

2026 SOYBEAN SUCCESS REPORT

A Look at
ASA's 2025
Achievements



A MESSAGE FROM THE PRESIDENT



Scott Metzger
ASA PRESIDENT

Soybean farming has always required resilience, but 2025 underscored something just as important: when policy is uncertain, having a strong, farmer-led voice in Washington matters more than ever. Soybean farmers stayed focused on getting crops in the ground and managing rising costs. Meanwhile, policy debates in Washington moved quickly, often without a clear understanding of how those decisions affect farms back home. That is where the American Soybean Association plays a critical role: boots on the ground in the field and boots on the ground in D.C., ensuring soybean farmers are not just affected by policy, but are shaping it.

This past year brought real challenges for soybean farmers. Global markets remain uncertain, trade relationships continue to require constant attention, and tight margins, high input costs, and ongoing tax and regulatory pressures have strained the farm economy. At the same time, soybean farmers found themselves at the center of broader conversations about food, nutrition, and sustainability, including increased scrutiny driven by the Make America Healthy Again (MAHA) movement. These conversations showed that how soybeans are grown and used affects more than just agriculture.

Through it all, ASA stayed focused on doing what we do best: showing up early, staying at the table, and making sure soybean farmers' voices were heard. Whether it was defending science-based nutrition and production practices, pushing back against harmful trade proposals, advocating for fair and workable biofuels policies, or protecting critical tax provisions that keep family farms viable, ASA worked every day to keep soybean farmers competitive.

Progress does not always come quickly, and it is rarely linear. In biofuels, momentum was often paused by policy uncertainty, reinforcing just how essential it is to keep pressing for policies that value domestic feedstocks and provide certainty for farmers and fuel producers alike.

On trade, we continued the steady work of reinforcing the importance of export markets and opposing actions that would further disrupt U.S. soy demand. Across the board, ASA's strength came from persistence, building and maintaining relationships, educating policymakers, and never assuming the work was finished.

As we look ahead in 2026, persistence matters more than ever. The policy decisions made this year on trade, biofuels, regulation, and the farm bill will shape the future of soybean farming for years to come. ASA is prepared to meet those challenges head-on, advocating for a strong farm economy, expanded market opportunities, and a policy environment that allows farmers to innovate and succeed.

None of this work happens in isolation. ASA's impact is driven by the engagement of soybean farmers across the country who are willing to share their stories, raise their voices, and stand together in support of our industry. I encourage you to take a moment to reflect on what we've accomplished and then look ahead to the work still to be done. With continued unity, I am confident we can turn today's challenges into tomorrow's opportunities.

Thank you for your continued support of ASA and for everything you do on behalf of U.S. soybean farmers.

Sincerely,

Scott Metzger
President
American Soybean Association

2025 POLICY ACCOMPLISHMENTS

Tax Policy: Protecting Family Farms & Long-Term Viability

At a time when soybean farmers faced tight margins, high input costs, and growing financial uncertainty, ASA delivered major tax policy victories critical to farm viability. ASA successfully led efforts to permanently increase and protect the federal estate tax exemption, raising it to \$15 million per individual. This achievement provides long-term certainty for farm families and helps ensure operations can be passed from one generation to the next without forcing the sale of land or assets to meet tax obligations.

ASA secured the permanent extension of the Section 199A pass-through deduction, preserving a 20% deduction for qualifying farm income. Together, these tax wins represent significant progress toward stabilizing farm finances and reinforcing the economic sustainability of family-owned soybean operations across the country.

Farm Economy & Farmer Assistance

With the farm economy under sustained pressure in 2025, ASA prioritized immediate financial relief while continuing to push for longer-term solutions. ASA secured Emergency Commodity Assistance Program (ECAP) payments of



ASA growers and staff met with U.S. Department of Agriculture Deputy Secretary Stephen Vaden in July to discuss biofuels, Sustainable Aviation Fuel, the Supplemental Disaster Relief Program, and the need for new trade deals and tariff-reducing measures to create certainty for U.S. agriculture.

2025 POLICY ACCOMPLISHMENTS



ASA President Caleb Ragland (KY) testified before the U.S. Senate Finance Committee in a hearing on “Trade in Critical Supply Chains.”

\$30 per acre for soybeans and worked directly with the administration to ensure funds were delivered to farmers in a timely manner. While additional action is still needed, this assistance provided critical short-term support during a challenging economic period.

ASA also delivered meaningful improvements to the farm safety net through the One Big Beautiful Bill, securing increases to soybean reference prices. The statutory reference price rose from \$8.40 per bushel to \$10.00 per bushel, and the effective reference price for the 2025 crop increased to \$10.71 per bushel. These updates bring reference prices closer to reflecting today’s production realities and will help strengthen risk-management tools relied upon by soybean farmers nationwide.

Trade & Tariffs: Defending Market Access

Trade policy remained one of the most consequential issues for soybean farmers in 2025, and ASA played a leading role in defending and expanding market access. Through sustained engagement with the White House, USDA, the U.S. Trade Representative, Treasury, and Congress, ASA strengthened its position as agriculture’s leading voice on China trade policy, reinforcing the importance of stable, enforceable



In his Feb. 5 testimony before the Senate Agriculture Committee, ASA Chairman Josh Gackle (ND) emphasized the need for a comprehensive five-year farm bill and urgent action on economic challenges facing U.S. soybean farmers. He warned that potential tariffs and trade uncertainty, particularly with key export partners, threaten global market access.



During July's Hill visits, ASA grower leaders and staff met with U.S. Environmental Protection Agency Administrator Lee Zeldin to discuss biofuels, RVOs, and crop protection tools. From left: ASA CEO Stephen Censky; ASA Chairman Josh Gackle (ND); ASA Treasurer Alan Meadows (TN); Administrator Zeldin; ASA President Caleb Ragland (KY); ASA Vice President Scott Metzger (OH); and ASA Secretary Dave Walton (IA).

relationships with the largest export market for U.S. soybeans. ASA provided real-time analysis, white papers, and data-driven resources that shaped policy discussions and media coverage throughout the year.

ASA also secured a major expansion of export promotion resources through the One Big Beautiful Bill Act, effectively doubling funding for the Market Access Program (MAP) from \$200 million to \$400 million and the Foreign Market Development (FMD) program from \$34.5 million to \$69 million. These investments strengthen U.S. competitiveness abroad and support efforts to diversify export markets, helping ensure continued demand for U.S. soybeans in a volatile global trade environment.

Biofuels: Advancing Domestic Demand & Protecting Momentum

Biofuels policy represented one of the most important opportunities for expanding domestic soybean demand in 2025, and ASA delivered meaningful progress on multiple fronts. ASA secured strong proposed renewable volume obligations (RVOs) in the Renewable Fuel Standard,

increasing biomass-based diesel volumes by 67% over 2025 levels. These proposed increases reflect growing recognition of biofuels' role in strengthening rural economies and supporting U.S. energy security.

ASA also led and won critical policy changes that prioritize U.S.-grown soybeans. Both proposed RVOs and the 45Z Clean Fuel Production Credit include feedstock preference provisions that reduce incentives for imported biofuels and feedstocks. The removal of the indirect land use change (ILUC) penalty effectively doubled the value of the 45Z tax credit for soybean oil-based biofuels. At the same time, a North American feedstock requirement limits eligibility to regional inputs. Together, these victories protect market access for soybean farmers and position biofuels for future growth, even as broader policy uncertainty temporarily paused momentum.

ASA delivered policy wins advancing farmer-first advocacy and protecting market access for domestically grown soy feedstocks in non-soybean states, including securing an additional year of Low Carbon Fuel Standard program sustainability flexibility in California and sunsetting the



ASA President Caleb Ragland (right) visited with House Energy & Commerce Chair Brett Guthrie to discuss the MAHA Commission and biofuels while in town for his testimony before the Senate Finance Committee. Caleb, a Kentucky soybean farmer, is one of Guthrie's constituents.



In March, ASA leaders and staff visited the White House to discuss championing U.S. agriculture. From left: Alexa Combelic, ASA executive director of government affairs; Scott Metzger, ASA vice president; Josh Gackle, ASA chairman; Caleb Ragland, ASA president; and Virginia Houston, ASA director of government affairs.

outdated NOx mitigation requirement for biodiesel blends up to B20. ASA also provided ongoing testimony and written comments supporting feedstock cap removal and ILUC modeling modernization, while proactively engaging in Washington, Oregon, and New Mexico to prevent replication of California's most restrictive policies. Engagement continued across Clean Fuels Coalitions in Illinois, Michigan, and New York, with expanded outreach underway in additional soy states.

MAHA & Nutrition: Defending Science-Based Agriculture

In 2025, soybean farmers increasingly found themselves at the center of national discussions around food, nutrition, and health through the Make America Healthy Again (MAHA) initiative. ASA led and coordinated coalition efforts of over 300 food and agriculture associations to ensure these conversations remained grounded in sound science. As a direct result of ASA's sustained engagement, harmful references to pesticides were removed, and negative rhetoric surrounding seed oils was eliminated entirely from the MAHA strategy.



ASA Executive Director of Government Affairs Alexa Combelic (far right) joined Shannon Campagna with Portfolio Strategies and Brian Ronholm with Consumer Reports on a panel to discuss the Make America Healthy Again Commission and potential impacts to agriculture. The panel was part of the North American Agricultural Journalists annual meeting and was moderated by Helena Bottemiller Evich of Food Fix.

ASA's leadership reinforced confidence in existing EPA regulatory processes and highlighted the role of precision agriculture in modern farming. These efforts protected the reputation of soybean farmers and ensured nutrition and food policy discussions reflect scientific consensus rather than misinformation.

Regulatory & Crop Protection: Preserving Farmer Tools

ASA remained actively engaged on a range of regulatory issues in 2025 that directly affect soybean farmers' ability

to operate efficiently and responsibly. ASA worked to protect access to critical pesticide tools, oppose regulatory overreach, and promote science-based decision-making at EPA and other federal agencies.

Through direct engagement, coalition advocacy, and legal support, ASA defended farmers against regulatory and litigation threats that could restrict pesticide availability or limit innovation. These efforts helped ensure soybean farmers retain access to the tools they need to manage pests, protect yields, and remain productive in an increasingly challenging regulatory environment.



ASA Director Teresa Brandenburg (KS) attended a roundtable discussion with USDA Secretary Brooke Rollins, Sen. Roger Marshall, and Rep. Tracey Mann at High Plains Ponderosa Dairy in Plains, KS. Brandenburg and other producers discussed the challenges and opportunities shaping the agriculture industry, sharing insights on the current economic landscape, regulatory concerns, and disaster assistance.



ASA Executive Committee leaders and the CEO met with EPA officials during the association's annual spring board meeting and Hill visits. Pictured: Scott Metzger, ASA vice president; Dave Walton, ASA treasurer; Venus Welch-White, EPA Office of Agriculture and Rural Affairs, acting director; Caleb Ragland, ASA president; Josh Gackle, ASA chairman; and Stephen Censky, ASA CEO.

Farm Bill & Farm Policy: Laying the Groundwork

While a full farm bill reauthorization was not completed in 2025, ASA played a critical role in shaping the policy landscape and protecting soybean priorities as discussions continued. ASA worked closely with congressional leaders to reinforce the importance of a comprehensive farm bill that strengthens the farm safety net, supports risk management tools, and reflects the economic realities facing soybean farmers.

Throughout the year, ASA engaged lawmakers on gaps left unaddressed through budget reconciliation and ensured soybean priorities remained front and center as future negotiations take shape. This groundwork positions ASA to continue pressing for meaningful farm bill action that delivers certainty and stability for soybean farmers in the years ahead.

Infrastructure & Transportation: Keeping Soybeans Moving

Reliable transportation and infrastructure are essential to maintaining the competitiveness of U.S. soybeans, and ASA

remained actively engaged on these issues throughout 2025. ASA advocated for continued investment in waterways, rail, trucking, and export infrastructure to ensure soybean farmers can efficiently move crops to domestic and international markets.

ASA's work emphasized the importance of a resilient transportation system that supports exports, strengthens rural economies, and reduces supply chain bottlenecks. These efforts help safeguard market access and reinforce the global competitiveness of U.S. soybeans.

Protecting the Soybean Checkoff

ASA continued to defend the farmer-funded, farmer-led soybean checkoff in 2025, recognizing its critical role in driving research, market development, and promotion efforts that benefit soybean farmers nationwide. ASA worked to protect farmers' ability to invest in the checkoff and ensure it remains focused on delivering value back to producers.

By advocating for a strong, independent checkoff, ASA helped preserve a system that supports innovation, expands markets, and strengthens the long-term outlook for the soybean industry.



2026 POLICY PRIORITIES

ASA KEY POLICY PRIORITIES FOR 2026

FARM ECONOMY

ASA supports a strong farm economy and policies that enable and enhance crop production.

- **FARM BILL:** Support a comprehensive, meaningful farm bill reauthorization that addresses ASA priorities.
- **REGULATORY:** Promote a science-based, predictable regulatory system that facilitates innovation in biotechnology, gene editing, and pesticide tools, while protecting farmers from legislative, regulatory, and litigation threats.
- **INPUT COSTS:** Advocate for policies that address rising input costs and protect farmers' access to affordable, effective tools and technologies needed to remain competitive.
- **FARM ASSISTANCE:** Advocate for farm assistance that accurately addresses trade losses.

MARKETS

ASA supports global and domestic market opportunities along with farmer-funded, farmer-led programs that drive demand for U.S. soy.

- **TRADE:** Protect, strengthen, and create market access opportunities and address current challenges to U.S. soy exports.
- **BIOFUELS:** Protect and promote policies that increase domestic investment, production, and crush.
- **FOOD, FEED, AND BIOBASED USES:** Promote access and investments to advance soy-based food, feed, and other products.
- **CHECKOFF:** Protect farmers' ability to invest in the checkoff to support and maintain research and development opportunities.

MOVEMENT TO & FROM MARKET

ASA supports a reliable transportation and infrastructure system that contributes to the competitiveness of U.S. agriculture.

- **INFRASTRUCTURE:** Support efficient and resilient transportation and infrastructure systems, including waterways, rail, trucking, and pathways for increased exports.
- **COMPETITION:** Protect competitive rates and reliable service throughout transportation systems.

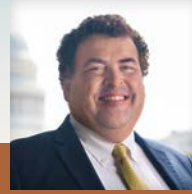


2026 ASA LEADERSHIP

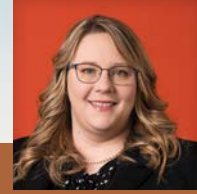
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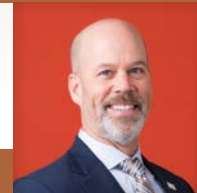
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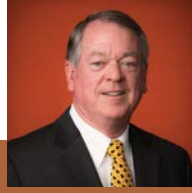
Jim Kukowski
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Tanner Johnson
Treasurer
Prairie Farm, WI



Jamie Beyer
At-large
Wheaton, MN



Matt McCrate
Cape Girardeau, MO



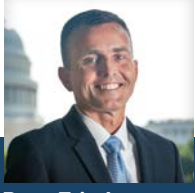
Michael McPherson
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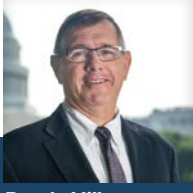
Alan Meadows
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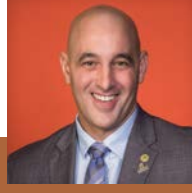
Charles Miller
Plymouth, IL



Ryan Frieders
At-large
Waterman, IL



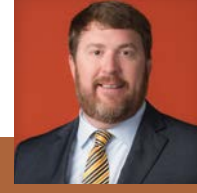
Randy Miller
At-large
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Ryan Rhoades
Radnor, OH



Geoff Ruth
Rising City, NE



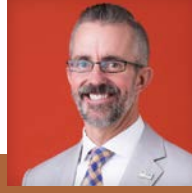
Luke Sayes
Deville, LA



Denise Scarborough
LaCrosse, IN



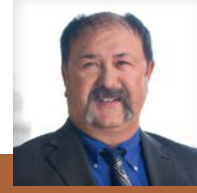
Jimmie Lee Shaw
At-large
Newberry, SC



Brent Swart
Spencer, IA



Steve Trzebiatowski
Amherst Jct., WI



Andy Winsor
Grantville, KS

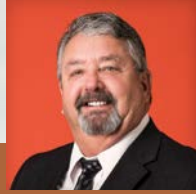


Brandon Wipf
Huron, SD

2026 DIRECTORS



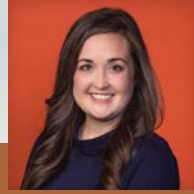
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Hartly, DE



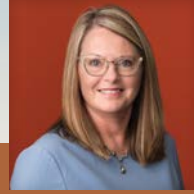
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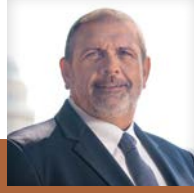
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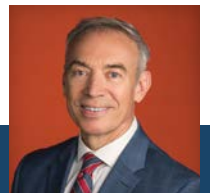


Bob Worth
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Casey Youngerman
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EXECUTIVE STAFF



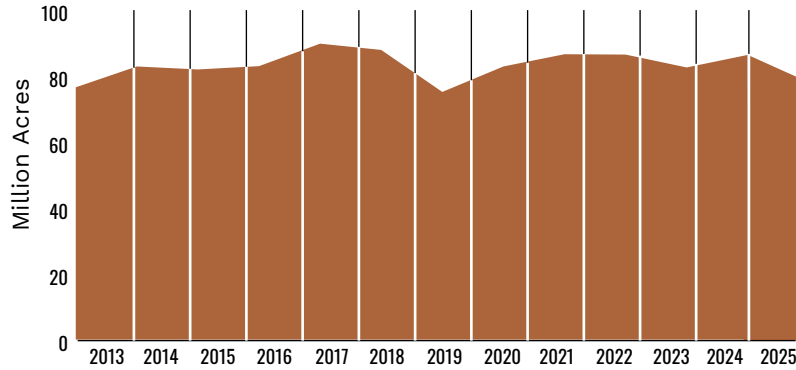
Stephen Censky
ASA Chief Executive Officer

2013-2025

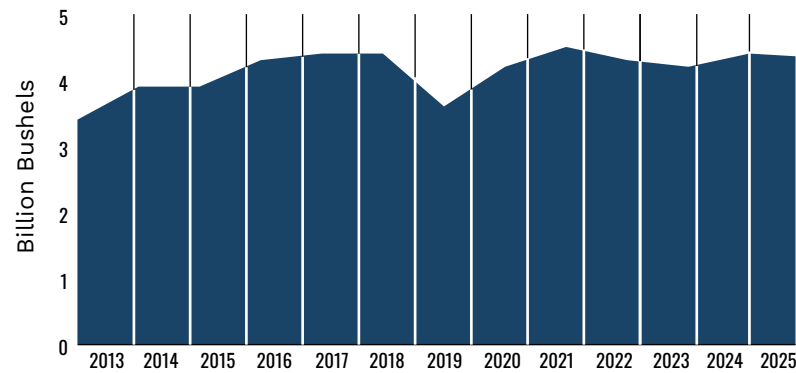
SOY BY THE NUMBERS



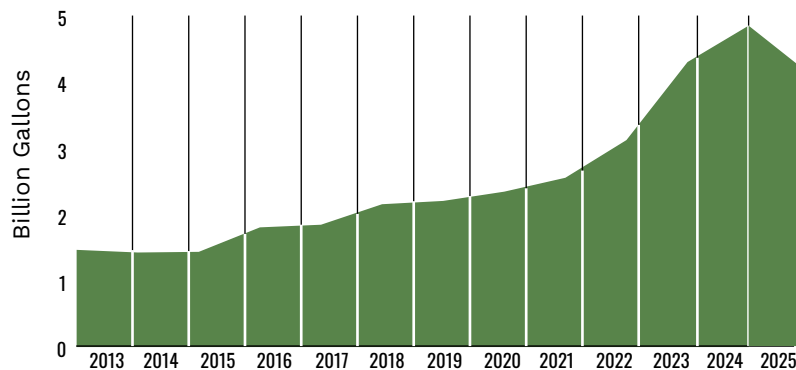
U.S. Soybean Harvested Area



U.S. Soybean Production



U.S. Biodiesel & Renewable Diesel Production



Sources: USDA, NASS, EIA

STATE	BUSHEL
Illinois	663,000,000
Iowa	609,700,000
Minnesota	361,080,000
Indiana	320,370,000
Nebraska	307,200,000
Missouri	277,000,000
Ohio	258,640,000
South Dakota	242,880,000
North Dakota	221,000,000
Kansas	186,300,000
Arkansas	138,780,000
Wisconsin	108,350,000
Michigan	101,500,000
Mississippi	97,900,000
Kentucky	64,440,000
Tennessee	62,320,000
North Carolina	58,680,000
Louisiana	41,040,000
Virginia	24,780,000
Pennsylvania	22,400,000
Maryland	21,160,000
South Carolina	12,070,000
New York	11,590,000
Alabama	11,115,000
Oklahoma	10,560,000
Georgia	6,615,000
Delaware	5,520,000
New Jersey	4,312,000
Texas	2,805,000

Source: USDA, NASS, Crop Production 2025 Summary (January 2026)

INTERNATIONAL MARKETING

World Initiative for Soy in Human Health

The ASA's World Initiative for Soy in Human Health program has built trade for U.S. soybeans in new and emerging markets around the world for 25 years. Alongside promoting the use of U.S. soy in animal feeds and human food, WISHH continued its engagement with the United Nations Rome-based agencies to share U.S. Soy's commitment to global food security.

Asia - WISHH designed and launched its Transcaspian regional strategy to boost U.S. soy trade in the South Caucasus and Central Asia region that includes the countries of Armenia, Azerbaijan, Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, and Uzbekistan.



U.S. Ambassador to Sri Lanka Julie Chung (front row, fourth from left) joins U.S. soybean farmers and QSSB staff in conjunction with her remarks at the WISHH-organized Soy Food Forum in Sri Lanka in August.

2025 marked the seventh year of WISHH leading the Commercialization of Aquaculture for Sustainable Trade (CAST), a \$20-million USDA Food for Progress project that USDA chose to extend beyond the typical five years. As WISHH concludes the project in 2026, CAST leaves lasting trade ties for U.S. soybean growers with Cambodia's growing aquaculture industry and laid the foundation for continued WISHH implemented market development programming.

Africa - In West Africa, WISHH's work included providing technical assistance to a Senegalese buyer of 600 MT of U.S. soybeans as well as connecting the company with the U.S. soybean trade. WISHH co-hosted the Africa Buyers and Sellers Conference, which brought together approximately 100 participants, including buyers and U.S. soybean exporters. WISHH also prepared African entrepreneurs, such as soybean processors, to pitch their companies to potential investors.

WISHH formally launched the East Africa aquaculture value chain development project to partner in overcoming production challenges that limit their capacity to use U.S. soy.



ASA Director Jamie Beyer (back row, second from left) and USB Director Nancy Kavazanjian (far left) look on as WISHH signs a Memorandum of Understanding with SejFarms to promote aquaculture in Nigeria.

Latin America - FY25 key successes include securing participation from two major U.S. soy suppliers in a virtual meetup with LATAM distributors. WISHH also led trade teams to a training course at the Northern Crops Institute in Fargo and connected them to U.S. soybean suppliers.

WISHH strengthened long-term demand for U.S. soybeans and regional capacity by embedding soy science into academic institutions' educational curriculum. Also, WISHH convened its third WISHH global food security dialogue in February 2025. The USB-supported program built on WISHH's two decades of collaboration with Guatemala's leaders for food security.

U.S. Soybean Export Council

The mission of the U.S. Soybean Export Council is to maximize the utilization, value, and access to markets of U.S. soybeans around the world. Our strategy is built on a proactive and collaborative approach to create a preference for U.S. Soy by nurturing relationships, growing awareness, and demonstrating value.

Through innovation, sustainability, and partnerships, USSEC connects farmers to global markets. USSEC offers programs, workshops, and training sessions to share knowledge and solutions that promote and create access for the use of U.S. soy for livestock feed, aquaculture, and human consumption in more than 90 countries internationally.

U.S. soy remains America's No. 1 agricultural export, adding \$29.6 billion to the U.S. economy in marketing year 2024/25, and U.S. soybean meal exports set a record based on increased supply, strong demand, competitive prices, and its nutritional advantage. In marketing year 2024/25, exports of U.S. soybean meal reached a record 16.3 MMT, valued at \$6 billion. That volume was up 13.9% from the year prior and 27% over the 5-year average.

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.



U.S. Soy farmers Janna Fritz, USSEC Chair and ASA Director from Michigan, and Rob Shaffer, ASA Director from Illinois, joined USSEC staff on a mission to Egypt in 2025. The tour included visits to Borg Al Arab Soybean Crushing Plant and Refinery, Dekheila Port and Dakahlia Feed Mill, aimed at strengthening partnerships and building confidence in U.S. Soy's superior quality.

LEARNING AND LEADER DEVELOPMENT



ASAAP The ASA Action Partnership met in Washington, D.C., after the ASA Board of Directors meeting to discuss how initiatives of the new administration will impact agriculture. The forum is an opportunity for ASA's state affiliates, state and national checkoff organizations, industry partners, and national grower leaders to engage in critical industry-focused dialogue.



I2M The ASA Innovation-to-Market (I2M) Work Group met Jan. 29-30 in Arlington, Virginia. The group's mission is to facilitate the domestic and international introduction, commercialization, and market acceptance of new innovations in seed and crop protection products. I2M Work Group members include manufacturers of seed and crop protection products and farmer leaders and staff from ASA, USB, USSEC, and state soy organizations.



Conservation Champions ASA's Conservation Champions gathered in Washington, D.C., in March to discuss pressing issues related to conservation and participate in educational sessions and the ASA Soy Issues Forum. Champions in attendance: Charles Atkinson (KS), Andy Bensend (WI), Brad Doyle (AR), Shannon Ellis (VA), Jake Kaderly (WI), Jim Martin (IL), Danny Murphy (MS), Grier Stayton (DE), Richard Wilkins (DE), and LaVell Winsor (KS). The program is sponsored by Bayer, the Walton Family Foundation, and the United Soybean Board/Soy Checkoff. Pictured: Champions visit with officials at USDA NRCS.



State Staff In October, ASA hosted its State Staff Meeting in St. Charles, Missouri, bringing together soybean staff at the state and national levels to collaborate and share insights on top industry priorities. ASA thanks this year's sponsors – Bayer, FMC, and Inari – for their continued support in making this meeting.



Soybean Leadership Academy More than 100 soybean grower leaders and staff gathered in Orlando, Florida, for ASA's annual Soybean Leadership Academy. SLA provides tools that help state and national soybean board and association leaders become more effective, efficient, and inspired leaders. Throughout the program, participants had the opportunity to engage with speakers and other attendees.



Young Leaders Members of the 41st class of ASA Corteva Agriscience Young Leaders completed their training in Denver, Colorado, in conjunction with the 2025 Commodity Classic convention and trade show. The 2025 class of Young Leaders includes: Tyler Robertson (CAN); Brian & Heather Harrison (AL); Luke Nannemann (AR); Daniel Herriott (IL); Neil & Sandy Krummen (IA); Jason & Anna Unruh (KS); Cody & Riley Clift (KY); Grant Mackey (KY); John Paul & Sarah VanMol (LA); Zachary Schaffner (MI); Rebecca Sip (MN); Raymond DeMars (MN); Gentry & Sarah Clark (MS); Rhonda & Orland Oesch (MO); Catherine & Jacob Frerichs (NE); Travis Runge & Jennifer Alexander (NE); Donald Stokes (NC); Mark Knutson (ND); Billie Lentz & Tran Zerface (ND); Caden Arbaugh (OH); Matt & Ashley Lutz (OH); Austin Eaddy & Bailee Matthews (SC); Blake & Mica Foxley (SD); and Brad Sennhenn & Kayla Weiner (WI).



Young Leaders Phase III Ten members of the 41st Class of ASA Corteva Agriscience Young Leader program participated in a third phase of training in Washington, D.C. The program included participation in ASA's July Board of Directors Meeting and Soybean Issues Forum, as well as Hill visits with their state delegations. Participating in the Washington training were Jason & Anna Unruh (KS); Grant Mackey (KY); Rhonda & Orland Oesch (MO); Travis Runge (NE); Mark Knutson (ND); Austin Eaddy (SC); Blake Foxley (SD); and Tyler Robertson (CAN).



Ag Voices A select group of 10 college students completed the Ag Voices of the Future program 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 the 2025 class: Makena Blalock, University of Georgia; Megan Collins, Texas Tech University; Maggie Fulton, Cornell University; Nadia Kreft, Florida A&M University; Madisyn Raymond, South Dakota State University; Isaac Stromberg, University of Nebraska – Lincoln; Kylie Temple, Kansas State University; Jescey Thompson, University of Wisconsin – River Falls; Aristotle Verrios, North Carolina Agricultural & Technical State University; and Emma Whitaker, Iowa State University.



Farmer Forum 2025 In August, ASA hosted its second annual ASA Farmer Forum in Illinois ahead of the Farm Progress Show. The forum, titled Building Your Conservation Program and Profit Potential, provided an opportunity for farmers and industry professionals from throughout the soy value chain to discuss the latest conservation trends, policy concerns, and opportunities for soybean producers in the landscape of the many private, state, and federal conservation programs available to farmers. Lead sponsors of the event were the United Soybean Board/Soy Checkoff, ADM, and the Walton Family Foundation.

MEDIA ENGAGEMENT

ASA'S ACTIVE PRESENCE IN MEDIA IN 2025



Throughout 2025, soybean farmers faced growing uncertainty due to tariffs and a deteriorating U.S.–China relationship, among other issues. ASA stepped in quickly and launched a campaign targeting the administration and lawmakers, in addition to traditional and new media. The campaign drew vast media attention and put ASA directors in the spotlight, elevating their status as the experts and thought leaders truly impacted by current trade policy. Here's a look at those efforts!

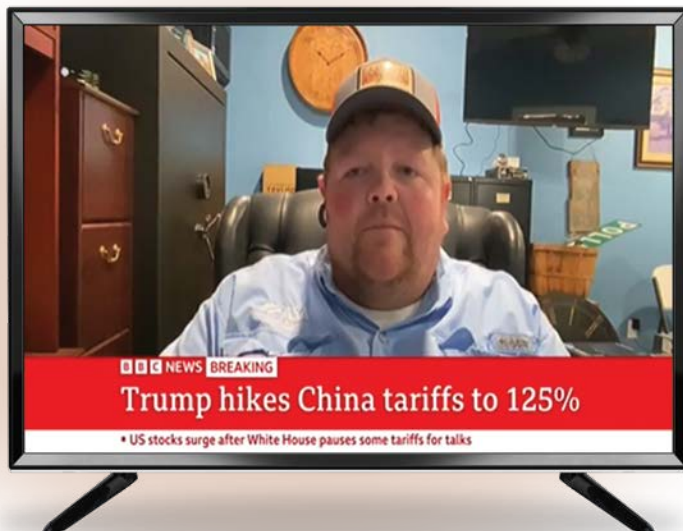
EARNED MEDIA (ONLINE PRINT): JULY – DECEMBER 2025

- Audience Reach: 86 million views
- Media Mentions: 56,500 articles
- Went viral on X, Instagram, TikTok, and Reddit
- Featured on several podcasts, including WSJ, NYT, and NPR



IN THE NEWS

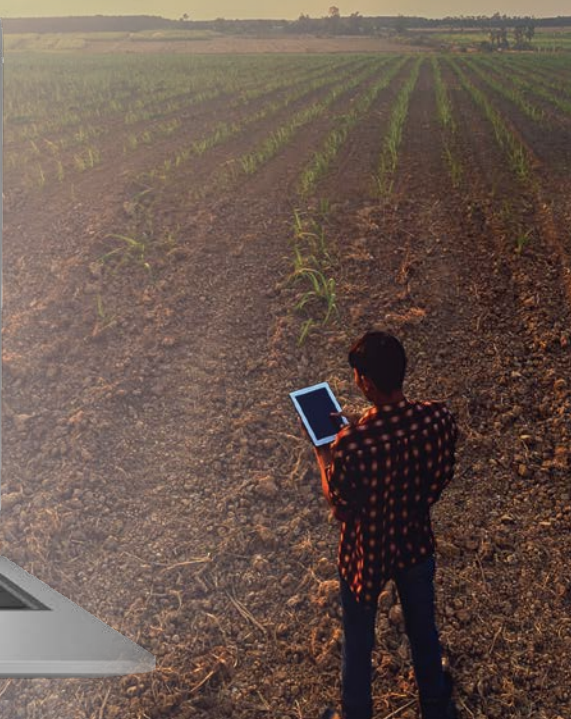
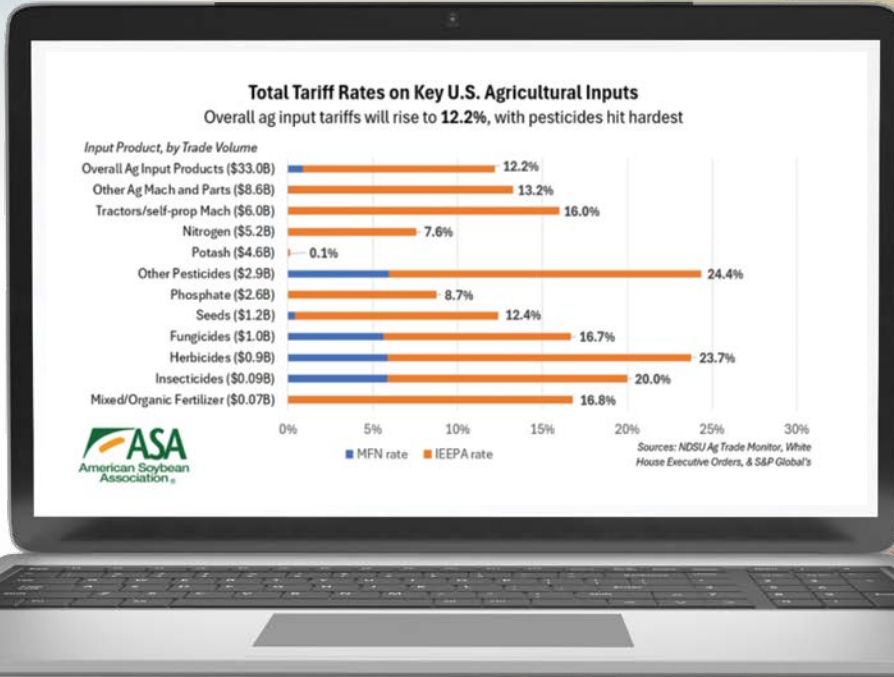
U.S.–CHINA TRADE CONFLICT & IMPACT ON SOYBEAN GROWERS



SOCIAL MEDIA

ENGAGEMENT

ASA'S ACTIVE PRESENCE ON SOCIAL MEDIA IN 2025



Building on its strong media presence, ASA expanded its social media engagement across Facebook, X, Instagram, and LinkedIn. The campaign amplified farmer leader voices, highlighted data on the financial impact of lost China market share, and urged policymakers to prioritize soybeans in trade negotiations.

NEWSFLASH

Zero U.S. Soybean Orders from China for 2025/26



Retalitory duties on U.S. soybean exports are not the only tariffs hitting farmers' bottom lines.

ASA to President Trump: Farmers Need China Market Access Now

2018 Trade War = \$9.4B in Annual Farmer Soybean Losses

“Soybean farmers don't need another trade fight; we need certainty. That means enforcing past commitments and working toward agreements that keep markets open and predictable for the long term.”

ASA Josh Gackle
American Soybean Association ND Soybean Farmer & ASA Director

2025 ACHIEVEMENT AND RECOGNITION



ASA Pinnacle Award

Gunnar Lynum (FL) received the 2025 Pinnacle Award. The Pinnacle Award is ASA's top honor and an industry-wide recognition of a lifetime of work that demonstrates the highest level of contribution and leadership within the soybean family and industry.*



ASA Distinguished Leadership Award

Roger Wolf (IA) accepted ASA's Distinguished Leadership Award during ASA's awards ceremony in Denver. The ASA Distinguished Leadership Award recognizes a soybean grower or association staff leader who has shown a high level of dedication and successfully led others to meet goals and achieve successes to benefit soybean farmers.*



ASA Outstanding State Volunteer Award

ASA President Caleb Ragland (KY) presented Jeff Jorgenson (IA) with the Outstanding State Volunteer Award at the annual ASA Awards Celebration during 2025 Commodity Classic.*

Conservation Legacy Awards

ASA President Caleb Ragland (left) presented Ben and Shannon Tignor Ellis from Virginia with the National Conservation Legacy Award. They were also winners of a Conservation Legacy Award for the Southern Region.*



Aaron Thompson and his wife, Melanie, from Delaware received the Conservation Legacy Award for the Northeast Region.*



Kurt Stiefvater and his wife, Kathy, from South Dakota received the Conservation Legacy Award for the Upper Midwest Region.*



Jim O'Connell and his son, Casey, from Iowa received the Conservation Legacy Award for the Midwest Region.*

*Photo Credit: Commodity Classic

SOYCONNECTIONS

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

ilsoy.org

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

louisianacottonandgrain.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

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POLICYMAKERS Take Notice OF ASA.



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