

SOYBEAN NEBRASKA

WINTER 2023

A Publication of the Nebraska Soybean Association and the Nebraska Soybean Board

MAKING CONNECTIONS

6

Meet your new district directors and committees for the current fiscal year.

28-29

Learn how Dorothy Lynch, Nebraska's iconic dressing, gets a boost from soybean oil.



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The Nebraska Soybean Association (NSA) and the Nebraska Soybean Board (NSB) are proud to share the FY23 Winter edition of this publication with you—members of our shared community.

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The Nebraska Soybean Board is a private, nonprofit checkoff board responsible for the research and promotion of soybeans in an effort to increase the profitability of the state's 22,000 soybean producers.

Nebraska Soybean Board Members

District 1

Anne Meis (Secretary), Elgin

District 2

Jason Penke (Vice Chairman), Craig

District 3

Ruth Ready, Scribner

District 4

Eugene Goering, Columbus

District 5

Brent Steinhoff (Treasurer), Syracuse

District 6

Mike Tomes, Utica

District 7

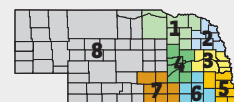
Doug Saathoff (Chairman), Trumbull

District 8

Blake Johnson, Holdrege

At-Large

Greg Anderson, Newman Grove



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Tony Johanson, Oakland

Ed Lammers, Hartington

Victor Bohuslavsky, Seward

Nebraska Soybean Board Staff

Lisa Abler

Thomas Hoxmeier

Lois Ronhovde

Wesley Wach

Teri Zimmerman

On The Cover

Grain bins at sunset.

NEBRASKA ON-FARM RESEARCH NETWORK

2023 RESULTS UPDATE MEETINGS

The annual Nebraska On-Farm Research Network research results update meetings will be offered in-person in 2023.

Farm operators and agronomists from across the state will obtain valuable crop production-related information from on-farm research projects conducted on Nebraska farms by Nebraska farmers in partnership with University of Nebraska faculty. These research projects cover products, practices and new technologies that impact farm productivity and profitability.

There is no cost to attend. Sign in and refreshments start at 8:30 a.m. Please pre-register at least two days in advance for meal planning purposes. Lunch will be served at noon each day.



FEB. 15, 2023

9:00 am – 3:00 pm MST
Knight Museum &
Sandhills Center
Alliance

FEB. 15, 2023

9:00 am – 3:00 pm
Holthus Convention
Center
York

FEB. 16, 2023

9:00 am – 3:00 pm
Holiday Inn
Beatrice

FEB. 17, 2023

9:00 am – 3:00 pm
Dodge County
Extension Office
Fremont

MAR. 1, 2023

9:00 am – 3:00 pm
West Central Research
and Extension Center
North Platte

MAR. 2, 2023

9:00 am – 3:00 pm
Buffalo County
Extension Office
Kearney

Learn more and register at:

go.unl.edu/2023ofr



SCAN TO REGISTER

View from the Chair

COMMUNITY ENGAGEMENT

By Doug Saathoff

Nebraska Soybean Board Chairman, Trumbull



It is hard to believe that another year is done, and we are in the process of planning for the next growing season. The same thing is happening with the Nebraska Soybean Board. We are working to find new and effective projects that will benefit you, the Nebraska soybean producer.

This issue of SoybeanNebraska will focus on Community Engagement. Community Engagement is one of our focus areas within our strategic plan, and the goal of this area states that Nebraska soybeans, farms and farmers are widely accepted and supported. We work with several organizations to get our story out to consumers about why we do what we do on the farm growing soybeans. Some of those organizations are CommonGround Nebraska and FFA. Some Nebraska consumers, even in our small towns, are becoming more disconnected with agriculture. We help fund soy educators who go into elementary classrooms and teach the kids about modern agriculture and of course, soybeans. We advertise with Husker athletics, NSAA during high school championship games and Fox 42 during certain NFL games. It is important that we reach the consumer in an effective matter.

My fellow board members and I do a fair amount of traveling during the year, and we all have stories of times when we sat next to someone on the plane or had some sort of encounter where we were able to talk to someone who doesn't know much about agriculture. I sat next to a gentleman on my way to Louisville last summer, and we struck up a conversation about our jobs. When he learned I was a soybean farmer, he had some great questions and wanted to know if I had farming pictures on my phone. He was in luck as I have several thousand farming pictures on my phone. I don't know if I changed his perspective on farming, but all it takes is one conversation. Letting people know we are not harming the soil, air or the consumer is very important. In most operations, we are working alongside our families in the pursuit of leaving it better for the next generation and sharing that story is essential.

Wishing you all the best in the New Year.

Soy Action Center:

BUILDING LEADERS IN 2023

By Doug Bartek, Wahoo, NSA President



As we look forward to 2023, several new individuals in state leadership begin their duties. We welcome Governor Pillen as he begins his term guiding our state. Having a governor with a solid ag background, especially in the livestock development area, will certainly be a plus for soybean growers as livestock is the soybean growers' number one customer. As a grassroots state organization, it is our job to engage and interact with Governor Pillen and his cabinet on issues and awareness of the Nebraska soybean industry. State elections in the Nebraska Legislature bring many new faces to the table. This session, we are working to build the relations with every new and veteran state senator, making sure they hear about issues facing the Nebraska ag industry. We are continuing to move forward, working with other ag and education groups on the much-needed property tax reform.

On the federal level, you will recall the American Soybean Association was the first ag group to publicly release its **2023 Farm Bill priorities** back in May. The current farm bill expires in 2023, and House and Senate Agriculture Committee leaders say they are committed to getting a new bipartisan bill through "on time."

ASA has been hard at work ever since, circulating those priorities in Washington and working with the state soybean associations to make sure our state soy leaders are prepared to participate in the initial round of congressional farm bill hearings. NSA directors will continue to engage with the Nebraska delegation on our farm bill priorities as we move forward this year.

Soybean farmer leaders are some of the best spokespersons when it comes to advocacy effectiveness. By being a dues paying member of the Nebraska Soybean Association, you are helping to support these leaders working on your behalf and representing you on issues in Lincoln and Washington that make a huge impact on your farming operation. If you are not already a member, the time is now to join our efforts. Contact the NSA office at 402-441-3239 or visit nesoybeans.org.

Whatever 2023 brings us, be assured we are here to give it our best and help make an impact for soybean growers.



4435 O Street, Suite 210
Lincoln, NE 68510

Phone: 402-441-3239

association@nebrasokaybeans.org
nesoybeans.org

2022 President

Doug Bartek, Wahoo – District 5

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Clint Hostler, Boelus – District 3

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Daryl Obermeyer, Brownville – District 6

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Craig Frenzen, Fullerton – At Large

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American Soybean Association Directors

Dennis Fujan, Prague

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MEET YOUR 2023 LEADERSHIP

Learn about your board officers and committees for the current fiscal year.

Executive Committee:

From left to right.

Vice Chairman: Jason Penke

Chairman: Doug Saathoff

Secretary: Anne Meis

Treasurer: Brent Steinhoff



The Nebraska Soybean Board (NSB) of directors have four committees that review and approve projects that fit within the current NSB strategic plan.

- ▶ **Production & Crop Research**
- ▶ **Community Engagement**
- ▶ **Farmer Support**
- ▶ **Demand & Utilization**

Each board member chooses two committees they wish to sit on during the fiscal year, and the committee members elect their chairperson.

Production & Crop Research:

Mike Tomes (*chair*), Greg Anderson, Eugene Goering, Doug Saathoff

Community Engagement:

Ruth Ready (*chair*), Anne Meis, Brent Steinhoff, Jason Penke

Farmer Support:

Jason Penke (*chair*), Ruth Ready, Doug Saathoff, Brent Steinhoff

Demand & Utilization:

Eugene Goering (*chair*), Greg Anderson, Anne Meis, Mike Tomes



What are the district directors' duties?

- Manages and conducts the business of the Nebraska Soybean Board.
- Upholds the core values of integrity, leadership, collaboration, adaptability and innovation.
- Attends five annual board meetings (*typically held in September, November, January, March and June/July*). These meetings are required and are one to two days in length.
- Participates in trade missions, work with the media, represent NSB at events, meetings and more.
- Serves on two of the four NSB committees each year. These committees lead the staff members' work and provide direction regarding board decisions.

Who serves on the NSB board of directors?

There is one director for each of Nebraska's eight crop reporting districts, including one at-large director. Elections for open seats are held during the month of July.

Board members are elected to a three-year term and can serve four consecutive terms.

Where can I learn more?

You can talk to any current director, especially the director representing your district, and ask about their experience with the board. You can also contact staff at the Nebraska Soybean Board to discuss your interests and goals within the Nebraska soybean industry.

**CLEANER
FIELDS
LEAD TO
HIGHER
YIELDS.**



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DRIVING UP DEMAND FOR BIODIESEL

The On-Farm Biodiesel Credit Program is helping support farmers as demand for renewable fuel increases.

BIODIESEL
Cleaner Fuel For Nebraska

By Wesley Wach, NSB Demand & Utilization Coordinator

Nebraska farmers have been practicing sustainability and stewardship long before those came to be prominent topics in today's world. This has been done through innovative technologies, collaboration, care for the land and expertise of their products. These factors all play a role in profitability, which increases with utilization of all the components of agricultural commodities. For soybeans in particular, biodiesel has played an important role in allowing producers to be in both the food and fuel sectors.

Checkoff dollars have contributed significantly to the development of biodiesel markets in Nebraska and around the United States. Biodiesel is a clean-burning, nontoxic renewable fuel made using natural vegetable oils and fats. This product can be used in any diesel engine without modification and is growing in prominence as our world works toward a decarbonized future. One of the primary feedstocks of biodiesel is soybeans, a commodity in which Nebraska ranked 4th nationally in production in 2021.

Biodiesel can be found in blends of B5-B20 in Nebraska at over 37 retail locations, while also being delivered to farms for use in equipment and other diesel engines. To encourage the use of biodiesel, the Nebraska Soybean Board created the On-Farm Biodiesel Credit Program to help offset some of the costs to farmers and support the broader agriculture community.

Biodiesel is beneficial to farmers in that it is a domestic product, it adds value to their bottom dollar not only through marketing, but also through its lubricity, meaning less engine wear and higher component life without reduced performance.

“

We have utilized the B2-B5 blend of soy diesel since it was available. Farmers Pride (Cooperative) products have been fueling machines built from 1968 to 2020 without any issues with filters or injectors. From semi to ag equipment, we prefer this product for increased performance and the fact we utilize the entire soybean from feed to fuel in our diversified operation!

— GREG HOEGERMEYER, FARMER, HERMAN, NE

”

In the coming years, Nebraska is going to be expanding its soybean crushing capabilities to accommodate the higher demand for soybean oil, with the increased usage of renewable fuels improving the bottom line for Nebraska farmers.



Learn more about the On-Farm Biodiesel Credit Program at biodieselNE.com.

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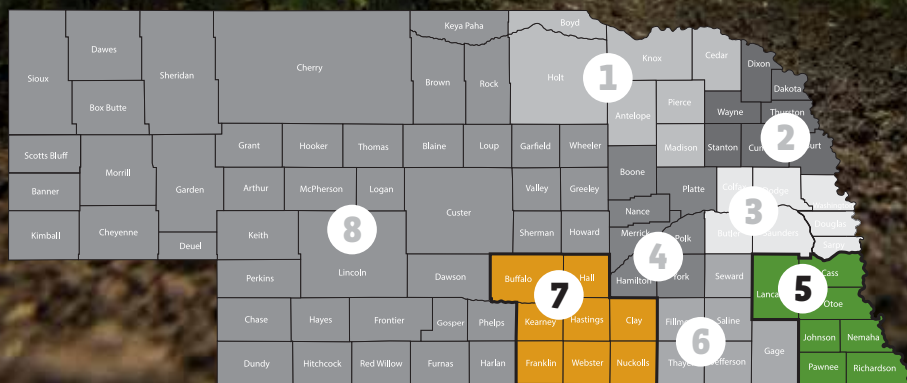
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SOYBEAN FARMERS: YOU ARE THE VOICE OF YOUR DISTRICT.

LET IT BE HEARD DURING THE 2023 BOARD MEMBER ELECTIONS.



Districts 5, 7 & At-Large



Nebraska Soybean Board District Map

ELECTION SCHEDULE

2024



Districts 1, 3 & 6

2025



Districts 2, 4 & 8

The election is conducted by mail-in ballot in July for Districts 5, 7 and the At-Large position. Soybean farmers who reside in counties that are up for election in 2023 will receive ballots and candidate information regarding NSB's election process via direct mail.

Election districts and counties are:

- ✓ District 5: Counties of Cass, Johnson, Lancaster, Nemaha, Otoe, Pawnee and Richardson
- ✓ District 7: Counties of Adams, Buffalo, Clay, Franklin, Hall, Kearney, Nuckolls and Webster
- ✓ At-Large: All counties in Nebraska

To apply for a candidacy in District 5, 7 or At-Large you must:

- ✓ Obtain an NSB Candidacy Petition by contacting NSB at (402) 432-5720
- ✓ Complete the petition and collect the signatures of at least 50 soybean farmers in their district
- ✓ Return petition to NSB office on or before April 14, 2023

Nebraska Residents Cast the Deciding Vote

Our shared soybean farmer community determines electoral winners. These voters must be:

- ✓ Nebraska residents
- ✓ District 5 or 7 residents
- ✓ Soybean farmer who owns or shares the ownership and risk of loss for such soybeans, by reason of being a partner in a partnership, or is a shareholder in a corporation or is a member of a limited liability company during the current or immediately preceding calendar year.

ELECTION CALENDAR:

DECEMBER 1, 2022
Candidacy petition period began

APRIL 14, 2023
Candidacy petitions due to NSB office

JULY 2023
Ballots mailed to eligible voters

JULY 31, 2023
Final day to return ballots for consideration

OCTOBER 1, 2023
Newly elected board members' terms begin

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

COMMUNITY ENGAGEMENT

MAKING CONNECTIONS

Learn how we are engaging with communities to make Nebraska soybeans, farms and farmers widely accepted and supported.

13 | On-Farm Innovation Helps Build Trust From Community

Understanding sustainable practices to help today's farms build credibility and trust.

14-15 | Finding Community & Common Ground

Female farmers and ranchers are spreading the word on how food is grown & raised.

16-17 | CASE: Helping Teachers Down a Different Path

Educating teachers, students and families on the importance and uses of soybeans.

18 | Engaging with Nebraskans

Reaching Nebraskans about the importance of soy through targeted marketing messages.

20-21 | Soybeans: A-Z

Soybean products and uses for every letter of the alphabet educates students around Nebraska.

22 | Advocating for Agriculture

Recognizing Anita Keyes for her contributions to spreading the word of agriculture.



COMMUNITY ENGAGEMENT COMMITTEE:

Ruth Ready (chair) | Anne Meis | Brent Steinhoff | Jason Penke

ON-FARM INNOVATION HELPS BUILD TRUST FROM COMMUNITY



At a time when sustainability is driving the choices of consumers, customers, investors and others, food companies would be wise to build their sustainability success stories by starting at the farm gate. According to Roxi Beck, consumer engagement director at the Center for Food Integrity (CFI), touting the sustainable practices used on today's farms can help companies build credibility and trust.

"Our CFI consumer research consistently shows that consumers trust farmers and want to hear from them," said Beck. It's also reinforced by a recent Gallup poll showing farmers and agriculture top the list of trustworthy business and industry sectors. "Implementing communication strategies that highlight farmer sustainability will help brands engage audiences."





On-Farm Innovation

While food producers often talk about the consumer disconnect, there's a food industry and farmer gap, too. Food companies may not be fully aware of what's happening on today's farms to produce more food, more sustainably, said Beck.

On soybean farms in Nebraska and beyond, farmers are incorporating regenerative farming practices like no-till and crop rotation to build and maintain organic matter and improve soil health. They're relying on precision

agriculture like GPS, monitors and sensors to track crop yields and inputs like seed and to responsibly apply crop protection products.

As a result of these efforts and more, soils on U.S. farms store 100 times more carbon than the U.S. emits each year. According to the 2021 U.S. Soy Sustainability Overview, between 1980 and 2020, conservation efforts by U.S. soybean farmers have made great strides. Among the improvements:

-  **48% per bushel**
Land use efficiency
-  **60% per bushel**
Irrigation water use efficiency
-  **46% per bushel**
Energy use efficiency
-  **43% per bushel**
Greenhouse gas emissions efficiency

Tip of the Iceberg

"This is just the tip of the iceberg," said Beck. "Modern practices on today's farms allow farmers and ranchers to produce more food using fewer resources than at any time in the past."

It's these kinds of achievements and continuous improvement that consumers are looking for to feel assured that those growing, raising and producing food are doing so with integrity and care for our natural resources.

"It's a story farmers need to continue to tell and one that food companies can leverage when communicating their sustainability journeys," said Beck. "The key is to foster stronger food industry and farmer relationships for a broader understanding of the innovation taking place across American agriculture."

Finding Community & Common Ground

By Teri Zimmerman, Director of Education and Outreach

There's just something about Nebraska and the people that live here. With welcoming communities and widespread opportunity, CommonGround Nebraska thrives in its mission to talk with consumers about the facts of food production and farming. To do this, the organization consists of farm and ranch women that volunteer their time to connect on values and share their farms and experience with others.

“

As a volunteer, I have been able to see first-hand the need for an organization like CommonGround. From my experience, Nebraskans are eager to engage in conversations about food, livestock and our natural resources.

— ANNE MEIS, COMMONGROUND VOLUNTEER AND NSB DIRECTOR

”

While CommonGround is a national organization developed in 2010 by our nation's corn and soybean farmers, there are more than 15 state organizations that embark with the same goal—to connect with consumers in their state about food and how it's raised on real American farms. Specifically, CommonGround Nebraska has nearly 40 volunteer farm and ranch women who have a passion for sharing their story. As one of the largest and most active state organizations, CommonGround Nebraska has touched communities all across the state.

“It's amazing to see the impact our volunteers can make with the variety of events we participate in,” said Karen Brokaw, program coordinator for CommonGround Nebraska. “We have volunteers that have developed a following [of people] or created friendships from the activities they've done.”

Each year, CommonGround Nebraska volunteers commit to participating in more than 25 in-person community



Paula Peterson visits with the hosts of Pure Nebraska.

events, a weekly television segment and numerous online efforts. From school science fairs and culinary classrooms to leadership and dietician conferences, volunteers with CommonGround Nebraska have reached consumers of all ages.

“We feel it's important to reach a variety of consumers, even if they aren't the primary grocery shopper for their family,” says Brokaw. “We have done



CommonGround volunteer Anne Meis, from Elgin, spent time at the Earth Day Omaha event in Elmwood Park. She shared her experiences with attendees about how Nebraska farmers and ranchers are working hard to reduce their carbon footprint and greenhouse gas emissions.



Hilary Maricle & Ruth Ready talked with nutrition experts at the Nebraska Academy of Nutrition & Dietetics (NAND) Annual Conference. CommonGround Nebraska also presented a session for conference attendees.

events with teachers and schools, because they have a large influence on our youth who are the next generation of food purchasers.”

The farm women of this organization have a unique skill set that allow them to make connections and communicate with a variety of audiences, but specifically, other moms. It's vital to keep communications from farm to plate transparent to develop a trusting relationship between farmer and consumer.

“Surveys have confirmed that consumers have trust in farmers, and it's important to recognize that person-to-person connection has value,” added Meis. “We at the Nebraska Soybean Board appreciate each and every CommonGround volunteer that takes time away from her farm to share her experiences and facts about agriculture.”

Events and organizations like this help forge that bond and instill consumers' trust, knowing they are being delivered a safe and nutritious product.

Farm women interested in adding their voice to the CommonGround movement can contact Karen Brokaw at karen@brokawmarketing.com.



commonground
NEBRASKA



This past June, CommonGround Nebraska hosted a group of teachers to a Banquet on the Farm near Adams, Nebraska.

UNVEILING THE NEW BRAND

A lot has changed in the twelve years of CommonGround's existence including society, communities and consumer preferences, but yet, the CommonGround branding has stayed the same. In an effort to rejuvenate the program's branding following the pandemic and shutdown, the national organization internally examined research and found that the pandemic was particularly difficult for many consumers, including moms. In addition to continuing their normal work, they also took on the role of leading at-home learning with their children. These burdens led to an increase in stress and anxiety. When considering this situation, the new branding needed to reflect the importance of creating relationships, a supportive atmosphere and building trust.

As a result, the new branding of CommonGround launched in May 2022. The new landmark easily translates between different digital and social platforms and displays colors and image styles that reflect the strength of both our U.S. women farmers and consumers.



To learn more visit: commongroundnebraska.com


 A photograph of Taylor Cooper, a man in a blue polo shirt, standing at a podium and gesturing with his right hand while presenting. Behind him is a large screen displaying a presentation slide titled 'CASE Agriculture Beyond Soil' with a cityscape image. The room has vertical blinds on the wall.

CASE:

Helping Teachers Down a Different Path

By Nebraska FFA Foundation

Even though Taylor Cooper spent her childhood following her agricultural educator of a father around, she was determined that she would go down a different career path. She didn't want to live in her father's shadow. However, after her first year of college, she called her dad crying and told him she was switching her major to agricultural education. His response? "Took you long enough."

Thinking back now, Taylor agrees that she was always supposed to be an ag teacher. Following her dad around to student-supervised agricultural experience visits or 6 a.m. land judging practices were some of her favorite activities as a kid. Taylor explains she wasn't totally off-base when she felt that she was meant to go down a different path. "I feel like I've figured out my own route to be a teacher, where I am teaching agriculture education in a way that is vastly different from my father."

Taylor teaches agricultural education at Omaha Bryan Public School, one of the most urban-located FFA chapters in the state. When asked what it was like teaching in this environment Taylor said, "I teach agriculture differently from many other schools around us. Because all of my students have little to no experience with agriculture and we do not directly

have rural agriculture around us. We do have a lot of urban agriculture within Omaha, and thanks to the many partners we have with our program, we can teach agriculture in a fun and different way. It can be seen as part of the challenge of teaching in an urban school, because many students can lack that prior knowledge on our ag subjects, but I believe that is the best part of teaching in Omaha. We get to go on this journey of discovery with the students. That alone builds this connection with the students that is incomparable."

Although she enjoys it, Cooper says planning out lessons for this "journey of discovery" can be very time consuming, because she often has to come up with her own, original material to introduce a multi-faceted topic that may be foreign to her students. One tool that has helped her on this journey is Curriculum for Agricultural Science Education (CASE) workshops. These workshops provide professional development and easy-to-implement curriculum for agricultural education teachers. The Nebraska FFA Foundation helps support the cost of attending to ag-ed teachers in Nebraska.

Cooper has completed two CASE workshops, one in the area of Plant Science and one in Food Science, with support from the foundation.

Cooper explains that CASE helped introduce the benefits of implementing labs and inquiry learning into her classroom. "It was something that I hadn't thought too much about before. It's what got me interested in inquiry to begin with, and has since carried that science focus of my agriculture classes forward into my classroom today. One of my biggest obstacles before CASE was that I have so many ideas that are difficult to narrow down; then I tend to worry if they will make sense to the students. CASE is awesome because it has an introduction and sometimes an activity that you can do to introduce the lesson to the students, and I don't have to worry about what I'm doing to introduce the topic. I like that about CASE. Everything is there for you, and you don't have to spend extra time trying to come up with your own, original material for a lesson. It is quite the time and brain power saver!" said Cooper.



CASE Support Brings Soybean Lessons to Ag Education Classrooms

Each year, the Nebraska Soybean Board proudly contributes to the Nebraska CASE Institute through financial support of agricultural education instructors. These agricultural educators write, develop and implement supplemental soybean-based curriculum that is modified from the CASE course they attended. The CASE courses available are Agriculture, Food, and Natural Resources, Animal Science, Plant Science, Ag Power and Technology, Natural Resources and Ecology, Animal and Plant Biotechnology, Food Science and Safety, Technical Application in Agriculture, and Agriculture Research and Development. These modified lessons allow soybeans to be incorporated as the model, focus or method for learning in the classroom.

This curriculum increases students' awareness of the value of soybeans and soybean production locally and globally. This customized curriculum works to benefit soybean producers by providing awareness of soy technologies in human, animal and industrial consumption. Ideally, the curriculum sharing with fellow agricultural education professionals will increase the number of Nebraska agricultural education professionals, beyond those CASE trained, who have soybean content curriculum to utilize in an agricultural education classroom. The curriculum development can be used by a teacher several years in a row, with slight modification. Students who participate in this curriculum have an awareness about soybeans that will help them to be more informed customers and producers of soybeans and soy products and the impact these have on their daily lives.



Donovan Phoenix, Agriculture Educator at Hershey Public Schools, measures meristematic growth as he investigates Shoot Apical Meristem (SAM) tissue regrowth after damage, simulating events such as hailstorms and wind that affect soybeans.



Donovan measures conductivity, which relates to salinity levels to determine the effect water-soluble fertilizers have on soybean growth.

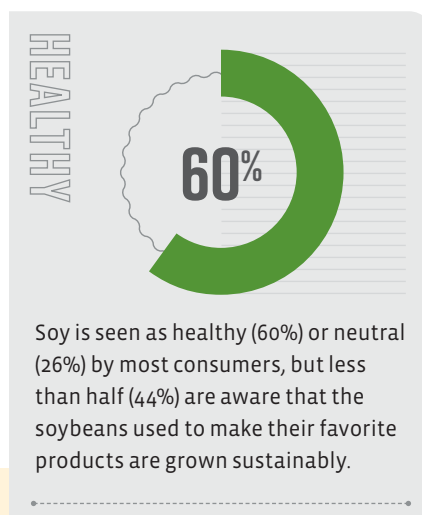
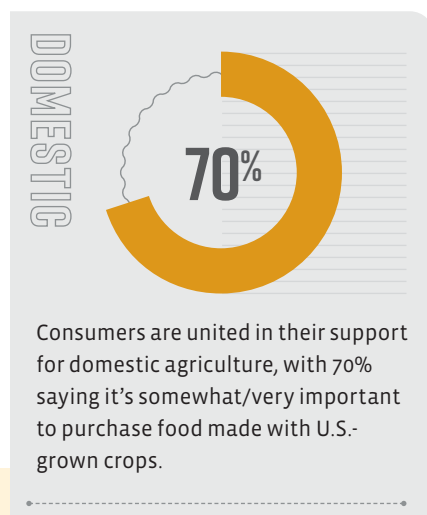


Learn more at: case4learning.org

ENGAGING WITH NEBRASKANS

If we did not have farms, honestly, we would not have food. And fortunately, U.S. farmers rank as the most trusted members of the supply chain when it comes to ensuring its safety, taking the top spot in 78% of consumer responses, according to the results of a consumer survey released by the United Soybean Board (USB) in 2021. The survey measured consumer perceptions about soyfoods, health, nutrition, U.S. farmers and sustainability. These studies include robust samplings of 1,000–1,500 U.S. general population consumers.

Here are a few key highlights:



The way in which food is grown also makes an impact on food-purchasing decisions. The conversation about soy sustainability is an area of opportunity, as consumers are less familiar with it but rank it high in importance. This makes it a key area for the checkoff to educate, with high potential for positive impacts on consumer perceptions. Data has shown how essential it is to promote and increase awareness of sustainably grown U.S. and Nebraska grown soybeans.

Fortunately on the local level, a core area of the Nebraska Soybean Board strategic plan is “Community Engagement.” The investments in this area work to interact with local communities to showcase Nebraska soybeans, farms and farmers. All with the goal that Nebraska soybeans, farms and farmers are widely accepted and supported.

Here are a few Nebraska Soybean Board campaigns and platforms targeted at reaching communities and individuals throughout the state:

- ▶ Husker Athletics (Football, Volleyball, Men & Women’s Basketball, Men’s Baseball, Sports Nightly)
- ▶ Nebraska Public Media (High School State Championships)
- ▶ Nebraska Public Media (Husker Volleyball, Baseball & Nebraska Stories)
- ▶ Fox 42 Premium Sports (NFL)

These programs reach a huge amount of Nebraskans throughout the year. From fanatics to casual viewers, sports platforms capture the attention of more people than almost any other kind of event. And that definitely rings true in Nebraska. Farmers also enjoy sports and according to a recent

Successful Farming study, 62 percent of farmers actively follow college football, 60 percent follow the NFL and 43 percent follow college basketball.

The campaigns, which utilize TV, radio, digital/social and some in-stadium exposure, work to promote the sustainability and versatility of Nebraska soybeans. The messages also promote key areas like animal health and nutrition, new uses for soy, the global demand for protein and renewable fuels.

These messages inform and enlighten Nebraskans on the importance of agriculture and help build demand for value-added products in Nebraska. NSB’s message reaches across Nebraska and spans all demographics and income groups, helping inform decision makers in households across the state.

Source: United Soybean Board. “Soy Omnibus Study.” December 2020, Available at SoyConnection.com




unitedsoybean.org

RESEARCHING A BETTER BEAN

Whether you're dealing with drought, flood, heat or other climate-related stress, the soy checkoff is working behind the scenes to diversify U.S. soybean genetics and increase stress tolerance. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.

See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at unitedsoybean.org

Brought to you by the soy checkoff. 

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SOYBEANS: A TO Z

BRINGS AGRICULTURE TO LIFE IN NEBRASKA SCHOOLS

As though soybeans didn't already have a million uses. It turns out they also make for a ton of fun in the classroom. Not to mention a terrific teaching tool!

Ask any of the 13,000-plus Nebraska fourth-grade students and teachers who experience *Soybeans: A to Z* each year—a program delivered by NSB that makes the humble-but-mighty legume the star of a fun, highly educational presentation.

Over the course of an hour, *Soybeans: A to Z* teaches students about the importance of soybeans in their daily lives, while diving into important topics related to the world around them—from Nebraska's ag economy to renewable resources and the origins of the food we eat.

Sharon Ryan and Marla Hunt are two of the five educators who oversee and deliver *Soybeans: A to Z*; they travel to dozens of schools each year to bring the program to any fourth-grade classroom that asks to participate.

"It's very educational, but we make it a lot of fun, too," said Ryan, who explained that *A to Z* uses interactive elements like games, props (such as a rubber chicken) and humor to get kids to think about their world in a new way.

The heart of the program is the *Soybeans: A to Z* placemat, which features a



Soy educator, Sharon Ryan, answers questions from students.

soy-based product or soybean use for every letter of the alphabet. This not only provides a glimpse into soybeans' importance but lends to an almost infinite variety of discussion topics that relate to the world at large—from renewable energy to the importance of agriculture and how food is produced.

"It opens students' eyes to what's going on around them in ways they've never thought of before," said Hunt, who notes that the program adheres to

state educational requirements and complements classroom ag units. "For example, kids are often amazed to learn that both people and animals benefit from soybeans, or that Nebraska has more land designated for agriculture than any other state."

The curriculum provides no shortage of lessons to inform and inspire, from the history of soybeans (did you know George Washington Carver researched soybeans, or that Henry Ford invented



“

We'll travel to any school in Nebraska, urban or rural, and we do our best to work around teachers' busy schedules.

— MARLA HUNT

”

a soy-based plastic?), to the science of how crops grow, to the importance of Nebraska's ag industry. At the end of the hour-long presentation, students test their knowledge as newfound subject matter experts with the *Use Your Bean* game.

When you add it all up, it's no surprise that students and teachers alike rate the experience as a hit.

“We ask students to raise their hand if they learned something new and if they had fun,” said Ryan, “And almost exclusively, they all raise their hands. It's just an interesting and unique learning experience the students really seem to enjoy.”

The idea for *Soybeans: A to Z* germinated in 1992 when the soy alphabet first appeared in an issue of *Soybean Digest*. In the years since, NSB has delivered its program to nearly 600

classrooms per year statewide, with no plans to slow down.

“I think it's the lasting outcomes that make this program so valuable,” said Ryan. “We were approached by a parent whose daughter entered into a national essay contest writing about soy biodiesel because we visited her school. It's those kinds of stories that keep me from retiring after doing this for more than 20 years. That and it's just too much fun.”



To inquire about scheduling a fourth-grade classroom for *Soybeans: A to Z*, visit nebrasasoybeans.org.



Anita Keys

ADVOCATING FOR

Agriculture

Anita Keys, Elsmere, Nebraska, was named 2022 Ag-ceptional Woman of the Year during Northeast Community College's Ag-ceptional Women's Conference recently on the Northeast campus in Norfolk. The announcement was made as part of a video tribute that was played during the opening session of the 14th annual conference. The video was sponsored by Farm Credit Services of America and produced by the Northeast Agriculture Department and District 25 Productions, LLC.

A special selection committee made up of professionals from agricultural businesses and operations is assembled each year to select the winner from a competitive group of nominees.

"I am humbled and honored to get this award, and to receive it from your peers is something extra special," Keys said in accepting the award. "It's one thing to get an award for best yield or best whatever, but this is very special."

Keys was raised on a farm in Wayne County. After graduating from high school, she attended the University of Nebraska-Lincoln (UNL) where she met her future husband, Kerry Keys. The couple, who operate a ranch near Elsmere in southeast Cherry County, has two adult daughters who have become successful in their own careers. Stacey Keys is a 4-H extension assistant for UNL Extension in Burt County while Amanda Keys is employed as an accountant in Broken Bow.

Keys was nominated for the Ag-ceptional Woman award by Karen Grant, Meadow Grove, who was bestowed the honor in 2015. She said Keys is deserving of the recognition.

"Elsmere may be a tiny town out west, but Anita is big on educating about life as a farmer or rancher from her own home to all parts of the United States and the world," Grant said. "She has connections and is willing to go above and beyond to spread the word of agriculture."

Keys was a member of the Leadership Education/Action Development (LEAD) 17 program with content focused on economics, government, human relations, communications, international trade, sociology, education, the arts, social-cultural understandings as well as agriculture. She has utilized the knowledge she gained from her experiences with LEAD with others.



A video highlighting Anita Key's commitment to agriculture was played at the 2022 Ag-ceptional Women's Conference.

Keys is a member of CommonGround Nebraska, which is described as, "a group of farm women having conversations about food and how it's grown and produced." She also uses social media to explain life on the ranch and discuss how and what they do with their livestock.

"(Anita) can speak with knowledge because she is involved on the ranch helping wherever she is needed," Grant said.

Keys is also active with IFYE (International 4-H Youth Exchange), which focuses on bringing young people ages 18-25 to the U.S. to live with up to three families to learn their customs and lifestyles. Students from the U.S. may also travel to other countries as part of the program. Keys assists in matching farm and ranch families with individuals from other countries in the program. She serves as a substitute teacher and works with 4-H. She chaperoned 4-H members to Life Challenges held in June at the UNL East Campus, an activity she has done for many years.

The Ag-ceptional Women's Conference is northeast Nebraska's premier event for women in agriculture, attracting over 400 women annually who come together for a full day of networking, professional development and personal growth opportunities. This year's event featured over 20 speakers who discussed issues related to creating predictable profits in an unpredictable industry, nitrates and public health, dedicating one's life to service, hemp in Nebraska, smartphone photography for the farm or ranch, keys to prevent Alzheimer's disease and growing intuitive eaters, among many other options.



To learn more about the conference, visit northeast.edu/events/agceptional.

CRUSHCON²⁰²²

AMERICAS

CRUSHCON²⁰²²

Customers of U.S. soy for human consumption across the region wrap up the year on a high note.



“

I had the privilege of bringing U.S. soy's sustainability message to buyers. I shared ways our industry is using advancements in soil health, water conservation, nutrient management and seed genetics to be more sustainable. I also shared specific practices we are using on our fourth-generation family farm in Elgin, Nebraska.

— ANNE MEIS, CRUSHCON FEATURED SPEAKER

”

The 2022 Americas CrushCon, held in Cartagena, Colombia, on December 7-8, successfully brought together nearly a hundred current and potential new Latin American customers and U.S. soy farmers and advocates to highlight the outstanding food applications of U.S. soy. Considered one of the USSEC Americas' signature annual events, the 2022 CrushCon was packed with a robust series of presentations, testimonials, panel discussions, networking opportunities and even live cooking demonstrations.

Multi-generation family farming and innovation and sustainability as drivers of U.S. soy farming in the United States continue to impress partners of U.S. soy around the world, and the Americas region is no exception. Attendees at the 2022 Americas CrushCon closely listened and engaged with representatives from Nebraska, Indiana and Missouri who actively advocated for U.S. soy and farmers' commitment to continue partnering with Latin American customers.

Among the conference's featured speakers was Anne Meis, a fourth-generation farmer from Nebraska, who spoke about her farming operations and sustainability practices, particularly on soil health and livestock integration. "When soybean farmers from Midwest states like Nebraska, Indiana and Missouri, are able to meet soy buyers from Colombia, Central America and Mexico, then events like the USSEC 2022 CrushCon Conference are successful," Anne said.

Anne leveraged every networking opportunity during the event to engage with local attendees to promote U.S. soy and its advantages for human consumption. "Highlights for me were talking with a soy oil buyer in Guatemala and a feed meal producer who purchases 80% of his soy meal from the U.S. His family business is now producing soy flour and other soy foods for human consumption. That is exciting to see this market develop," she said.

This article is partially funded by U.S. soy farmers, their checkoff and the soy value chain.

Q&A with STEVE MARTIN



In our conversation with the executive director of the Alliance for the Future of Agriculture in Nebraska (AFAN), we talk about the future of livestock development across the state and how the organization is growing, connecting and expanding Nebraska agriculture.

Nebraska Soybean Board (NSB): What is the purpose of the Alliance for the Future of Agriculture in Nebraska (AFAN)?

Steve Martin (SM): AFAN was created over 15 years ago by the leading commodity organizations, including the Nebraska Soybean Board, to support and grow the livestock industry in Nebraska. This recognizes that not only is livestock the number one customer of most feedstocks but also adds value to crops by reducing basis and creating demand that drives prices. Ultimately this generates additional revenue in the local economy and supports rural economic vitality.

NSB: Can you tell us more about how you work one-on-one with producers in Nebraska?

SM: The team at AFAN can help an individual producer to evaluate options in livestock production based on that individual's resources, location, desires and experience. Based on that information, we can make suggestions and help connect a producer with opportunities in livestock production.

NSB: What do you see as one of the biggest hurdles one has to overcome when expanding into livestock production?

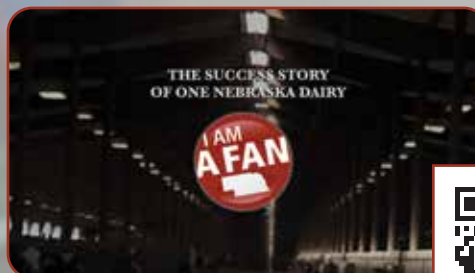
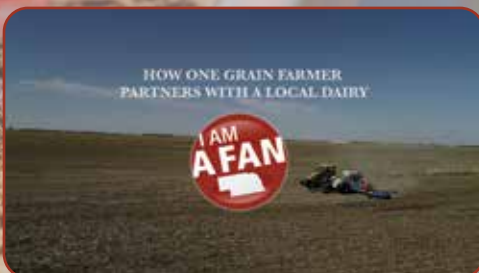
SM: County level zoning regulations can be a bit of a learning curve. Each county has its own regulations. The biggest variable is the distance the livestock facility must be from a neighbor. AFAN is a resource to help producers understand what they have to comply with while helping them through the process.

NSB: Outside of working with producers, what other kinds of projects do you work on?

SM: AFAN works with our state and local economic development people to support the recruitment of new ag processing companies. By creating more



Check out these new videos on the AFAN YouTube channel! | @BecomeAFANtv



SCAN TO SEE VIDEOS

demand for the products farmers and ranchers raise, we hope to create greater economic returns.

AFAN stays in contact with state and local officials to ensure that the decision makers have current information about livestock facilities so they can make fact-based decisions.

NSB: How is AFAN supported?

SM: AFAN is supported by our board, who are our founding members. We are also a partner organization and have about 125 private companies and individuals that support us financially and with other resources. If you are interested in being an

AFAN partner, check out the options on our website or contact us on how being a partner can benefit your business.

NSB: What do you hope to see in livestock development in Nebraska over the next 5-10 years? How is Nebraska uniquely positioned to grow?

SM: A very realistic vision of Nebraska livestock is for continued growth in all species of livestock. There are currently opportunities in all livestock sectors, and we hope to see that continue to grow in the coming years.

Nebraska is uniquely positioned for growth for a couple of reasons. Number

one is water; we sit atop the High Plains aquifer and manage it for long-term sustainability. This means we have a consistent source of feedstuffs for livestock. The second reason is that we are the furthest west state with ample water and feed to continue to support the growth of livestock. This positions us well to serve the entire western United States not only as a quality resource provider, but our proximity reduces transportation costs. Finally, we have great people that know and understand the livestock industry and want to see it grow, which benefits all of Nebraska.



Learn more about AFAN at becomeafan.org.

WISHH serves as an international soy industry incubator, spurring innovation by connecting local entrepreneurs with industry-specific resources and business knowledge.



Connect with WISHH
wishh.org



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

2023 UNL CROP BUDGETS



The 2023 University of Nebraska–Lincoln crop budget projections were created using assumptions thought to be valid for many producers in Nebraska; however, each farming operation is unique and therefore, the budgets should be used as a guide when creating your own. The budgets are grouped by crop and are provided currently in multiple formats including Excel and printable PDF files using the Excel format and the Agricultural Budget Calculator (ABC) program. Detailed information on how the budgets were developed, along with machinery and ownership costs, general variables and material and service pricing are included in the introductory pages of the PDF file.

The current university crop budgets provide both a cash cost per unit of

production and a total cost of production or economic cost per unit for each crop. The cash cost figure does not include the ownership cost of machinery and equipment used in field operations or a real estate opportunity cost, while the total cost figure in the budgets is an economic total cost that includes depreciation and opportunity costs of ownership using the assumption that the operator is a landowner. The crop budgets assume that the operator is the landowner by showing an opportunity cost of ownership. Producers that lease ground should adjust the land cost by noting a rental rate or share lease percentage.

With the development of the new ABC program, rather than using the Excel template, university crop budgets can be downloaded in the ABC program

and then modified to fit individual farm operation enterprises.

The 2023 crop budgets were developed and edited by Robert Klein, extension western Nebraska crops specialist and Glennis McClure, extension educator—agricultural economics. Contributing to the budgets in their specialty areas are Cody Creech, Extension Dryland Cropping Systems; Robert Harveson, Tamra Jackson-Ziems, Dylan Mangel and Stephen Wegulo, Extension Plant Pathologists; Robert Wright, Extension Entomologist; Paul Jasa, Extension Biological Systems Engineer; Nevin Lawrence and Chris Proctor, Extension Weed Management Specialists and Jay Parsons, Professor, Agricultural Economics.

AG BUDGET CALCULATOR PROGRAM

The Agricultural Budget Calculator (ABC) program makes it possible to download one or more of the Nebraska crop budgets into your own ABC enterprise budgeting account. Using ABC, the budgets can be modified to create your custom crop budgets for 2023. Learn more at cap.unl.edu/abc or go directly to the ABC program at agbudget.unl.edu.

The new ABC program is an enterprise budgeting tool developed by the University of Nebraska–Lincoln Department of Agricultural Economics and the Center for Ag Profitability. ABC is a free online program where farm managers and producers can download UNL's budgets, then modify them with their own prices of material inputs, field operations, costs of machinery, repairs, labor and other expenses, plus add their projected revenue to calculate returns above cash and all costs. Cost of production calculations and net revenue projections can be estimated by crop, field or farm.



Ag Budget Calculator Trainings Scheduled

Online training sessions for new and existing users of the ABC program are scheduled now. For more information and to register, go to: cap.unl.edu/abc/training

To learn more about the budgets and to customize the UNL crop budgets using the new ABC program, contact **Glennis McClure, 402-472-0661**. Training sessions on the new enterprise budgeting program are scheduled on an ongoing basis.



Learn more about the Ag Budget Calculator at: cap.unl.edu/abc/training.



BEAN TO BOTTLE

HOW DOROTHY LYNCH,
NEBRASKA'S ICONIC DRESSING,
GETS A BOOST FROM SOYBEAN OIL





Dave Korger, who has helped produce Dorothy Lynch salad dressing for over 43 years, displays a tanker of soybean oil, one of the product's primary ingredients.

What's orange, goes with everything, and says "Nebraska" about as much as a run play inside Memorial Stadium? It could only be one of America's favorite salad dressings: the one and only Dorothy Lynch.

Let's talk about how Nebraska soybeans play a role in bringing this delicious condiment to the dinner table.

If you're from Nebraska, there is a good chance you grew up around Dorothy Lynch. Manufactured near Columbus in the small town of Duncan, this slightly sweet, tangy and oh-so-creamy concoction has been mass produced since 1964. Gordon "Mac" Hull purchased the recipe from restaurant owner Dorothy Lynch herself before opening his factory. Today, you can find it on store shelves in at least 25 states.

The recipe for the famous dressing—which people put on a lot more than just salads including chicken, french fries and meatloaf—stems from just four ingredients: tomato soup, vinegar, spices and (you guessed it) soybean oil produced by Nebraska farms.

In fact, Tasty Toppings, the Columbus-owned-and-operated company whose

one-and-only product is Dorothy Lynch, uses around 800 gallons of soybean oil a day, which it sources from a refinery near Hastings.

“

People have grown up with it. They remember it from childhood when it was always around the dinner table. It goes from generation to generation.

— MARILEA HULL, OWNER & CEO

”

Tasty Toppings Owner and CEO Marilea Hull took over the family business with her husband, Jamie Trebac, due to her dad's health problems in 2021. She considers supporting Nebraska agriculture and keeping Dorothy Lynch local part of her father's lasting legacy.

“Even though you can find us in half the country, our roots are right here in Nebraska,” she said. “We're proud to support local farmers, whether that's through soybeans or even the tomatoes we use in our recipe.”

Trebac, who serves as COO, revealed that Nebraska soybean oil is, in fact, one of the secrets to Dorothy Lynch's ultra-smooth texture and characteristic flavor.

“The way it blends. The way it mixes. The way it gives body. It also hits the right mix for us in terms of taste,” he said.

And, speaking of locally grown: people tend to be surprised, he remarked, to discover the dressing sold in thousands of stores is not made in a giant industrial facility, but in a small town, by fewer than 20 employees, using a number of local ingredients.

“We're not some big entity. We're here, proudly made in Nebraska,” he said. “We wouldn't have it any other way.”

For Marilea Hull (and many others), Dorothy Lynch salad dressing—once sold out of the trunk of her father's car and hawked to local grocers during family trips—has evolved from its humble origins in a smalltown restaurant into a piece of Nebraska's history, heritage and culture. It is something that anyone who has called Nebraska home, can claim as their own.

PROVIDING COVER

The Farmers for Soil Health grant will help farmers utilize cover crops to improve soil health.



Jason Penke

USDA's Partnerships for Climate-Smart Commodities program announced it will award Farmers for Soil Health (FSH) a \$95 million grant. With this award, FSH will launch a program to advance the adoption of cover crops and conservation tillage in 20 states, including Nebraska, that produce over 85% of the nation's corn and soybeans.

FSH is a collaborative effort of the United Soybean Board, National Corn Growers Association and National Pork Board with the mission to advance conservation practices to improve soil health across the U.S. The grant will fund cost share and technical assistance for cover crops to 8,000-10,000 farmers on 1.44 million acres of corn and soybeans. The grant will facilitate major progress toward FSH's goal of doubling cover crop acres in the U.S. to 30 million acres by 2030.

Today, cover crops are used on 15.4 million acres, which is only about 6% of U.S. cropland, according to the 2017 USDA Census of Agriculture.¹ In Nebraska, nearly 38,000 farmers planted about 748,000 acres of cover crops in 2017, which makes up about 3.4% of acres across the state.²

The program will offer farmers three years of declining cost-share payments to help them transition to utilizing cover crops. FSH will also work with data insights and publishing company DTN to develop a digital platform that will use satellite imagery, allowing farmers to receive an "eco-score" for corn and soybeans produced with cover crops and conservation tillage. This platform will facilitate the marketing of crops to parties interested in securing a documented source of sustainably produced corn and soybeans.

“

Cover crops improve soil structure, help recycle nutrients, reduce soil erosion, increase the soil's water holding capacity and sequester carbon. This reduces the environmental footprint of corn, soybeans and pork production because corn and soybeans are the two primary ingredients fed to pigs. It can take a few years to learn how to best utilize cover crops, and this Farmers for Soil Health program will help farmers accelerate that learning curve.

— JASON PENKE, NEBRASKA FARMER &
NEBRASKA SOYBEAN BOARD VICE CHAIRMAN

”

FSH will support state-level programs that focus on farmer outreach and education, technical assistance and financial incentives for farmers to implement and maintain cover crops. More than \$16 million of the grant will be invested in state commodity organizations and their local partners to provide technical assistance and education programs over the five-year life of the grant.

To execute this grant, FSH will receive technical assistance from the National Association of Conservation Districts, The Sustainability Consortium, Soil Health Institute, University of Missouri Center for Regenerative Agriculture, National Fish and Wildlife Foundation, DTN, National Center for Appropriate Technology and Appropriate Technology Transfer for Rural America.



For more information, contact FSH Coordinator John Johnson at jjohnson@agricola-llc.com or visit FarmersForSoilHealth.com.

¹ Census of Ag: Cover Crop Acres in U.S. Growing 8% Per Year. Cover Crop Strategies. April 16, 2019.

² 2017 Census of Agriculture. National Agricultural Statistics Service, USDA.

(YOU)


Who's the No. 1 protein source in chicken feed?
YOU are. That's right. You're winning.

All soybean farmers, including you, are really big in poultry and livestock feed. How? By pooling your resources through your soy checkoff. Learn how your soy checkoff is bringing tangible returns back to you and your operation at unitedsoybean.org/hopper.



Moving Soy Forward.
Moving You Forward.





REMEMBER,
HE
CREATED
YOU
FOR THIS.

Don't be afraid. Just believe. Mark 5:36

