,” said Jack Cornell, director of sustainable supply at the United Soybean Board. “We’re ultimate stewards of the land, and this is an example of a program that showcases to the global community that we are putting forth our best effort to help with climate resiliency and show stewardship of the land we manage.”

Farmers for Soil Health Marketplace not only provides cost-share and technical assistance on the production level but builds connections on an open trading platform that empowers them to set their prices and determine the profitability of their practices. For more information on enrolling in the program or to learn about other soil health initiatives, visit farmersforsoilhealth.com.

Source: United Soybean Board

Farmers and Firefighters Join Forces to Eliminate Forever Chemicals

Firefighters and farmers serve as the backbones of our local communities, united by a shared commitment to safety and service. As our first line of defense, firefighters face numerous risks navigating hazardous environments with smoke and carcinogens. Firefighters rely on various tools, including firefighting foam, to combat fires. However, traditional foams can pose risks, exposing them to harmful PFAS, or “forever chemicals.” With farmer investment, the safer alternative, SoyFoam™, eliminates this exposure, prioritizing the well-being of our first responders.

Cross Plains Solutions’ SoyFoam™ TF 1122 is the first and only firefighting foam GreenScreen Certified® at the Gold level. This partnership between Cross Plains Solutions and the soy checkoff gives firefighters one less thing to worry about while keeping our communities safe. SoyFoam is 100% free of intentionally added per- and polyfluoroalkyl substances (PFAS) and is made with no fluorines. It’s also certified “ready biodegradable” by the Organization of Economic Cooperation and Development and is certified as 84% biobased through the U.S. Department of Agriculture BioPreferred® program.

“As a farmer and former volunteer firefighter for 23 years, the various applications of SoyFoam to extinguish and control fires could protect more than 1 million firefighters in the U.S. alone,” said Steve Reinhard, Ohio farmer and chair of the United Soybean Board, which administers the national soy checkoff. “One of our main priorities on behalf of the half-million U.S. soybean farmers is to create biobased alternatives safer for people and our environment. SoyFoam is just one example of creating sustainable soy solutions, and I’m proud that farmers



The soy checkoff encourages farmers to talk to their local fire departments about the health and environmental benefits of soy-based firefighting foam. SoyFoam™ TF 1122 seamlessly integrates with current foam nozzles, inductors and pump pressures, requiring no adjustments to a fire department’s existing standard operating procedures. Photo Credit: United Soybean Board

and firefighters are coming together for the greater good.”

Another benefit of SoyFoam for the soybean industry is that it’s made with soy flour. While soy-based products for biofuels, adhesives, coatings, lubricants and plastics primarily use soybean oil, SoyFoam uses the meal component of the soybean. With the growth of renewable diesel aiming to decarbonize the transportation sector, finding new demand streams for the increased soybean meal crush that makes up 80% of the bean remains top of mind. Cross Plains Solutions estimates the current applications of SoyFoam™ TF 1122 have the potential to use the protein from 12 million bushels of soybeans, and new uses for the product, beyond firefighting applications, are on the horizon.

“We are proud to partner with U.S. Soy to launch this breakthrough firefighting foam for use by fire departments across the nation,” said Cross Plains Solutions’ Managing Partner Alan Snipes. “Our manufacturing plant in Georgia is ready to produce SoyFoam now,

so fire departments can ask their suppliers to offer it. We also see demand for numerous additional applications, ranging from canisters to sprinkler systems.”

The U.S. Environmental Protection Agency (EPA) reports PFAS being found in water, air, fish and soil at locations across the nation and the globe. Exposure is linked to several adverse health effects, including certain cancers, thyroid dysfunction, changes in cholesterol and small reductions in birth weight. Mitigating forever chemicals through soy-based products can create real impact, not only for the safety of our first responders but to maintain the integrity of our local communities’ soil health, air quality and drinking water.

GreenScreen® Certified is an independent certification program owned by the nonprofit Clean Production Action, which promotes the use of PFAS-free and preferred chemicals in materials, products and manufacturing.

Source: United Soybean Board

ALWAYS LEAVE IT BETTER THAN YOU FOUND IT.

Through the soy checkoff, U.S. soybean farmers are investing in new production practices to continuously improve their sustainability while protecting the air, water and soil for generations to come.

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WISHH Connects the Future of Trade with Technology and Knowledge

As the world becomes more interconnected and is confronted with ever-changing technology, ASA's World Initiative for Soy in Human Health program is meeting the challenge to advance trade for U.S. soy. WISHH, which works with 29 countries across sub-Saharan Africa, Latin America, and Asia, uses innovative technology and knowledge transfer to strengthen trade markets with its partners.

Innovations in aquaculture

In Asia and Africa, the aquaculture industry continues to offer a key market for protein-rich soy. This is especially true in countries like Cambodia, where fish is the primary source of food. Through the support of the soy checkoff, WISHH has introduced floating in-pond raceway systems, promoted advanced feed and food safety, quality measures and more.

WISHH brings innovation to its partners, such as feed manufacturers like Adebayo Abdulfatai Olanlege, a director at Ace Farms and Feed Mill in Nigeria. Through technical trainings, the company shares knowledge from WISHH, including the value of soy in floating fish feeds, to hundreds of Nigerian fish farmers. Olanlege joined WISHH's August-September trade team to the United States, which included a visit to USB Executive Committee member Philip Good's soybean and fish farm.

"The farm visit demonstrated technology and the value of attracting the younger generation to agriculture for sustainability," said Olanlege, who also noted the quality of U.S. soy due to the use of innovation in grain storage and more.



USB Executive Committee member Philip Good and his son, Christian, discuss their near-harvest-ready soybeans and quality grain management with WISHH's trade team of Nigerian aquaculture feed manufacturers.

Educating future U.S. soy partners

In addition to introducing new technologies, WISHH is focused on broadening the knowledge base of its international partners. Familiar trade teams bring business leaders from three continents to the United States to learn about the latest innovations for soy food and feed applications. For instance, WISHH hosted business leaders from Nicaragua, El Salvador and Sri Lanka at the IFT First Conference in Chicago. This annual event showcases the latest food innovation technology and offers attendees the chance to learn about cutting-edge advancements in soy-based food production. Company representatives leave events like these with an increased understanding of how U.S. soy can be a boon for their businesses.

"The information and nutritional training from WISHH have been invaluable for us. It has been a gamechanger," said

Jose Saban, a representative of Concadol, a Central American food distributor. Saban joined another WISHH trade trip to the Northern Crops Institute, and his company continues to value its partnership with WISHH.

Across the globe, soybean growers also support educational programs in the Asian and African markets. In Cambodia, WISHH's Commercialization of Aquaculture for Sustainable Trade (CAST) project also emphasizes technical training for young leaders. CAST is helping advise students at the Royal University of Agriculture's Faculty of Fishery on best aquaculture practices. The students use this knowledge to support farmers across the country.

Similarly, WISHH grower leaders visited Ghana earlier this year to honor the latest graduates of its USB-sponsored Training Program for Young Professionals. While the program is in its third generation, a similar course is underway in Nigeria, where young leaders in the aquaculture industry are gaining firsthand experience in modern fish farming practices. These interns, educated by WISHH strategic partners and technical advisers, are poised to become future leaders in the aquaculture sector and potentially key trade partners for U.S. soy. Many will go on to run their own fish farms, earn leadership positions at other operations and even work in national and local governments.

The future of trade is an exciting but challenging one. Through its understanding and sharing of technology and knowledge with its partners, WISHH positions U.S. soy to meet that challenge head on.



WISHH leverages partnerships

for U.S. Soy to help meet the protein needs of 8 billion consumers



wishh.org

Ecosystem Services: Finding the Right Fit

By Laura Temple

Long-term conservation and sustainability are ingrained in U.S. agriculture. Our fields have been in production for generations.

Today, growing interest in agricultural solutions that address sustainability goals is translating into practical support for farmers as they change agronomic practices. These ecosystem services tie to benefits like improved soil health and water quality.

Interested in improving or adding filter strips? Reducing or eliminating tillage? Trying cover crops? Shifting marginal ground to wildlife habitat?

Chances are, there's an incentive program for that.

"My family has been farming in northern Illinois near Chicago since 1851," says Ryan Frieders, an ASA director from Waterman, Illinois. He raises soybeans, corn, hay and feeder cattle. "My parents emphasized protecting and improving the environment as they farmed. Then, my education inspired me to use science to improve what we do."

With that mindset, Frieders actively looks for support to try different practices. He currently participates in multiple ecosystem services programs. They fall into three categories: government programs, those run by non-governmental organizations (NGOs) and industry opportunities.

Government programs

Farmers tend to be most familiar with programs offered through government agencies, especially the U.S. Department of



Ryan Frieders looks to science to improve sustainable practices on his family's Illinois farm. He participates in multiple ecosystem services programs. Photo Credit: Illinois Soybean Association

Agriculture and Natural Resources Conservation Service.

Frieders' ecosystem services journey started with USDA's Conservation Reserve Program, which supports him taking less arable land out of production to plant native trees and pollinator habitats. Native filter strips on both sides of creeks running through his fields also qualify as CRP acres.

"Through CRP, we rebuild, reseed and care for our waterways to manage the heavy, 100-year rains we seem to get every couple years," he says. "We farm in the Illinois River watershed and want to protect water quality."

He also participated in an NRCS study on incorporating cover crops and strip tillage.

NGO projects

Frieders explores more cover crops with the help of the Soil and Water Outcomes Fund, a

group committed to improving water quality by reducing tillage and planting cover crops. Groups like SWOF are funded by USDA's Climate Smart Initiative, which finances partnerships to support the production and marketing of "climate-smart commodities" through pilot projects lasting one to five years. This funding is helping farmers like Frieders shift from conservation tillage to no-till and add cover crops. 2024 marks Frieders' third season of participation.

"Learning how to grow cover crops in northern Illinois presents new challenges," he says. "They can be expensive because they need to be planted while the cash crop is still growing."

Frieders reports that the cost of aerial seeding cover crop seed pencils out to a wash, or even a negative, with program payments. But he expects to see long-term improvements in soil health.

(continued on page 30)

SOY FORWARD



To successfully grow cover crops in northern Illinois, Frieders has seed flown into standing crops. That allows the cover crop to be established before harvest. Incentive programs help defray this cost.

(continues from page 29)

Industry initiatives

Frieders also has enrolled some acres in ADM re:generations™, which provides premiums for crops grown using specific practices like reduced tillage and cover crops. ADM sells these crops to specific customers needing to meet goals or comply with regulations like the European Union's Deforestation Regulation.

ADM's re:generations™ is just one example of industry partner programs.

"I look for programs that allow for options should something happen that requires us to manage crops in a way that goes against the program," he says. "Because of the looming shadow of unpredictable weather, I prefer to sign contracts for one year at a time."

ASA forum on building your conservation program

As Frieders' experience proves, many options exist.

"It's hard to get to know

all the programs available," he says. "Building relationships and learning more helps me choose programs that fit our farm."

To help farmers evaluate the available conservation incentive programs, ASA hosted a farmer forum in Iowa prior to the nearby 2024 Farm Progress Show. Attendees took a deep dive into conservation programs, consumer perspectives and how those factors influence farm-level decisions. They connected with organizations and ASA industry partners offering incentive programs, like Farmers for Soil Health, Soil and Water Outcomes Fund and others, to find the best options for their farms.

"I enjoy working with all my partners," Frieders says. "I appreciate programs that encourage voluntary engagement. The incentives and technical support assist my long-term commitment to learning, trying and improving as I add or change practices."



ASA's Farmer Forum concluded with industry roundtables where technical advisors from Bayer ForGround, Nutrien, the Soil and Water Outcomes Fund, Iowa Soybean Association, Farmers for Soil Health and Syngenta were available to talk about their programs and product offerings. Farmer attendees completed three 15-minute rotations to different tables.



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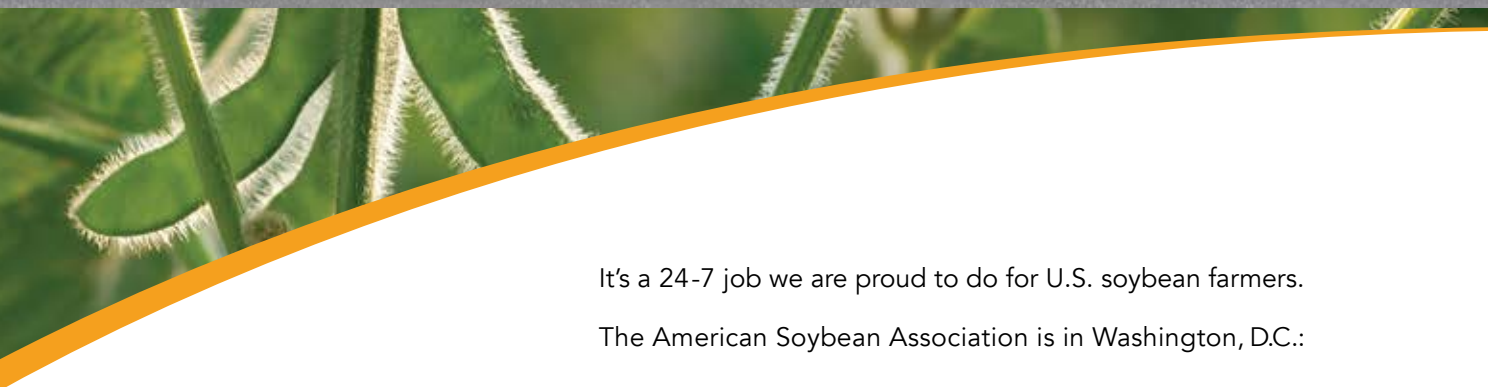
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- Relevant policy issues and tracking on specific bills.
- Contact information for your state and U.S. lawmakers and officials.



ASA makes it easy for you to connect with your lawmakers. Adding your voice will make the soy industry stronger.



Policy makers take notice of ASA.



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- Protecting soybean interests in the farm bill
- Fighting against burdensome EPA regulations
- Growing soybean trade opportunities

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