

SUMMER 2022

# SOYBEAN NEBRASKA

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

## ALL ROADS LEAD TO SOY

Our domestic marketing issue showcases the splash soy is making throughout the U.S. in a multitude of industries, including some you might not expect!

- 10** | Learn about our new and improved Soybean Management Field Days, giving growers more opportunities to ask questions and address soybean production issues.
- 31** | Find out the difference between biodiesel and renewable diesel and how they work hand-in-hand for the better.

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# SOYBEAN NEBRASKA

The Nebraska Soybean Association (NSA) and the Nebraska Soybean Board (NSB) are proud to share the FY22 Summer edition of this publication with you—members of our shared community.

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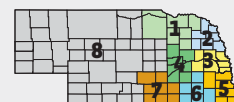


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The Nebraska Soybean Board is a private, nonprofit checkoff board responsible for the research and promotion of soybeans in an effort to increase the profitability of the state's 22,000 soybean producers.

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## On The Cover

**On the Cover:** Goodyear Assurance WeatherReady® tires, made with soybean oil, take to the rural roads in Adams County, Nebraska.

**Image Credit:** Erin Saathoff



## Note from the EXECUTIVE DIRECTOR



*By Scott Ritzman*

As a predicted 5.7 million acres were just planted here in Nebraska, the work at the Nebraska Soybean Board (NSB) rolls on to continue to build demand for the new crop.

Over the winter, NSB finalized a new strategic plan, which reconstructed a new area of focus for the board – Demand & Utilization. This area combines domestic and international marketing, with a heavier focus on domestic marketing. The recent announcements of two new soy processing plants in the Norfolk and David City areas align well with the timing of our new strategic plan. These exciting announcements also bring an opportunity for NSB to invest in the development and expansion of livestock here in Nebraska to consume that additional soybean meal produced. We want to continue educating and showcasing the quality and nutritional value of soybean meal produced in Nebraska to our customers, whether local or international. The ongoing demand for soybean oil by the biodiesel and renewable diesel markets continues to be a driving force behind the additional crush investment in the midwest. NSB continues to invest in biofuel programs that drive demand for soybean oil grown near these facilities and bring profitability back to our farmers.

Here in Nebraska and the United States, we enter a time when prices are high, and soybean acres continue to increase. The Nebraska Soybean Board works every day to find a place or use for those soybeans grown by our producers here in Nebraska.

I hope everyone has a great summer, and we see some timely rains here in Nebraska!

## View from the Chair

# GROWING SEASON

*By Doug Saathoff*

*Nebraska Soybean Board Chairman, Trumbull*



I am sitting here rewriting my opening paragraph that I started at the end of May. My first one talked of the countryside turning green with beautiful crops. The early June storms took care of that really fast in my area and many areas of Nebraska. Fields looked as if nothing was planted. The countryside is now littered with flipped pivots and hailed corn and soybeans. In many areas, replanting took off at a frantic pace and is still going on as I write this at the end of June. It has been a difficult month for many farmers in Nebraska with lots of tough decisions that had to be made. It is never easy to hook back up to the planter and to start all over, especially this late in the season. Just remember to be safe and to stop and take a break every now and then.

This issue of SoybeanNebraska focuses on the area of domestic marketing. This is one of the most important areas that the Nebraska Soybean board funds. In fiscal year 2021, NSB invested a little over \$1.7 million into domestic marketing. Growing our markets within our borders has always been a top priority, and we work with many partners to do this.

As you may have noticed, the demand for soy oil is taking off like a rocket. Renewable diesel is the new go-to fuel for states that want to lower their emissions, and renewable diesel fits perfectly into that plan. According to the U.S. Energy Information Administration, renewable diesel production has increased to 1.5 billion gallons per year. NSB started long ago to invest heavily into the biodiesel and renewable diesel marketing and research projects. Those investments paid off with increased demand and added value to the soybean.

Other exciting news for Nebraska is the announcement this winter of two new soybean crush facilities to be built. One will be in David City and the other in Norfolk. This will add to the demand for soybeans as both combined will crush over 80 million more bushels than are already being crushed in Nebraska. Like I said, the demand for oil is taking off, but we need to keep working to keep the demand up for the meal. NSB works with animal agriculture groups such as AFAN, as an example, to help expand animal agriculture in Nebraska.

In closing, I want to share some sad news. On May 17 we lost a great friend and board member unexpectedly. Larry Tonniges served as District 6 representative, was the research chair, and also served on North Central Soybean Research Program. Larry was passionate about farming and serving on NSB. We all learned a lot from Larry, and he will be missed greatly, but our memories will live on forever.



From the Association

# GROWING OUR FUTURE

By Doug Bartek, Wahoo, NSA President



Our efforts never seem to slow in the summertime when it comes to work on policy issues. The American Soybean Association has helped define our road map for the 2023 Farm Bill priorities. Every five years, the farm bill expires and is updated. It goes through an extensive process where it is proposed, debated and passed by Congress and is then signed into law by the President. The current 2018 Farm Bill expires in September of 2023.

As the House and Senate Ag Committees discuss the foundation for this legislation, ASA hopes its initial priorities list will provide insight and assure soy growers' interests are considered as the farm bill process continues with hearings this year and legislative development next year.

ASA began gathering information back in September 2021 from soy growers across the U.S., including Nebraska soybean leaders participating in various online sessions and surveys to offer feedback on the issues and the needs for the 2023 Farm Bill.

The list of priorities from these sessions will be shared with our congressional leaders as a resource and

reminder that ASA is available to assist with the farm bill reauthorization process. These priorities will be refined into more specific requests by early 2023.

The priorities contain the general needs, including farm safety net, conservation, trade, energy, rural development, research and nutrition.

Among the priorities included:

- Improving the Title I farm safety net for soybeans
- Continuing the voluntary, incentive-based, flexible approach to conservation programs
- Investing into promotion of U.S. commodities globally
- Building biobased and biofuels opportunities
- Ensuring broadband coverage is accessible throughout rural America

Having our advocate, the American Soybean Association, keeping watch over our issues in D.C. provides us security so we can rest a little easier. Your membership dues support this work. I couldn't have done these things alone, but together we can accomplish more.



## Apply for the 2023 Young Leader Program

Applications are being accepted for the 2023 Young Leader Program sponsored by the American Soybean Association and Corteva Agriscience. Individuals or couples who are passionate about the future of agriculture and want to learn and connect with other leaders, should apply for this two-phase leadership program.

For complete details and application visit: [soygrowers.com](http://soygrowers.com) or contact the NE Soybean Association at 402-441-3239 or [association@nebrasokaybeans.org](mailto:association@nebrasokaybeans.org).

Application deadline: September 19th.

### Program dates:

**Phase 1: November 29 – December 2, 2022** held in Johnston, IA at Corteva Agriscience Global Business Center

**Phase 2: March 7 – 11, 2023** held in Orlando, FL in conjunction with Commodity Classic



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A member-driven, grassroots policy organization that represents U.S. soybean farmers

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[soygrowers.com](http://soygrowers.com)

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# Remembering Larry

**Larry Tonniges, Nebraska Soybean Board (NSB)  
District 6 Director, passed away in May of this year.**

## *An excerpt from Larry's Obituary:*

Larry was born on August 12, 1955, to Melvin and Doris (Giebelman) Tonniges in York, Nebraska. He graduated from Gresham High School in 1973.

In 1986, Larry met his best friend, Susan Kamprath. On Feb 18, 1989, they were united in marriage and together they blended their families into one large, amazing family and made it a priority to treat all their children and grandchildren fairly and equally. She was the love of his life and together they worked side by side on the farm throughout their marriage.

Larry was a farmer. It was in his heart, in his soul, it's what he was born to do. He grew up on the family farm and was a proud 5th generation farmer who still farmed part of his family's original farmstead. While he wasn't always the most talkative person in general, if you got him talking about farming, he could talk for hours. You could feel the passion and wisdom in his voice as he spoke.

He had a great memory and could recall not only what crop but what hybrid was planted when and where and how it performed. His mechanical knowledge was endless and there was no problem he couldn't figure out how to fix—he was MacGyver. He also loved to mentor young farmers. He understood how important it was for him to share his knowledge and experience and how that helped them learn and understand the job of farming. As much as he loved farming, he loved watching his children and grandchildren in their various activities even more. He and Susan made attending those activities

a priority, and you could see the overwhelming pride beam from his face as he watched them. Family was very important to Larry, and he was ultra-protective of his crew.

In addition to farming, Larry also raised cattle for many years and embraced that work with the same passion and excitement that he had for raising crops. In recent years, Larry replaced raising cattle with a spot on the Nebraska Soybean Board.

He was a past Chairman of the Board's Research Committee and the Nebraska Representative on the North Central Research Program from 2016-2018. He truly embraced and enjoyed that position and took great pride in his role and the impact the board had on the farming community.

## **A MESSAGE FROM NSB:**

We are filled with great sadness regarding Larry's passing. He was a valued member of our industry and will be deeply missed. Larry brought great talent, wisdom and extensive knowledge of farming and the agricultural industry to the Board and all Nebraska soybean farmers. Please keep Larry's family in your thoughts and prayers.



Larry Tonniges

# STRATEGIC PLAN

FY23-26



## Farmer Support

Share ideas and information to support and encourage Nebraska soybean farmers.



## Production & Crop Research

Invest in targeted research to improve Nebraska soy production and quality.



## Community Engagement

Interact with our local communities to showcase Nebraska soybeans, farms and farmers.



## Demand & Utilization

Promote the power, versatility and sustainability of Nebraska soy.

## MISSION

Growing value for Nebraska farmers by maximizing their checkoff investments.

## VISION

Feeding, fueling and innovating for the future.

## CORE VALUES



### INNOVATION

Explore opportunities through new perspectives and ideas.



### ADAPTABILITY

Meet the evolving needs of Nebraska soybean farmers.



### COLLABORATION

Develop and sustain partnerships to achieve shared goals.



### LEADERSHIP

Foster an environment of individual growth and diversity.



### INTEGRITY

Honest and transparent investment of checkoff funds.

This is the **NEW** Nebraska Soybean Board strategic plan. The board will make funding decisions based upon proposals matching their strategic plan and conveying the soybean checkoff message.

The Nebraska Soybean Board is requesting project proposals for fiscal year (FY) 2023, which starts October 1, 2022, and ends September 30, 2023. Additional and new proposals will be accepted for the remainder of the summer months. Proposals will be evaluated on

their effectiveness at addressing the needs of Nebraska soybean producers and the Nebraska soybean industry. They will also be reviewed for providing a return on NSB's mission, which is to grow value for Nebraska farmers by maximizing their checkoff investments.



**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.*

# NEBRASKA SOYBEAN BOARD HOSTS ITS FIRST ASA/WISHH INTERNATIONAL TRADE TEAM

In May, Nebraska Soybean Board Chairman Doug Saathoff hosted the American Soybean Association/World Initiative for Soy in Human Health's (ASA/WISHH) trade team comprised of seven food company leaders from Sri Lanka and one from Ghana. WISHH used U.S. Department of Agriculture Emerging Markets Program and Market Access Program funding to support the trade team and give the company representatives a firsthand look at the quality of U.S. soy, and how it's produced to meet high standards for quality, safety and sustainability.

To provide further insight into the quality of U.S. soy and new ways to use soy, the trade team also toured an Ag Processing Inc. soy processing plant before participating in University of Nebraska-Lincoln Food Processing Center Extrusion Workshop, which introduced them to innovative ways to use soy in cereals, snacks and more.

The participating South Asian food companies found the trade team is important to their innovation and growth strategies that include soy protein for cereals, snacks and livestock feed.

The CEO of the West African food company is a long-time WISHH strategic partner who uses soy protein to make nutritious fortified foods. Collaboration with WISHH contributed to him expanding the company to also produce poultry and other animal feeds made with soy. He described how WISHH works with his company to offer a reliable supply of affordable foods that meet protein demands in his country. "If you are a processor, you need to know how the crop traverses across the value chain," said CEO Samuel Ntim Adu, in describing the importance of the trade team. "The thinking of moving from the farm to the holding area and to how it is processed and into the market is all very important."





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# Work Smarter, Not Harder

## 2022 SOYBEAN MANAGEMENT FIELD DAYS

New

*Not just another field day! We are changing things up a little this year, so growers have more opportunities to get questions answered and can help us address soybean production issues that drive future research.*

We are keeping the things you've always loved about Soybean Management Field Days such as field tours and presentations. But we will also have more interactive discussion. Come see your checkoff dollars at work and get best practices you can implement in your fields by attending 2022 Soybean Management Field Days.

**"There is a great variety of information and lots of good examples with plants, pictures and plots to get that hands-on feel."** - Past Participant

**This year's topics are demonstration-focused with variation between sites based on each region's needs**

- **Insect Management** - Eastern sites will cover soybean gall midge and Western sites will look at stem borer
- **Soybean Disease Management**
- **Cover Crops**
- **Irrigation Management** (Auburn focus will be dryland issues, including cover crops)
- **Weed Management** - Combine cleanout and weed seedbank
- **Ag Economics** - Agricultural Budget Calculator (ABC)
- **Fertility Discussion**
- **Precision Ag** - Planter setting and drones
- **Biodiesel & Renewable Diesel** - fuels from the farm and best practices



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**4 DAYS - 4 LOCATIONS**  
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9:30 a.m. - 2:30 p.m. (Registration begins at 9 a.m.)



- Addressing issues that are important to farmers, as well as challenges on the home front and internationally.
- Highlighting checkoff dollars at work in: Research, Marketing, Promotion, New Uses, and Education.
- Field tours and presentations in tents.
- Complimentary admission and lunch.

Maps, additional topic info and more at:  
**[enrec.unl.edu/soydays](http://enrec.unl.edu/soydays)**  
Ph. 402-441-3240 or 402-624-8030







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Moving Soy Forward.  
Moving You Forward.



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## DOMESTIC MARKETING

# All Roads Lead to Soy

Learn about the role soybean farming is playing in domestic markets, improving industries ranging from bread to shoes and clean fuel.

### 13 | Increasing Demand for Nebraska Soybeans through Biodiesel Infrastructure Development

Six projects have been implemented through the NSB Biodiesel Infrastructure Partnership program with another site to come online later this year.

### 14 | Clean Fuels Driving Demand for Soybean Oil

See why the demand for U.S.-grown soybean oil is on the rise, especially in the clean fuels sector.

### 15 | The Proof is in the Nutrients

The U.S. Soybean Export Council released a Nutrient Value Calculator, aimed at showing buyers that they should look at more than soy's price tag.

### 16-17 | Soy Treads New Paths

From tires to shoes, soy makes a splash in industrial applications.

### 18-19 | Shopping for Soybean Oil

Soybean oil is renowned for its versatility, and is a great option for the food industry and your kitchen.

### 20-21 | Infrastructure Inflation

The Nebraska Soybean Board and Soy Transportation Coalition look to combat infrastructure inflation with a rural bridge initiative.

### 23 | Soybean Oil Shines During Vegetable Oil Supply Issues

Supply chain issues continue to cause shifts in pricing for different oils, leaving soybean oils to shine in domestic markets.

### 24-25 | Soy Happy Together

Rotella's Italian Bakery talks about their family-owned business and their use of roughly 8.5 million lbs of soybean oil per year.



## DOMESTIC MARKETING COMMITTEE



Doug Saathoff

Jason Penke

Ruth Ready (chair)

Greg Anderson



# INCREASING DEMAND

## for Nebraska Soybeans through Biodiesel Infrastructure Development

By MEG Corp staff

One of Nebraska Soybean Board's strategic goals targets growth in demand for Nebraska soybeans as a feedstock for biodiesel and renewable diesel. To help meet this goal, NSB partners with MEG Corp, a fuel consulting company based in Plymouth, MN, to increase biodiesel infrastructure in the state, making it easier for fuel suppliers to blend biodiesel with petroleum diesel in common blends of 5%, 10% and 20%, and for retailers to provide these blends for their customers. Six projects have been implemented through the NSB Biodiesel Infrastructure Partnership program with another site to come online later this year. Additional projects are in the works; however, supply chain delays have postponed their implementation.

While infrastructure is expanding, terminals where fuel distributors get petroleum products often do not currently offer biodiesel. To make it easier for fuel suppliers to access biodiesel, NSB has partnered with Sapp Bros.



A 20,000-gallon insulated tank with heated arm allows for biodiesel blending in all seasons at the Sapp Bros. site in Geneva.

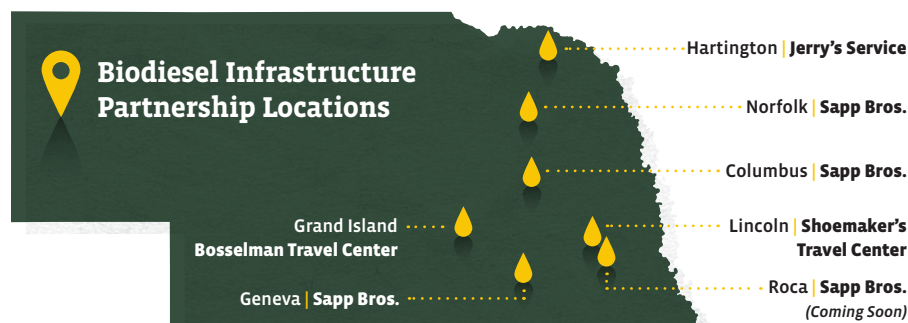
Bros. to set up three biodiesel loading facilities near petroleum terminals. Fuel suppliers load diesel at the terminal and then add biodiesel to the desired blend level at the nearby blending site. A new site is expected in Roca later this year.

Other projects like Jerry's Service in Hartington, Shoemaker's Travel Center in Lincoln, and Bosselman Travel Center in Grand Island, utilize

fuel storage tanks and equipment that allow management to blend diesel and biodiesel to the desired blend on-site.

"Biodiesel use supports Nebraska's economy and local communities, and Sapp Bros. believes in providing biodiesel blends for our customers," stated Andy Richard, CEO of Sapp Bros. "We are very excited about our newest site in Roca. It is strategically located near two fuel terminals and will make biodiesel blending widely available in the area. We believe it will be our best location yet."

Studies show the biodiesel market adds \$1 or more in value to each bushel of soybeans. Requests from farmers are important in the effort to expand biodiesel availability throughout the state. Ask your fuel supplier about including biodiesel in your next delivery.



Questions about biodiesel? Contact the Diesel Helpline at (800) 929-3437 or [info@megcorpmn.com](mailto:info@megcorpmn.com).



# CLEAN FUELS DRIVING DEMAND FOR SOYBEAN OIL



Photo credit: United Soybean Board

**W**ith 91 million acres projected to be planted and unprecedented prices, soybean farmers are poised to produce a record crop this year.

“It comes at a time where the world needs a big crop out of the United States,” said Mac Marshall, vice president of market intelligence at United Soybean Board (USB). “We’re at a place where global vegetable oil supplies are some of the tightest in recent memory.”

The demand for U.S.-grown soybean oil is on the rise, especially in the clean fuels sector. Soybean oil comprises about half of the feedstock for these fuels. With more corporations and governments aiming to reduce their carbon footprint, biodiesel, renewable diesel and sustainable aviation fuel—which offer a superior carbon profile than petroleum fuels—are positioned to help meet those policies.

“We should be doing everything we can to minimize that negative impact on the environment,” said Donnell Rehagen, Clean Fuels Alliance America CEO. “Biodiesel, renewable diesel and sustainable aviation fuels are available in the marketplace today. It is a solution

that we can change the emission profile of any vehicle tomorrow.”

Historically, soybean meal has been more valuable than oil, with 70% of the bean’s value residing in the meal—but the market is shifting.

“

I think the country has figured out something we’ve known for a long time—that there’s a cleaner way to produce energy than we have for the last several decades.

— **DONNELL REHAGEN, CLEAN FUELS ALLIANCE AMERICA CEO**

”

“It’s still protein-driven, but soybean oil is now carrying its fair share of the load,” said Alan Weber, senior advisor for Clean Fuels Alliance America and Missouri soybean farmer. He cites oil’s crush margin growing closer to 50% of a soybean’s overall value.

“That’s significant, and a lot of it has to do with the fact that we’re seeing this

growth in the marketplace,” he said. “We’ve had a lot of expansion of renewable diesel facilities that have either been built and are starting to operate, or that have been announced to come online over the last few years.”

He said that private companies are building additional crush facilities in the United States, which are projected to contribute more than \$4 billion to rural communities.

The increasing demand for soybean oil in the clean fuels sector isn’t taking away soybeans from the food sector—the two work together.

“Soy farmers certainly play a role in combating food insecurity—that’s always been there,” Marshall said. “But we’re also going through a period where in this country and the world, we need to have some degree of energy transition as we think about moving from fuel that’s strictly extracted to fuel that’s renewable, and soy has a role in that. I think it’s really exciting that soybeans—from meal to oil—can address both the issues of food insecurity and energy transition.”

## VALUE OF NEBRASKA SOYBEANS:

# The Proof is in the Nutrients

**W**ith input prices still rising, farmers are stretching every dollar they spend. The soy checkoff, though, is looking to add to the dollars they'll make, showing buyers they should look at more than soy's price tag.

In 2020, the U.S. Soybean Export Council released a Nutrient Value Calculator, which allows international feed buyers and nutritionists to assess the value of U.S. soybean meal compared to meal of other origins.

"The calculator proves what we know: U.S. soybean meal has higher value, but our quality is top-notch compared to soybean meal of other origins," says Tony Johanson, a Nebraska farmer and soy checkoff farmer leader.

Soybeans, corn and beef are the top three agricultural exports in Nebraska. Exports of corn and soybeans set records in 2021, with soybean exports equaling \$27.4 billion and corn exports hitting \$18.7 billion, up from about \$25 billion and about \$9 billion respectively. And it looks like Nebraska farmers won't slow down in 2022. With checkoff support, meal will continue to find markets to nourish the world.

When the value added by U.S. soybeans is made clear to customers, their decisions and their demands are simple.

Using the nutrient value calculator (NVC), developed by Genesis Feed Technologies in partnership with the soy checkoff, the economic value of

U.S. soybean meal can be evaluated by using formulas representative of regional feed manufacturers. Nutrient values and prices of all the other components of the diet are also used in the tool's calculations.

"Ultimately, we can prove that U.S. soybean meal has better internal quality parameters," says Karey Claghorn, the senior director of market development for USSEC.

It's clear that U.S.-grown soybean meal provides the numbers nutritionists need, but it also comes with so much more, such as a readily available supply and a dependable infrastructure system to get our product where it needs to be when it needs to be there, according to Johanson.



Learn more at [nefb.org/03/14/2022/soybean-corn-exports-reach-records](https://nefb.org/03/14/2022/soybean-corn-exports-reach-records) or scan the QR code.



# Soy Treads NEW PATHS

From tires to shoes, soy makes a splash  
in industrial applications.

**Y**ou could say that soybean farmers are helping Goodyear Tire and Rubber Company go the extra mile. That's because four of the tire giant's bestselling, premium tires are being manufactured using soybean oil.

Ed Lammers, United Soybean Board Secretary, said that multiple decades of soy checkoff helped support research by Goodyear. Soy checkoff refers to the .5 percent of each bushel that U.S. soybean farmers contribute to research and projects related to new uses for soybean, helping to develop various markets and more.

"The multiple decades of soy checkoff to support research by Goodyear showed soybean oil could improve flexibility across temperatures and enhance traction in rain and snow conditions, while we are displacing petroleum oil," Lammers said. "Goodyear officials say the use of soybean oil in these new tire lines is a significant innovation that reduces the amount of petroleum base materials needed for tire production."

According to Goodyear, soybean oil helps improve tire flexibility in lower temperatures, in addition to the

increased traction in rain and snow that Lammers mentioned. Plus, it's a huge win for providing further support for soybean farmers.

"Soybean oil is a renewable resource, and this new industrial use opens yet an additional market for the increasingly versatile soybean," Goodyear's website states.

Lammers said that Goodyear has added additional tire lines using renewable

soybean oil compounds. Recently, he said they rolled out their first soy-based tires for waste haulers and city buses.

"It's a breakthrough for U.S. soybean growers and the cities that depend on high performing and sustainable tires," Lammers said. "These big tires and other tire lines with soybean oil are an exciting way to deliver sustainable soy to more lives everyday."

## Goodyear Assurance WeatherReady® Tires

After years of testing, Goodyear Tire and Rubber Company announced the release of Assurance WeatherReady tires, featuring a unique soy-based tread with enhanced traction. Our best all-weather traction, for Mother Nature's worst. Now you can feel confident with superior performance in even the harshest weather conditions.



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Soybean oil replaces petroleum-based mineral oil as a plasticizer or extender in the polymer finishing stage of SSBR (solution styrene-butadiene rubber) polymer production.

[goodyear.com/en-US/tires/assurance-weatherready](http://goodyear.com/en-US/tires/assurance-weatherready)







More industries are taking notice of the ample benefits of utilizing soybean oil, all with the help of Goodyear's rubber technology.

This time, the treads come on a smaller scale but produce the same big results. Shoe manufacturer Skechers® has partnered with Goodyear to deliver grip, sustainability and durability for select models of their shoes.

According to Tires and Automotive Parts News Resource, Skechers® has partnered to use Goodyear Performance Outsoles in select styles of their performance footwear. Skechers has even won multiple awards for shoes using this technology, including Editor's Choice for "Best New Running Shoe" by *Runner's World*.

Lammers said it was exciting to see the technology spread across multiple industries that are utilizing soy checkoff for advancements.

"We are excited about this multiplier effect growing from the collaboration of Goodyear and the soy checkoff," Lammers said.

In a press release, Skechers President Michael Greenberg said he expected the partnership to resonate with customers due to the innovation and comfort they already know and love.

"Through this effort, select products will feature Goodyear Performance Outsoles, offering that extra edge where it's needed most—be it enhanced stability on a run, excellent grip over slippery surfaces in the workplace or durability on the playground for long-lasting wear," Greenberg said.

“

This collaboration is an example of two trusted brands coming together to create a high-tech product that will truly benefit our consumer.

— MICHAEL GREENBERG, SKECHERS PRESIDENT

”

### Soy-Based Skechers® Shoes Available for Order

[www.skechers.com/technologies/features/goodyear-rubber](http://www.skechers.com/technologies/features/goodyear-rubber)



SCAN TO LEARN MORE





# Shopping for *Soybean Oil*

By Kaci Vohland - Registered Dietician - Communique, INC.

**H**ave you ever been overwhelmed walking down the aisle of cooking oils at the grocery store? You are not alone. With so many options and the abundance of information available, it can be hard to choose.

Most consumers are looking for options that provide good fats for their family. Soybean oil is a choice that more than fits the bill. You may not think of soybean oil as an option because it is not often labeled as such on the store shelves. Did you know that most “vegetable oils” are 100% soybean oil? Take a look at the ingredients label next time to see for yourself.

Soybean oil is praised for its versatility. Here are just a few uses for soybean oil at home:

- **Sautéing:** Soybean oil has a neutral flavor profile and high heat stability.
- **Deep frying:** This oil has lower levels of polymerization, which can cause buildup on cooking equipment such as fryers (at home or commercially).
- **Baking:** Soybean oil provides favorable and desirable end products.
- **Dressings:** The neutral flavor of soybean oil serves as a vessel to let the intended dressing flavors shine through.

On top of its flexibility, soybean oil also contains many health benefits that consumers are looking for. It is a heart healthy option because it contains poly- and monounsaturated fats. It contains both omega-3 and omega-6 fatty acids and is one of the few non-fish sources of omega-3s, which some studies suggest that people who get more omega-3s may have a lower risk of cardiovascular disease, breast cancer, Alzheimer’s and dementia.

Soybean oil is also a good source of vitamin E that can be included in the U.S. diet. Most Americans do not meet the estimated average requirement



(EAR) for vitamin E, even though it is important for vision, skin and brain health. Additionally, soybean oil does not promote inflammation.

In 2017, the U.S. Food and Drug Administration (FDA) even recognized soybean oil for its cardiovascular health benefits with a qualified health claim. It states, *“Supportive but not conclusive scientific evidence suggests that eating about 1½ tablespoons (20.5 grams) daily of soybean oil, which contains unsaturated fat, may reduce the risk of coronary heart disease. To achieve this possible benefit, soybean oil is to replace saturated fat and not increase the total number of calories you eat in a day.”*

Some may be concerned about food allergies since soy is one of the top nine allergens in the U.S. However, even those with a soy allergy can safely consume highly refined soybean oil without having an allergic reaction because it does not contain the soy protein (which is what causes the allergic reaction).

High oleic soybean oil (HOSO) is a newer innovation of soybean oil that commercial operations have been utilizing. HOSO, which is higher in monounsaturated fat, provides several benefits such as extended shelf life for processed foods and extended fryer life for the food industry. It also provides heart health benefits while delivering a neutral taste profile.

Lastly, both soybean oil and high oleic soybean oil are U.S. grown. The soybeans used to make these oils are grown by U.S. farmers, making them an economical choice. With the heart health benefits and ability to support our soybean farmers, soybean oil is a winning choice for you and your family.

#### Sources and references:

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# NEBRASKA SOYBEAN BOARD AND SOY TRANSPORTATION COALITION COMBAT “INFRASTRUCTURE INFLATION” VIA RURAL BRIDGE INITIATIVE

*By Mike Steenhoek, Executive Director, Soy Transportation Coalition*

**T**he sticker shock Americans are increasingly experiencing is not limited to grocery stores or gas stations. Inflation is also having a significant impact on the cost of constructing roads, bridges and other infrastructure projects. According to the American Road and Transportation Builders Association, the cost of highway and road construction materials has increased by 21% over the past year. Primary contributors are the escalating cost of diesel fuel, gasoline, steel and other materials, as well as persistent labor shortages.

While the recently enacted “Infrastructure, Investment and Jobs Act” and other state and local measures will provide additional resources to address some of the nation’s lingering transportation challenges, the inflation in the road construction industry will continue to erode some of the purchasing power of this increased funding. Taxpayer dollars devoted to improving and modernizing the various links in our supply chain will not be able to accomplish as much as normal.

It is always appropriate to explore opportunities to promote more economical ways to maintain and improve our infrastructure,

but it is particularly timely given the current cost of inflation for road and bridge construction projects. In an effort to combat this infrastructure inflation, the Soy Transportation Coalition (STC) is partnering with the Nebraska Soybean Board and a number of other state soybean organizations to promote innovative methods of replacing and repairing rural bridges that:

- ▶ Will provide notable cost savings
- ▶ Have been validated as safe by members of the engineering community
- ▶ Are widely accessible throughout rural America

In 2021, the STC published the report, “Top 20 Innovations for Rural Bridge Replacement and Repair,” that profiled specific opportunities for states, counties and municipalities to maintain and improve their bridge inventory while making the taxpayer dollar stretch further. In order to encourage further utilization of the innovative approaches featured in the report, the STC, the Nebraska Soybean Board and other soybean farmer organizations



## SOY TRANSPORTATION COALITION

are offering funding to help underwrite some of the pre-engineering and design expenses of replacing a rural bridge if one of the concepts in the report is utilized and if the bridge being replaced is located in an area in which soybeans or soy products are transported.

“Many of the innovative concepts featured in this report can result in a 50% or greater cost savings for rural counties,” says Jonathan Miller, a soybean farmer from Island, Kentucky, and chairman of the Soy Transportation Coalition. “This can easily result in replacing a bridge for \$100,000 to \$150,000 compared to the prevailing method of \$250,000 to \$400,000. Farmers understand with their own operations that simply spending our way out of a problem will rarely be successful. We also need to embrace innovative ways to save our way out of a problem. This approach that works so well on the farm also applies to maintaining and improving our infrastructure.”

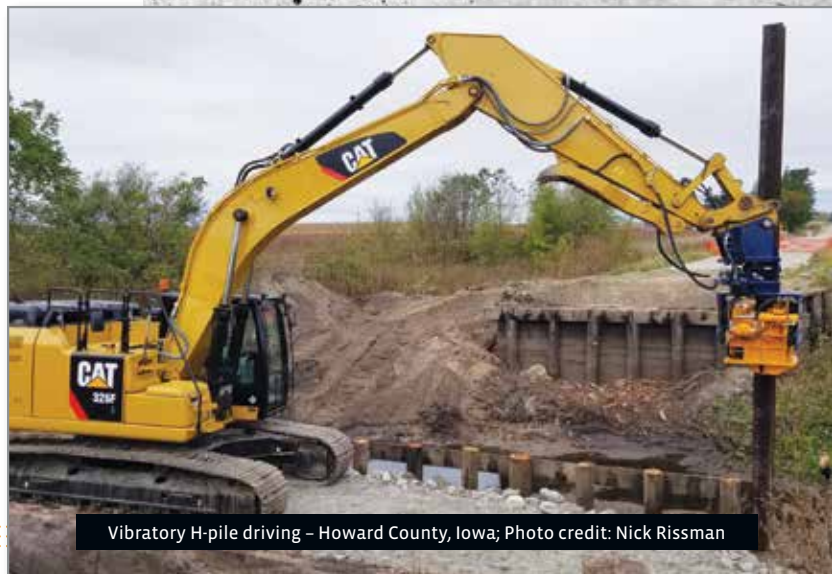
In providing this funding, the STC, the Nebraska Soybean Board and other soybean farmer organizations hope to provide tangible savings for those states, counties or municipalities who partner in the project, as well as further demonstrating these cost-saving concepts in Nebraska and elsewhere—resulting in greater momentum for others to utilize them in the future.



Rural Bridge – Saunders County, Nebraska; Photo credit: Thomas Hoxmeier



GRS-IBS Bridge – Midland County, Michigan; Photo credit: Mike Steenhoek



Vibratory H-pile driving – Howard County, Iowa; Photo credit: Nick Rissman



To review the report, **“Top 20 Innovations for Rural Bridge Replacement and Repair,”**

go to **SoyTransportation.org** or contact Mike Steenhoek, executive director of the Soy Transportation Coalition, at **515-727-0665** or **mstenhoek@soytransportation.org**.



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# SOYBEAN OIL SHINES AMIDST DISRUPTED GLOBAL VEGETABLE OIL SUPPLY CHAINS

*By Mac Marshall, Vice President, Market Intelligence for the United Soybean Board*

**T**he vegetable oil complex is a flotilla of boats navigating the tide in a pattern that, for the most part, keeps individual members—soybean, palm, sunflower, canola—relatively close together. Each major oil type has a relatively steady price relationship with others in the complex based on global supply and demand. Historical trends show they all remain sailing in the same general direction over time, with similar price patterns despite occasional fluctuations based on world events. Understanding the global vegetable oil complex starts with a firm grasp of the fundamentals underpinning prices for specific oils.

The tides on which those boats sail have changed; the world vegetable oil market is much different today than it was two years ago, and farmers and the entire soybean industry are responding to changing market signals to meet global demand. The COVID-19 pandemic, the war in Ukraine and volatile weather for oilseed farmers have changed global supply chains. Those chains have stretched and sometimes broken altogether while oil demand trends higher. The boats are still sailing together, but their speed and direction doesn't always follow past trends. And the soybean industry is stepping into a leadership role in meeting oil demand based on current market conditions.

We have to zoom out and look globally to appreciate the whole complex of oils, the price relationship among them and soybean oil's role in the complex. Understand what happens in those different corners of the global market—the Black Sea region for sunflower oil, Canada for canola oil, Southeast Asia for palm oil and the U.S. and South America for soybean oil. It all interlaces into one complex supply chain that's challenged by many factors.

## A world of variables influence today's oil market

The convergence of increasing vegetable oil demand and supply chain disruptions will continue to cause shifts in pricing for different oils, making it important for buyers to know the impact of events and oilseed growing conditions as they relate to supply and demand. For example, drought in Canada during the 2021 growing season cut that nation's canola output. COVID-19 restrictions on cross-border workforce deployment that are starting to ease in places like Malaysia, and an Indonesian ban on that nation's exports continue to affect



southeast Asian palm oil production and market availability. And the war in Ukraine is disrupting both sunflower production and the movement of the crop and oil to the global market through normal Black Sea shipping terminals.

These global factors really come more into play when you have disruptions on the supply side. When you consider all the supply chain disruptions for a litany of products, like fertilizer movement out of the Black Sea or the cut in grain exports coming out of Ukraine this year and probably the next couple years, you start to see unfortunate erosion in trust in global supply chains. But people around the world need food; while these chains will see disruptions, we can have faith this necessity will support the general availability of what everyone needs.

## Oil complex pricing moving forward

Price volatility will continue in the vegetable oil complex. Costs will likely continue to fluctuate based on supply, demand, world events, crop growing conditions and periodic breaks in supply chains. Given these market realities, what is most critical is focusing on what you can control and what you do best and recognize the market signals will always shift. Though the individual boats in the flotilla will remain tethered to one another, market-moving signals from world events will dictate which will be best to board in meeting your vegetable oil needs in today's marketplace. Given the above global market cues, soybean oil looks to be a lead boat in meeting world demand.

The silos pictured are attached to the Rotella's Italian Bakery facility in La Vista, NE and are used to store flour for the bakery.



# SOY HAPPY *Together*





Lou Rotella III says Rotella's bakery has been using soybean oil for decades on many products, like the bread loaves seen above.

## Rotella's Italian Bakery Relies on Roughly 8.5 Million lbs. of Soybean Oil Per Year

Louis Rotella III knows a thing or two about baking high quality products with locally sourced ingredients. In fact, you could say it's baked into his DNA. That's because Rotella's Italian Bakery has been a family tradition since 1921 and spans five generations.

"Our commitment to the customer will never waver: We work with only the highest-quality, most wholesome foodservice ingredients," their website states.

For decades, Rotella III said that Rotella's Italian Bakery has been using soybean oil in products like their breads, rolls, hoagies, hotdog and hamburger buns and ciabatta, to name a few. The Italian bakery uses roughly 8.5 million lbs. of soybean oil a year.

"Our longstanding relationship with our local supplier has been extremely important throughout the pandemic," Rotella said. "We were able to work together to mitigate supply chain issues (longer lead times, shortage in personnel, etc.) so we could continue getting product out to our customers."

The now infamous Italian bakery began more than a century ago from humble beginnings in Calabria, Italy, where the Rotella family would bake bread for the villagers. Now, the Nebraska-based Italian bakery still remains committed to high-

quality ingredients to make their more than 400 varieties of bread and other bakery items.

Rotella's Italian Bakery currently resides on a 40-acre campus in La Vista and relies on local suppliers when possible. As an added benefit, Rotella III said that local suppliers are also beneficial for their customers.

"Anytime you can utilize a local supplier, especially with freight costs the way they are today, there is a potential cost savings for your customer," Rotella III said.



For more on the history and tradition behind Rotella's Italian Bakery, visit [rotellabakery.com](http://rotellabakery.com).



# FOOD IN THE FIELD



## Hannah Guenther Shines Spotlight on Health & Wellness for Farmers



Long hours in the field can make it easier to slip up on healthy habits. After all, farmers are focused on feeding others, and sometimes that means their nutrition falls to the wayside. However, a job well done comes when those farmers are nourished just the same.

Enter Hannah Guenther—Extension Educator of Food, Nutrition and Health for Food in the Field, a free education program for Nebraska farmers and ranchers to make healthy choices during busy times.

She's on a mission to shine a spotlight on the difficulties farmers face to balance their nutritional needs during stressful times and those long, grueling hours in the field. That's why Guenther is helping farmers (and families alike!) understand healthy eating patterns, including providing recipes and tips to create nutritious home-cooked meals that transfer from table to field.

We caught up with Guenther to find out more about the Food in the Field program, what drives her and tips for farmers looking to put their health and nutrition first.

**Nebraska Soybean Board (NSB):** Where did your passion for nutrition begin?

**Hannah Guenther (HG):** I have been passionate about food for as long as I can remember. Even when I was little all of my favorite pages of story books always had food on them! My mom is an amazing home cook and made everything from scratch. I didn't even know boxed meals were an option! I was always right beside her in the kitchen, so it wasn't long until I started cooking and baking on my own. When I went to college, I actually started as a Textile and Clothing Design major, but it wasn't long before I found my way back into the nutrition program's kitchen. College was the first time I started learning about the functionality of food with



Hannah Guenther

nutrition, and I loved every class that I took! I feel so thankful that I am able to share my love of food and nutrition each day at work.

**NSB:** What is Food in the Field, and how can it benefit farmers across the state?

**HG:** Food in the Field is a nutrition education program designed for farmers and their families to make healthy eating choices during the busy seasons of harvest, planting, as well as year-round! We all know how stressful the profession of farming can be. When stress levels are running high, it is easy to put healthy eating on the backburner. Food in the Field provides you with relevant nutrition information, resources and recipes to help make the healthy choice the easy choice. When you eat better, you feel better, and you are better able to handle stressful situations.

**NSB:** What was the inspiration behind the Food in the Field program?

**HG:** My husband! I am not from a farming background, so I have learned a lot since being married to my husband, Adam, who is a farmer/feeder and manager of his family's feedlot in Northeast Nebraska. During my first run-in with harvest, I couldn't help but notice his eating patterns and how they changed. Meals looked a lot like one handed dining options from the local convenience stores, bags of chips and sugar-sweetened beverages. I thought to myself, here is someone dedicating their life's worth to providing nutritious food at the expense of his own health. At the same time, our local hospital reached out about providing some nutrition information to farmers after biometric screenings. I found no nutrition education that was relevant to this target audience. I knew that recommending tofu and hummus wasn't going to go over very well—so this led to the creation of a program geared toward feeding farmers and their families or truly anyone looking to learn more about a healthy eating pattern.



**NSB:** Other than the Food in the Field program, what are some tips that you have for farmers on the go?

**HG:** One of the biggest takeaways from the program is small shifts toward a healthier eating pattern. You don't have to do a complete diet overhaul in order to eat healthy; incorporating small shifts that continue over time can have an impact on your health. One small shift that can pack a big health punch, especially on-the-go, is to shift from drinking sugar-sweetened beverages to water or unsweetened tea! Dietary guidelines recommend limiting added sugar to 7-9 teaspoons per day. One 20oz bottle of soda has over 17 teaspoons of sugar! That is over two times the daily recommendation!

**NSB:** Why are easy, healthy meals important to better feed those who feed us?



**HG:** I know how I could answer this question, but it's more important to hear why they are important from the farmers themselves. Here is my husband's answer to the question above:

"Meals are my morale booster when it's harvest and planting season. It may sound silly, but getting a meal to the field makes me feel a little less like I'm living out of a tractor cab. Although I do love when you bring me a cheeseburger and French fries every now and then, I do feel overall better with a healthy meal. It makes me not as sluggish so I can keep working to get the crops in or out of the ground." –Adam Guenther.

**NSB:** What else would you tell farmers who might not know much about good nutrition?

**HG:** Eating healthy doesn't mean a complete diet overhaul or that you have to give up the food that you love and enjoy. Find small shifts to make those meals a little healthier, like including whole grains, choosing a variety of lean protein sources and trying to incorporate more fruits and vegetables into your diet. It may sound daunting to eat healthy, but it can be as simple as using a whole grain bun and lean ground beef for your burger or including a piece of fresh fruit or 100% fruit juice with your breakfast.

**NSB:** How can our readers learn more?

**HG:** If you would like to have Food in the Field be a part of your next event, field day or conference, please contact Hannah at [Hannah.Guenther@unl.edu](mailto:Hannah.Guenther@unl.edu) and Tara at [Tara.Dunker@unl.edu](mailto:Tara.Dunker@unl.edu).

If you want to receive monthly nutrition information, relevant resources and recipes from our Food in the Field program, sign up for our newsletter **HAY THERE**. Simply scan the QR to start receiving information sent directly to your inbox!



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\*Please note that the Nebraska Soybean Board does not directly fund Food in the Field, but supports its initiative and feeding those who feed us!





# U.S. SOY OIL MARKET REMAINS STRONG

By Scott Gerlt, American Soybean Association Chief Economist



**T**he soy oil market by all accounts has a promising future but is being swayed by many factors at present. While many new renewable diesel plants have been announced recently, most of those plants are not yet online. And, international issues—drought, war, COVID-19, export bans—have affected supply and thus driven up the price for soy oil.

Domestic soybean oil supplies remain strong. The National Oilseed Processors Association, which represents 94% of crush capacity in the U.S., reported a record March 2022 soybean crush level. January, February and April had the second-highest crush levels for those


months. And, for the current marketing year, USDA is projecting a record amount of U.S. soybean oil production.

While the price of soybean oil has increased, its impact on retail food items is negligible. Soybean oil represents a very small share of the cost of most food items. In fact, if manufacturers held their recipes constant, doubling the price of soybean oil would increase the price of bread by only a third of a percent, according to a study conducted at Purdue University and sponsored by the United Soybean Board.

When considering the effect of biofuels on food prices, it is tempting to focus on just oil. However, crushing soybeans

produces about four pounds of protein-rich soybean meal for each pound of soybean oil. This meal is used in animal feed. In fact, for each gallon of renewable diesel produced from soybean oil, there is enough soybean meal also produced to provide the high-protein feed requirements needed for more than 30 pounds of poultry meat for U.S. consumers.

While renewable diesel looks to provide strong growth to the soybean sector, the soybean oil price situation right now is tied to many international events. Domestic supplies remain strong. Even with higher soybean oil prices, the effect on U.S. consumers is quite small.



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NEW STORY OF A FANTASTIC SOY SAGA

## RESEARCH TO THE RESCUE

When it comes to decoding production issues on your farm, you can count on soybean checkoff research to save the day. For decades, research superheroes have partnered with farmers to track down and battle in-field archenemies with great success. Their extraordinary powers not only help them pursue new solutions for old problems, but also clash with emerging foes that threaten to rob soybean farmers of yield potential and profitability in the future.


Funded by the soybean checkoff



POW!

**Recent Nebraska Soybean Board-funded research includes pursuing these production adversaries:**

- Benchmarking soybean production systems
- Comparing herbicide efficacy and economics of glyphosate-resistant weeds
- Creating high-yield variety pairs with contrasting biological nitrogen fixation capabilities
- Evaluating impact of cover crop termination timing on insects and weed control
- Screening for stem borer resistance and managing soybean gall midge
- Supporting winter nurseries for soybean breeding and genetic research sulfur fertilization



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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.*




[unitedsoybean.org](http://unitedsoybean.org)

# KEEPING THE FUTURE OF SOYBEANS BRIGHT

*From researching new uses for soybeans to identifying new markets for U.S. soy, the soy checkoff is working behind the scenes to create new opportunities and increase profits for soybean farmers. 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](http://unitedsoybean.org)*

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Up to 86% less carbon emissions.

Up to 28% particulate matter reduction.

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11.5% NOx reduction.



Up to 86% less carbon emissions.

29% particulate matter reduction.

39% fewer aromatic compounds.

23% less carbon monoxide.

9% NOx reduction.



Up to 86% less carbon emissions.

56% particulate matter reduction.

53% fewer aromatic compounds.

30% less carbon monoxide.

6% NOx reduction.

## ABOUT BIODIESEL AND RENEWABLE DIESEL



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For over 100 years, our family has lived and farmed in central Indiana. Since then, we've grown to become the largest family-owned retail seed company and the third-largest seed brand in the United States, serving farmers in 15 states.

We're thrilled to have expanded into Nebraska and look forward to providing you with the very best in seed quality, field performance, and service. For us, helping farmers succeed means so much more than just being a great seed supplier. That's why, in addition to our lineup of high-yielding products, we offer more value-added solutions, resources, and support to help you increase profitability.

We know that making a seed purchase involves trust and confidence, not just in the performance of the seed but in the people behind it. We look forward to the opportunity to get to learn more about you and your operation.

If you have any questions or would like to learn more, don't hesitate to reach out to us at 800.937.2325, and we will get you in contact with your local representative.

**SONNY BECK**  
CEO

**SCOTT BECK**  
PRESIDENT

