

# SOYBEAN SUCCESS REPORT

20

23



A Look at 2022

Achievements

**ASA**  
American Soybean  
Association®



# A Message from the President

Have you seen ASA's 2023 Farm Bill Priorities? We sure hope the answer is yes! ASA directors, staff and dozens of our state leaders and staff have been shouting them from the rafters, the rooftop, and everywhere else for months now—and we're just getting started! We were very pleased to mobilize and keep a steady pace on farmer input to get those priorities out ahead of the pack—and put them to work for our industry beginning last spring and leading into 2023, which is the big year for farm bill reauthorization.

Even better than the proverbial rafters and rooftop, we've shouted them (or, strategically shared them, rather) in the hallways of Congress. These priorities lay the groundwork for what's ahead for ASA these next few months as we work with congressional leaders trying to keep farm bill development on track. What they inevitably decide to include in the 2023 Farm Bill will affect all of us over the course of five years, the typical farm bill life span, so making sure our priorities are considered is heady stuff.

If you've not seen them yet, I'll share the CliffsNotes version of our farm bill priorities below. I hope, however, you'll continue reading deeper into this year's *Soybean Success Report* for not only the unabridged version, but also for a deep dive into our 2022 accomplishments beyond releasing that document. They range in topic from trade to transportation and so much more—all issues that were extremely important to soy.

We will also share the goals we have set and will work hard to achieve over the next 12 months. As is the practice every year, these goals were agreed upon following thoughtful consideration by your Executive Committee and with sound input from your jam-up policy team housed in D.C. Speaking of the D.C. office and big spring milestones, we were excited to move into our brand-new space just south of the U.S. Capitol last spring. The D.C. office houses our full internal policy team and members of our communications team and is a perfect location for organizing our prolific advocacy efforts in 2023 and the many years to come.

Thank you for your ongoing support of ASA, and we hope the accomplishments in the following pages—while only a few of our many activities and positive steps over the course of a year—demonstrate the value of your national policy organization.

Best Regards,



**Daryl Cates**

ASA President



## ASA's ask of Congress

is not a larger piece of the farm bill resources "pie" but instead a *larger pie*. We would like more resources overall to meet agriculture's needs. Specific to soy's needs:

- Improve the farm safety net for soybeans
- Protect crop insurance
- Enhance accessibility of conservation programs and maintain the voluntary, incentive-based approach
- Grow investments in the promotion of U.S. commodities globally
- Build opportunities for biofuels and biobased products

# 2022 Policy Accomplishments

ASA advocacy is grounded in grassroots participation and guided by the organization's policy resolutions. These resolutions, approved annually by delegates representing each member soy state, are then prioritized to best target ASA's advocacy engagement for the year. This prioritization starts in November, when the Government Affairs team considers expected federal government activity of the coming year and develops a priority list that is then discussed and finalized by the new ASA Executive Committee in its December planning meeting.

Each year presents new policy challenges, opportunities, and curveballs, meaning ASA's priorities and related advocacy efforts must remain fluid and poised for nimble response. As an example, when 2022 priorities were set, soybeans of another color (SBOC) were not a top issue of concern. Yet, SBOC quickly became an area of high engagement as farmers and states reported increased grading issues. Likewise, we would have been hard pressed to predict this year's transportation woes; namely, a near-shutdown of the U.S. rail industry and debilitatingly low water levels along the Mississippi River. Add to these challenges the unexpected interest in soybean oil markets—coming from groups ranging from America's bakers to the pet food industry—that put in peril RVO levels, plus scores of other unforeseen surprises; there is truly never a quiet day in soy policy.

ASA leaders and staff were prepared to tackle these unforeseen challenges, all while keeping a steady drumbeat on ASA's "regular" policy priorities for 2022. Those priorities were divided among three distinct categories: Farm Economy, Markets, and Movement to and from Markets. Here, we primarily focus on those primary goals for 2022—including accomplishments made and progress achieved. These goals and related momentum held our feet to the fire in assuring we remained on target advocating for the soy industry.



ASA Director Pam Snelson (OK) discusses soy policy issues with Sen. James Lankford during Hill visits in July.

## FARM ECONOMY

**Supply Chain** – ASA's goal was to support sufficient, affordable input supplies and a steady workforce to enhance food security. We collaborated with other ag groups to address fertilizer tariffs and continue to work with others to identify possible solutions. The International Trade Commission ruled this past summer not to impose duties on imports of Urea Ammonium Nitrate (UAN) from Russia and Trinidad and Tobago. An appeal on duties imposed on phosphate from Russia and Morocco is still pending in the Court of International Trade. ASA met twice with the White House

and National Economic Council to discuss the ongoing low-water event on the Mississippi River. We highlighted how this is impacting soybean exports as well as delivery and cost of fertilizer and other agricultural inputs.

**Inflation and Interest Rates** – Our goal was to support an economic environment that is favorable for both beginning and existing farmers. To help with this ongoing goal, we leveraged the current economic environment, supply chain challenges, and other headwinds experienced by farmers as messaging to invest in farm bill improvements in 2023. We monitored and communicated developments regarding the Inflation Reduction Act without expressly endorsing or opposing the new law.

**2023 Farm Bill** – A significant ASA goal for 2022 that remains going into 2023 is to provide input into the farm bill reauthorization process, which generally happens every five years. To get a jump on this priority for 2023, we released soy's 2023 Farm Bill priorities in spring 2022 after gathering input from soybean farmers. In the fall, we led development of a document to support sufficient resources for the next farm bill; it was signed by 45 national and regional organizations. ASA organized and led meetings of farm groups with House and Senate Agriculture Committee leaders regarding this document and remains in close contact with them to determine next steps to achieve a meaningful, on-time farm bill. Farm bill priorities were included in our summer 2022 farm visit guide and in priority messaging for Hill visits. ASA's farm bill priorities were also raised in numerous speaking engagements and media opportunities, and ASA's chief economist was leveraged as a resource on farm safety net messaging.

ASA 2022 President Brad Doyle (AR) visits with Rep. Rick Crawford (R-AR) after his testimony during the House Ag Committee hearing on Title I of the Farm Bill in March.



**Taxes** – Another ongoing goal of ASA is to protect against harmful farm tax changes, the immediate threat of which has been quelled for now. Changes to stepped-up basis, 1031 exchanges and the estate tax were kept out of the House-passed Build Back Better bill in 2021 and the Inflation Reduction Act in 2022. We continue to monitor issues related to taxes through meaningful coalitions.

**Biotech & Pesticides** – ASA encourages regulatory modernization of biotechnology and works to protect against legislative, regulatory and litigation threats to pesticides. We worked and led collaborative efforts to identify solutions to pesticide issues, including the "chemistry cliff" deadline for chemical reviews, federal pesticide preemption and the Endangered Species Act. ASA sought to procure biotechnology regulatory modernization language in federal appropriations legislation, and we

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engaged in litigation activities to help protect farmer access to crop protection tools. ASA team members spoke on these issues in many forums of industry partners and states. We leveraged media opportunities to raise awareness where helpful.

**Conservation & Sustainability** – ASA has actively engaged on WOTUS and regulatory measures, promoted precision agriculture and supported passage of the Growing Climate Solutions Act (GCSA). Collaborative engagement continues with coalitions, states and industry partners. We have led and organized coalition meetings covering issues such as ag data, precision ag, right to repair, GPS and cybersecurity. Likewise, coalition farm bill prep has begun.

ASA submitted regulatory comments on the EPA/U.S. Army Corps of Engineers “Step 1” WOTUS rule and joined an amicus brief in support of the Sacketts in the Supreme Court of the United States case, *Sackett v. EPA*. We have worked with like-minded organizations on a “No WOTUS Before SCOTUS” legislative strategy.

Despite pressure from dozens of ag groups, GCSA stalled after passing the Senate by a landslide. Yet, in a lame-duck move, it was one of several measures included in the December omnibus package, which cleared the deck and, positively, means it will not have to be included now in 2023 Farm Bill negotiations.

We have monitored USDA’s Partnerships for Climate Smart Commodities funding and project announcements, including projects positively affecting all major soy states. ASA has supported NCGA/NPPC/USB’s Farmers for Soil Health initiative, including climate-smart activities planned during the 2023 Commodity Classic. The climate-smart projects will start recruiting growers this spring.

## MARKETS



*ASA 2022 Executive Committee member and USSEC Vice Chairman Stan Born (IL) spoke at the Colombian Ambassador’s residence in May, for a reception commemorating the 10th anniversary of the U.S.-Colombia Free Trade Agreement. Colombia and U.S. soy have a long-standing history of collaboration and successful bilateral trade.*

**Trade** – We always keep market access top of mind and frequently work with the U.S. Soybean Export Council to encourage the administration’s engagement on new free trade agreements and attention to current challenges. This includes continuing to advocate for market access in trade initiatives, including the Indo-Pacific Economic Framework and the U.S.-Kenya Strategic Trade and Investment Partnership. We continue working with the administration, registrants and other stakeholder groups to push for a solution to the bottleneck of approvals for ag biotech products in Mexico. We worked in 2022 with Senate leadership and other ag groups

to get the nominations of Doug Mckalip and Alexis Taylor to serve at USTR and USDA, respectively, across the finish line before year-end. This included signing coalition letters, raising public awareness in speaking engagements and press opportunities.

The USDA Food for Progress strategic plan is shifting focus to three mission areas: climate-smart agriculture, sanitary and phytosanitary (SPS)/trade mitigation, and supply-chain development. This is a positive development for ASA/WISHH.

**Biofuels** – ASA supports improved RFS implementation, the biodiesel tax credit extension and soy as sustainable aviation fuel (SAF) feedstock. To support the RFS, we continue to engage with EPA on renewable volume obligation rulemaking. EPA has stated its commitment to a strong RFS, yet the draft set rule released before the end of 2023 failed to align with this pledge. ASA continues to work aggressively for stronger RVOs and will draft ASA comments, aid soy states in drafting their comments, participate in listening sessions, and continue to push the administration for better numbers before the final rule is published June 2023.

Regarding tax credit extensions in the Inflation Reduction Act, ASA would have preferred a higher value for soy in a production credit. However, the options were either inclusion in the Clean Fuel Production Credit plan or nothing at all. Biofuels industry groups coalesced around this new program. Internally, ASA is analyzing the economic changes that could result from this credit change in 2025 but will not have a clearer picture until regulations are promulgated.

ASA continues to work to ensure soy oil is included as an eligible feedstock for SAF. We assisted in securing alternative modeling language in the Inflation Reduction Act, which provides flexibility for ag feedstocks to be included.

As California continues to consider changes to the Low Carbon Fuel Standard (LCFS) program, ASA has participated in California Air Resources Board (CARB) workshops and has filed comments related to potential changes. We continue to coordinate with many stakeholders, including Clean Fuels Alliance America and National Oilseed Processors Association, to ensure collaboration. In a year of interest in food and fuel supply, we continued to lead efforts to counter claims coming from various opposition and engage with policymakers.

We included biofuel priorities in the ASA summer 2022 farm visit guide and in our priorities for Hill visits. Biofuel priorities were raised regularly in speaking engagements and media opportunities.

**Livestock & Aquaculture** – ASA takes measures to support the livestock and aquaculture markets. This past year, we worked with other stakeholders to urge Congress to advance aquaculture legislation, including in Hill visits. We maintain regular outreach with livestock and aquaculture groups.

**Biobased** – ASA works to identify opportunities to encourage biobased development and product uses. We monitored implementation of both Biden’s bioeconomy executive order and USDA National Institute of Food and Agriculture’s Bioproduct Pilot Program, included in the Infrastructure Investment and Jobs Act. ASA supported funding of a soy-based asphalt project through the Bioproduct Pilot Program; USDA announced projects

# Top Policy Priorities for 2023

receiving funding in December, including the soy asphalt project—good news not only for the soy industry, but also rural areas where road repair can be costly and all too short term. USDA's \$9.5 million investment in sustainable U.S. bioproduct manufacturing funds research and development of value-added products from agricultural commodities, including soy.

ASA has worked to build relationships regarding biobased more broadly at USDA, participated in coalition efforts and leveraged speaking opportunities to promote biobased policy in the farm bill.

## MOVEMENT TO AND FROM MARKETS

**Infrastructure Bill Implementation** – ASA routinely monitors and engages on soy's needs within implementation of the infrastructure bill and regularly communicates with the Soy Transportation Coalition regarding impacts on the soybean industry. More than 4,000 projects and \$100 billion in requests for proposals have been released across several federal agencies, including the Army Corps Work Plan; this includes key ASA priority Lock & Dam #25 and other projects benefiting the soy industry (Kentucky Lock, Montgomery Lock & Dam, etc.). L&D #25 construction is set to begin January 2023. ASA has been highly involved in coalition efforts on infrastructure, as well as broadband funding. We continue to track bill implementation across agencies and remain in touch with policymakers on specific projects that impact soy growers.

**Water Resources Development Act** – ASA worked throughout the year to provide input into the 2022 WRDA authorization, finalized mid-December. Three key advocacy priorities in the 2022 WRDA were: 1) ensuring Congress continues the trend of passing this legislation biannually, 2) opposing changes to navigation along the Snake and Columbia River System, and 3) changing the cost-share allocation long term. While the final WRDA did not increase the cost-share allocation for Inland Waterways Trust Fund Projects to 75% IWTF/25% General Revenue as ASA had pushed, it did make permanent the updated cost-share allocation change of 65%/35% included in the last WRDA bill—a positive development, as without the 2022 WRDA, the cost-share change was set to expire in 2031. And, ASA was pleased Congress continued the tradition of passing the biennial WRDA on time. ASA joined coalition efforts supporting WRDA priorities through multiple avenues of Hill engagement. WRDA was included in ASA's summer 2022 farm visit guide and in priorities for Hill visits. WRDA was raised in many speaking engagements and media opportunities.



ASA 2022 Vice President Daryl Cates (right) visits with (l to r) Rod Snyder, EPA's senior agriculture advisor; Doug Jones, EPA Region 7 agriculture advisor; and EPA Assistant Administrator for Chemical Safety and Pollution Prevention Dr. Michal Freedhoff in Kansas City during the 2022 NAFB Trade Talk

### Farm Economy

**2023 Farm Bill** – Support an on-time, comprehensive, meaningful farm bill that addresses ASA priorities.

**Value Chain Infrastructure** – Support needs that enable the farm economy.

**Regulatory** – Promote regulatory modernization of biotechnology; protect against legislative, regulatory and litigation threats to pesticides; support farmer-friendly regulatory approaches to WOTUS and climate initiatives.

### Markets

**Biofuels** – Promote policies that support increased domestic crush, such as larger soy-based RFS volumes and ag feedstock eligibility for various renewable efforts.

**Trade** – Prioritize market access and address current challenges.

**Livestock and Aquaculture** – Support efforts to expand soy in these markets.

**Biobased** – Promote federal investments to advance soy-based products.

**Checkoff** – Protect ability for farmers to invest in the checkoff to maintain research and development opportunities.

### Movement to/from Market

**Infrastructure** – Support efficient transportation and infrastructure systems, including waterways, rail, trucking, and pathways for increased exports.

# ASA Priorities for the 2023 Farm Bill

As the House and Senate Agriculture Committees lay the foundation for the 2023 Farm Bill, the American Soybean Association shares these initial priorities, which will be further refined into more specific requests in 2023. These priorities reflect feedback gathered from 12 virtual farm bill listening sessions held in 2022, an in-depth farm bill survey administered to soybean growers in late 2021, and current policy resolutions.

## General

- Increased budget authority for the next farm bill is justified in this current environment marked by economic and geopolitical volatility. Additional resources are needed to address needs and interests throughout this comprehensive piece of legislation.
- Congress should maintain the agricultural and nutrition titles in the next farm bill.
- Review of USDA staffing, technological capabilities and cybersecurity, and pathways for knowledge transfer should occur to ensure readiness for farm bill implementation. Gaps should be prioritized to receive appropriations or farm bill implementation funding.
- Policy should support innovation in data collection, data analysis, and internal data sharing between USDA agencies, while emphasizing the confidentiality and nonpublic disclosure of individual producer data.

## Farm Safety Net

- Crop insurance is the most effective and important component of the farm safety net and must remain affordable.
- The Title I farm safety net components of Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) programs must be improved for soybeans. Strong consideration should be given to increasing the soy reference price combined with an option for farmers to update base acres. Planting flexibility must be maintained.
- Marketing assistance loans must be maintained, and consideration should be given to increasing marketing loan rates.
- Program eligibility should not be restricted through means testing.
- As a condition of receiving Title I and crop insurance benefits, farmers are required to meet specific environmental standards such as protecting water quality, wetlands or soil health. These should be maintained but not augmented.
- If a standing disaster assistance program is created, the financial protection provided by Title I programs and crop insurance should not be reduced to fund the disaster program, and it must not undercut or disincentivize participation in crop insurance.

## Conservation

- Conservation programs must remain voluntary, incentive-based and flexible; one size does not fit all. Early adopters must be fully eligible for conservation programs. Regulatory burdens regarding program enrollment and adaptive management should be reduced.
- While all resource concerns are important, funding should be directed to programs and practices that address cropland soil quality and health, water quality and quantity, regulatory certainty and saving input costs. Funding should be directed to working land programs over land retirement programs, and the Environmental Quality Incentives Program (EQIP) should take priority over the Conservation Stewardship Program (CSP).

- Conservation Reserve Program (CRP) acres should remain approximately unchanged from current levels. Rental rate limits should remain the same or increase. Haying and grazing provisions should be revisited, both for mid-contract management and under emergency scenarios.
- Climate-smart provisions should reward farmers for overall ecosystem services provided and year-round ground cover, not just additionality. Growing Climate Solutions Act provisions should be included if not already passed.
- Incentives to encourage use of precision agriculture technologies and specialized equipment to implement certain conservation practices should be considered.

## Trade

- The Market Access Program and Foreign Market Development Program are successful public-private partnerships that are cooperative, cost-share programs between private industry groups representing farmers and USDA. Annual funding should be doubled to \$69 million for FMD and to \$400 million for MAP.
- USDA's export credit guarantee program (GSM-102) and the Facility Guarantee Program (FGP) should continue and be fully utilized.
- International food aid programs should allow for increased flexibility for monetization requirements.

## Energy

- Authorization and funding for the Bioenergy Program, the Biodiesel Fuel Education Program and Biobased Market Program (BioPreferred Program) should be included.
- When considering on-farm renewable energy programs, priority should be placed on energy projects that utilize soybeans and other crops.

## Rural Development

- Statutory authority and funding should be provided for the Higher Blends Infrastructure Incentive Program.
- Reliable broadband coverage remains out of reach for many in rural America, yet it is essential for precision agriculture technologies, farm efficiencies and community connectivity. The Broadband-ReConnect program should align with the goals of other broadband programs supported through the bipartisan infrastructure law.

## Research

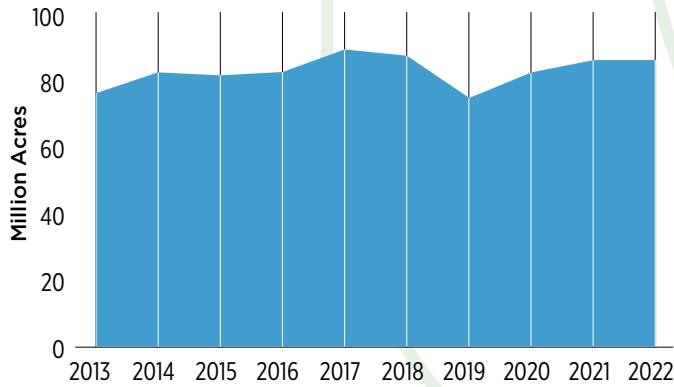
- Increased investment should be provided in priority areas strategic to soy interests.

## Nutrition

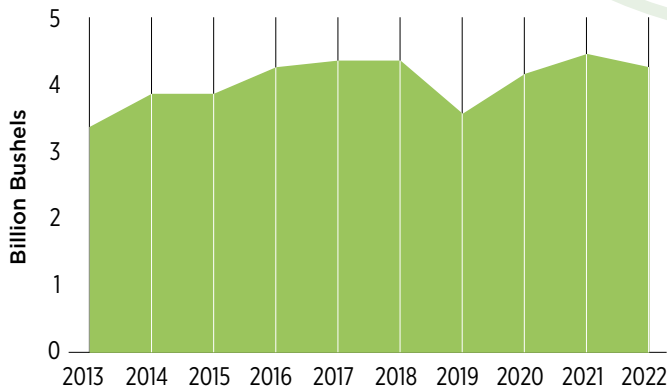
- Opportunities to promote soy as a food ingredient should be included.

# Soy by the Numbers 2013-2022

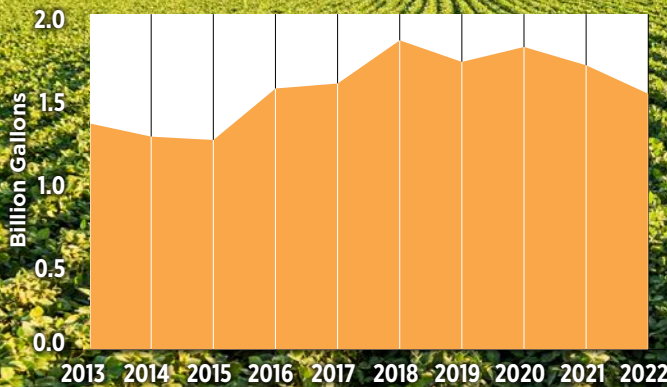
### U.S. Soybean Harvested Area



### U.S. Soybean Production



### U.S. Biodiesel Production



Sources: USDA, NASS, EPA

### 2022 Soybean Production

STATE	BUSHEL
Illinois	677,250,000
Iowa	586,755,000
Minnesota	369,500,000
Indiana	335,225,000
Ohio	281,940,000
Nebraska	278,320,000
Missouri	275,730,000
North Dakota	198,450,000
South Dakota	192,660,000
Arkansas	163,800,000
Kansas	132,275,000
Mississippi	123,660,000
Wisconsin	116,100,000
Michigan	105,280,000
Kentucky	98,940,000
Tennessee	77,760,000
North Carolina	65,065,000
Louisiana	56,870,000
Virginia	27,140,000
Pennsylvania	25,370,000
Maryland	21,930,000
New York	14,625,000
Alabama	14,555,000
South Carolina	14,430,000
Delaware	6,794,000
Georgia	6,560,000
Oklahoma	6,545,000
New Jersey	3,024,000
Texas	1,700,000

Source: USDA, NASS, Crop Production 2022 Summary (January 2023)

# 2023 ASA LEADERSHIP

## 2023 EXECUTIVE COMMITTEE



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# International Marketing

## U.S. Soy's Catalyst in Emerging Markets

ASA's WISHH program continues to connect trade, development and food security across global market systems.

**Asia** – The Asia Division's strategy introduced food processors, feed millers and other aquaculture value chain participants to new technologies and connected them to U.S. soy exporters. Leveraging USB and QSSB funding, a WISHH strategic partner in Cambodia launched local manufacturing and sales of aquaculture In-Pond Raceway Systems (IPRS). The enterprise sold 48 IPRS, which helped move the concept to everyday use.

**Latin America** – The WISHH Latin American engagement strategy is to gain the attention of select ingredient distributors and large and medium retail/foodservice food and beverage processors. WISHH utilized USDA and QSSB funding to support an innovative workshop on new uses of soybean products. The trade team included food and ingredient distribution companies from Costa Rica, Dominican Republic, El Salvador, Guatemala and Honduras. Within six months of their return home, 82% of the workshop attendees intended to apply the new knowledge and ideas within their organizations.

**Africa** – WISHH leveraged USDA and checkoff funding to increase project implementation in the region by 49% compared to FY21. WISHH selected 16 leading West African aquaculture representatives to participate in technical training in Ghana. Chosen for their ability to lead and improve local aquaculture and fish feed expertise, the 16 included industry representatives from Ghana, Nigeria, Senegal, Togo, Benin and Burkina Faso. A participating farm manager shared that, prior to the training, only 10-15% of their fingerlings survived in earthen ponds. After the training, fingerling survival rate climbed to 40-50%.

## U.S. Soy Exports Achieve a Record Value

The U.S. Soybean Export Council helps build a preference for U.S. soybeans and soybean products around the world. USSEC operates a global network of offices located in key marketing areas.

U.S. soy's combined exports (whole soybeans, meal, and oil) achieved a record value of \$40.42 billion for the marketing year (MY) 2021/22, up 17% year-on-year. Export volumes reached 71.79 million metric tons (MMT), the second highest on record, according to the USDA Economic Research Service and Foreign Agricultural Service.

While year-on-year exports value grew 17% and volume dipped 4%, long-term growth continued with value growing 50% and volumes up 6.3% on a five-year average. This reaffirms the success of USSEC's strategic plan to differentiate, elevate preference and attain market access for U.S. soy to advance nutrition, climate-forward solutions and progress for people and communities.

Support for USSEC comes from ASA's investment of cost-share funding provided by USDA's Foreign Agricultural Service, along with cooperating industries and producer checkoff dollars invested by the United Soybean Board and various state soybean councils.



*In Latin America, representatives from 21 Latin American food and distribution companies participated in WISHH's newly launched workshop, "Uses of Soybean Products in Different Food Systems."*



*In Asia, WISHH's partner sold 48 of their third-generation versions of the In-Pond Raceway System (pictured here) for fish production, which helped move the concept to everyday use. Photo credit: Joseph L. Murphy*



*In September 2022, ASA Director Jamie Beyer (MN) (in green jacket) attended the USSEC S.E. Asia U.S. Agricultural Cooperators Conference in Bangkok, where she delivered a presentation to fellow commodity leaders and international customers. Beyer discussed the role technology has played in enabling women to farm and why U.S. soy is a perfect source of protein. She also addressed challenges like supply chain issues on her family farm. Photo credit: USSEC*

# Learning and Leader Development



During the 2022 Soybean Leadership Academy, ASA CEO Stephen Censky (right) moderated a grower panel featuring (l to r) Monte Peterson, USSEC chair/ASA director; Ralph Lott, USB chair; and Brad Doyle, ASA 2022 president. More than 100 grower leaders and staff took part in the two-day training, designed to provide tools and techniques that enable state and national soybean board and association leaders to be more effective, efficient and inspired leaders.



Ten students completed Ag Voices of the Future in Washington, D.C., in 2022. The program, sponsored by Valent U.S.A. and ASA, educates students on agricultural policy issues. Participants: Nathan Behrends (IA); Alexis Bodlak (NE); Wendy Burnley (KY); Kaitlyn Cloud (MO); Alex Foret (LA); Chandler Jones (TX); Reagan Kulenkamp (IL); Molly Niewoehner (IA); Abigail Putnam (FL); and Michelle Stangler, (WI).



The 38th class of ASA Corteva Agriscience Young Leaders completed its training in New Orleans, La., in conjunction with the 2022 Commodity Classic convention and trade show. The Young Leaders: Wes Kirkpatrick (AR); Matt & Liz Hulsizer (IL); Tyler & Keyaira Smith (IN); Jacob & Lindsay Bolson (IA); James and Liz Moreland (KS); Adam Phelon (KS); Daniel & Paige Adams (KY); Matt & Amanda Gajdzik (KY); Joseph & Megan Bunge (MI); Erik & Sara Krieger (MI); Mary Dybedahl & Paul Mesner (MN); Nathan & Lindy Legatt (MN); Brian & Lynn Martin (MO); Tyler & Desiree Rezac (NE); William Monds & Dana Marshall (NC); Grayson Wells & Abbigail Barber (NC); Dustin Helmick (ND); Shelby & Ethan Fite (OH); Tanner & Sara Hento (SD); Peyton Harper (TN); Jonathan & Rebecca Hudson (VA); and Kevin Vanderspek (CAN).



(From left) ASA Chairman Kevin Scott (SD), ASA Secretary Caleb Ragland (KY), At-large Executive Committee member Scott Metzger (OH), ASA Director Alan Meadows (TN) and ASA Director of Government Affairs Kyle Kunkler discuss regulatory and legislative issues during an Innovation to Market (I2M) Work Group meeting.



ASA's Agriculture Communications Team class spent a week learning how to talk about issues that impact their farms and how to engage with media, consumers, lawmakers and others. Program sponsor Bayer Crop Science shared information on engagement at the local and global level, as well as a glyphosate update. Sponsor United Soybean Board provided a virtual social media training session.

# Social Media Engagement

Here are a few examples of ASA's active presence on social media in 2022



Sen. John Thune (SD) shared a video of a session he held with ag industry experts in the spring to discuss the farm bill. ASA Chairman Kevin Scott (SD) and South Dakota Soybean Association President Jordan Scott met with the senator to share their farm bill 2023 priorities.



ASA launched the #SoilSeptember social media campaign on Twitter and Facebook to further educate the public and lawmakers on soil's essential role in ag and how U.S. farmers are implementing sustainable practices on their farms. The United Soybean Board, USDA Farm Production and Conservation, National Council of Farmer Cooperatives and Farmers for a Sustainable Future joined ASA to amplify the September campaign.



Not all advocacy happens on the Hill: Sometimes lawmakers go to the soy farms! Spotted on Twitter: ASA Director Jim Kukowski (MN) and Minnesota Soybean Growers Association Director Rose Wendinger visited with Rep. Angie Craig (center) during an event in Northfield, Minnesota.



House Ag Committee Ranking Member Glen "GT" Thompson (PA) gave a shout-out to ASA on Twitter after visiting with the ASA Executive Committee and senior staff at the ASA 2022 Commodity Classic booth in New Orleans.



After a series of grower listening sessions and a farm bill survey, ASA took to social media to count down the release of soy's 2023 farm bill priorities document in May 2022.



In the fall, ASA urged Congress to take swift action to avoid a potential rail strike or lockout that would have significantly harmed the U.S. ag supply chain and devastate the economy.



Rep. Darin LaHood (IL) (left) tweeted about his meeting with ASA Director Rob Shaffer (IL), who also serves on the Clean Fuels Alliance America board, and their discussion on soybeans and biodiesel.



ASA Director Dave Walton (IA) posted a photo on Twitter of his 93-year-old father checking on him out in the field. The post was extremely popular, garnering 2,135 likes and more than 70 retweets, proving that personal stories resonate for ag advocates!



ASA's spring #SoyOnWater social media campaign highlighted the importance of how growers improve efficiency and water quality, along with information about state and grower-led water initiatives.

# 2022 Achievement and Recognition



## ASA Outstanding State Volunteer Award

ASA President Brad Doyle (AR) presented Bob Worth (right), Lake Benton, Minnesota, with the American Soybean Association's Outstanding State Volunteer Award at ASA's annual awards banquet held during Commodity Classic. *Photo Credit: Joseph L. Murphy*



## ASA Distinguished Leadership Award

North Dakota Soybean Growers Association Executive Director Nancy Johnson was recognized with ASA's Distinguished Leadership Award, presented to her by ASA President Brad Doyle during the annual ASA awards ceremony. *Photo Credit: Joseph L. Murphy*



## ASA Pinnacle Award

ASA President Brad Doyle (AR) presented John Gordley (right) with ASA's top honor during the annual awards ceremony at Commodity Classic. The Pinnacle Award is an industry-wide recognition of a lifetime of work that demonstrates the highest level of contribution and leadership within the soybean family and industry. *Photo Credit: Joseph L. Murphy*



## National Conservation Legacy Award

Wayne and Ruth Fredericks of Osage, Iowa, received the National Conservation Legacy Award, presented by ASA President Brad Doyle (left). The national recipient is chosen from the four regional winners. *Photo Credit: Joseph L. Murphy*



## Regional Conservation Legacy Awards

The 2022 Regional Conservation Legacy Award winners were recognized during ASA's awards banquet in New Orleans. (L to R) Grier Stayton (with daughter Corinne), Lincoln, Delaware (Northeast Region); Jamie and Brian Johnson, Frankfort, South Dakota (Upper Midwest Region); Wayne and Ruth Fredericks, Osage, Iowa (Midwest Region); and (with wife Lana) Shane Burchfiel, Dyersburg, Tennessee (South Region). *Photo Credit: Joseph L. Murphy*

# Soy Connections

## ASA State Affiliate Websites

### Alabama Soybean & Corn Association

alabamasoycorn.org

### Arkansas Soybean Association

arkansassoybean.com

### Georgia/Florida Soybean Association

No state website, visit soygrowers.com

### Illinois Soybean Association

ilsoygrowers.com

### Indiana Soybean Alliance

indianasoybean.com

### Iowa Soybean Association

iasoybeans.com

### Kansas Soybean Association

kansassoybeans.org

### Kentucky Soybean Association

kysoy.org

### Louisiana Cotton and Grain Association

lacottonandgrain.com

### Michigan Soybean Association

misoy.org

### Mid-Atlantic Soybean Association

(DE, MD, NJ, PA)

midatlanticsoy.org

### Minnesota Soybean Growers Association

mnsoybean.org

### Mississippi Soybean Association

No state website, visit soygrowers.com

### Missouri Soybean Association

mosoy.org

### Nebraska Soybean Association

nesoybeans.org

### New York Corn & Soybean Growers Association

nycornsoy.org

### North Carolina Soybean Producers Association

ncsoy.org

### North Dakota Soybean Growers Association

ndsoygrowers.com

### Ohio Soybean Association

soyohio.org

### Oklahoma Soybean Association

No state website, visit soygrowers.com

### South Carolina Corn & Soybean Association

sccornandsoy.org

### South Dakota Soybean Association

sdsoybean.org

### Tennessee Soybean Association

tnsoybeans.org

### Texas Soybean Association

texassoybeans.org

### Virginia Soybean Association

vasoybean.com

### Wisconsin Soybean Association

wisoybean.org

## Connect with ASA



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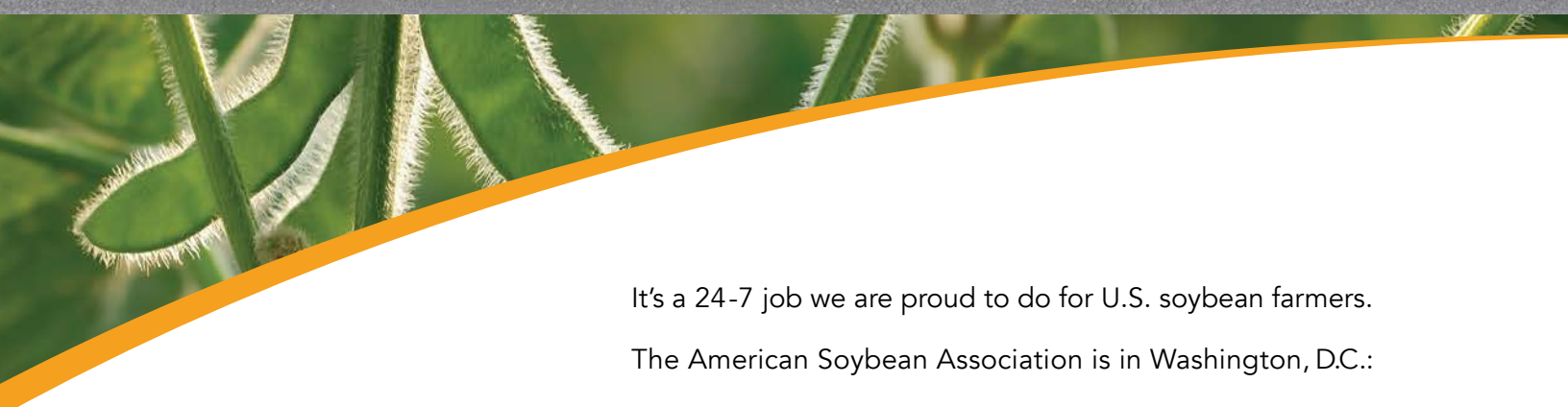
American Soybean Association



info@soy.org



## Policy makers take notice of ASA.



It's a 24-7 job we are proud to do for U.S. soybean farmers.

The American Soybean Association is in Washington, D.C.:

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

That's why ASA matters.



Joining your state soybean association supports ASA's work in Washington, D.C. | Visit ASA at [SoyGrowers.com](https://SoyGrowers.com)