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In This Issue

4 On Lunz Lane: Meeting Soybean Demands
The final soybean crop for 2011 will be determined and the markets will evaluate the supply and demand in the months ahead.

5 From the Association: Where do all the beans go?
Our largest customer is our livestock industry eating through 50% of our soybeans and China takes one out of every 4 rows grown in the United States.

6 Election Results: NSB Directors in Districts 5 and 7
Thank you all for voting!

8 Plan Now, Save Later
If you believe “a penny saved is a penny earned,” then you might just “earn” some money by consulting your estate planning attorney.

9 Chinese Trade Team Visits Waldo Farms
It’s estimated that by 2020 the meat demand in China will exceed 90 million tons, increasing soybean meal demand by 37 percent.

10 Aquaculture is the Fastest Growing New Use of Soybean Meal
The world aquaculture industry will consume about 12.1 million tons of soybean meal just this year.

14 2012 College Scholarship Opportunity
$5,000 Secure Optimal Yield scholarship will be given to a high school senior who intends to pursue agriculture as a degree area of study.

18 Soybean Management Field Days a Success
This year’s topics included Nutrient and High Yield Management, Weed Management, Marketing and Risk Management, and Pest Management and Yield Enhancement Products.

21 Big Apple Represents Big Market for Soybean Farmers
Starting in October 2012, the 1 billion gallons of heating oil that New York City residents use annually must contain at least 2% biodiesel.

23 Fall Soil Sampling Reduces Yield Loss from SCN
Soil sampling is the first step in reducing yield loss from SCN.

Interested in learning more about the Soybean Checkoff? Come “See for Yourself”!

The Nebraska Soybean Board is about to kickoff another year of its “See for Yourself” program this fall. The “See for Yourself” program is designed to give Nebraska soybean farmers the opportunity to learn more about their checkoff. Farmers selected to take part in the program will attend checkoff-sponsored activities in an attempt to gain a better understanding of how their checkoff dollars are being invested to build demand and increase profitability.

“See for Yourself” is designed to include the opportunity to attend state, national and international activities. The in-state program gives farmers the chance to attend functions in Nebraska that are vital to the continued success of the soybean industry. The national program includes attending meetings sponsored by the United Soybean Board, United States Meat Export Federation, National Biodiesel Board, United States Soybean Export Council, United States Poultry and Egg Export Council, as well as many other important national meetings and activities. The international program is designed to show soybean farmers first-hand what the checkoff is doing to build global demand.

The Nebraska Soybean Board is committed to increasing the profitability of your soybeans and wants to give you the opportunity to gain a better understanding of checkoff activities. To get involved or learn more about the program, please contact the Nebraska Soybean Board office at 402-441-3240. Thank you for your support of the Nebraska Soybean Board and this exciting program, and we hope to see you at our next event!
Meeting Soybean Demands

It does not seem possible that fall is here and we will be harvesting another crop. With the cool, wet spring and damage from storms across the state, yields will vary from field to field. As dry land producers, August rainfall determines that final soybean yield. As harvest approaches, we are anxious to put the first soybeans into the bin.

The final soybean crop for 2011 will be determined and the markets will continue to evaluate the supply and demand in the months ahead. This past year, the United Soybean Board has started their “Beyond the Bean” communication campaign in an effort to get us all to think more about the end customers of our soybeans. Livestock consume 98 percent of soybean meal and soybean exports continue to grow. The Nebraska Soybean Board continues to support our number one customer – the livestock industry and promote soybeans to increase their demand.

China and Mexico are the two largest importers of United States’ soybeans and the checkoff continues to develop markets in other countries. China imported 835 million bushels from the US in 2010 and Mexico was a distant second with 120 million bushels. In 2010, it took 16.7 million acres yielding 50 bushels per acre to meet China’s demand. All of the soybean production in Nebraska and Iowa would have nearly met China’s needs.

Soybeans represented the United States’ top ag export in 2010 and a new export record has been set for the last four years with storms. Soybeans account for 15 percent of the total U.S. ag exports, with a value of $21 billion in 2010 for a total of 1.9 billion bushels. That was the entire U.S. soybean crop in 1991, the year the soybean checkoff began. In 2010, the total U.S. production was 3.33 billion bushels.

As producers, we need to remember that you get meal and oil from a soybean. Livestock is our number one customer for the meal and the food industry is the number one customer of oil. We need to continue to produce more soybeans with less resources and as the soybean export market continues to grow, we need to meet that demand.

We also need to better recognize the needs and wants of our international customers. International buyers aren’t looking at yield; rather they are looking at the protein and oil content of American soybeans. When buying our soybeans, international customers are looking to follow the 35/19 rule – which is ensuring the soybeans contain 35 percent protein and 19 percent oil. As the world population continues to grow, it will become increasingly important to produce more with fewer resources; and, as the soybean export market continues to grow, we need to be able to meet that demand.

The Nebraska Soybean Board is a private, non-profit checkoff board that is 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 Directors

District 1
Ed Lammers, Hartington

District 2
Lisa Lunz (Chairman), Wakefield

District 3
Richard Bartek, Ithaca

District 4
Greg Greving, Chapman

District 5
Mark Caspers, Auburn

District 6
Greg Peters (Treasurer), DeWitt

District 7
Bill Miller (Secretary), Upland

District 8
Terry Horky, Sargent

At-Large
Duane Lee (Vice Chairman), Albion

United Soybean Board Directors

Mark Caspers, Auburn
Gregg Fujan, Weston
Mike Korth, Randolph
Mike Thede, Palmer

Nebraska Soybean Board Staff

Victor Bohuslavsky
Andy Chvatal
Drew Guiney
Teri Koch
Diane Muehlhausen
Lois Ronhovde
I Believe, I Belong...

I believe membership in the Nebraska Soybean Association gives me and my fellow producers a stronger voice in the halls of government than any individual.

The NSA and the ASA work hard to continually develop new markets for our soybeans. The other 50% is exported and that is where International Marketing comes in. Who would have thought that the country where the soybean originated would be importing 50% of the worlds exported beans. That’s right; China takes one out of every 4 rows grown in the United States.

Your Nebraska Soybean Association (NSA) is working politically in all these areas. With animal agriculture we are helping to make sure that they are able to raise the meat that this growing world needs. We are working in Washington D.C. encouraging our legislators and President to move forward with the three pending free trade agreements. The Panama, Columbia and South Korea free trade agreements are all beneficial for the soybean industry lowering tariffs almost immediately upon ratification.

The American Soybean Association and NSA are working to keep the soy biodiesel industry moving forward. In Washington, we are encouraging passage of a multi-year extension of the biodiesel production tax credit to replace the blender’s credit.

As you can see, our soybeans are used in so many ways, it is up to your soybean association to be sure we have a good policy that supports these uses. With your membership support, we can make that happen.

Have a safe and bountiful harvest.

Where do all the beans go?

by Scott Richert, Gresham NE, NSA President

As we work to get this year’s soybeans cut and put away do we think about what happens to them after that? Our largest customer is our livestock industry eating through 50% of our soybeans. The other 50% is exported and that is where International Marketing comes in. Who would have thought that the country where the soybean originated would be importing 50% of the worlds exported beans. That’s right; China takes one out of every 4 rows grown in the United States.

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I believe it is our responsibility to assure government programs are there to protect producers and not burden them with overreaching regulations.

I believe we need to have a united front defending and protecting animal agriculture from HSUS and other radical groups that wish to destroy our way of life. We need to show that we provide a safe, healthy product that is produced in a humane and caring manner.

That’s why I believe and belong to the Nebraska Soybean Association.

– Dennis Fujan, Prague, District 5 Director
Farmer-Leaders Elected to Keep Soybean Checkoff Successful

In an effort to continue to impact Nebraska farmer profitability, soybean farmers participated in elections in Districts 5 and 7.

Results of the 2011 Election:

District 5:
Cass, Johnson, Lancaster, Nemaha, Otoe, Pawnee and Richardson Counties

Mark Caspers
Auburn, Nebraska
384 Votes - Elected
Russel Robertson
Martell, Nebraska
326 Votes

District 7:
Adams, Buffalo, Clay, Franklin, Hall, Kearney, Nuckolls and Webster Counties

Ron Pavelka
Glenvil, Nebraska
241 Votes - Elected
Bill Miller
Upland, Nebraska
156 Votes
Paul Gangwish
Shelton, Nebraska
84 Votes

The elected board members will bring with them a wealth of experience from local leadership roles. “We commend these farmer-leaders for the commitment of their time, energy and effort to help increase demand for Nebraska soybeans. We look forward to working with these elected board members to help promote the priorities and interests of the Soybean Checkoff,” said Victor Bohuslavsky, Nebraska Soybean Board, Executive Director.

Re-elected to the board to serve a three-year term is Mark Caspers from Auburn, Nebraska.
Ron Pavelka from Glenvil, Nebraska will be serving his first term on the Nebraska Soybean Board.

The nine-member Nebraska Soybean Board collects and disburses the Nebraska share of funds generated by the one half of one percent times the net sales price per bushel of soybeans sold. Nebraska soybean checkoff funds are invested in research, education, domestic and foreign markets, including new uses for soybeans and soybean products.

Thank You All in Districts 5 & 7 for Voting!
AT-LARGE Position Appointed by Nebraska Soybean Board

At the August meeting of the Nebraska Soybean Board, Scott Houck of Strang, Nebraska was appointed to serve in the At-Large position. Houck will begin serving his three year term on October 1, 2011.

“I am excited to have the opportunity to serve on the Nebraska Soybean Board. I look forward to working with the other board members in the promotion of the Nebraska soybean industry,” said Scott Houck.

Also running for the At-Large Position were Duane Lee of Albion, Nebraska and Eugene Goering of Platte Center, Nebraska.

Nebraska Soybean Board Announces 2012 Election in Districts 1, 3 and 6

There are three director seats on the Nebraska Soybean Board (NSB) eligible for election in 2012. Soybean producers in Districts 1, 3 and 6 will be invited to run for election to the Nebraska Soybean Board.

Director seats open are:

**District 1:** Counties of Antelope, Boyd, Cedar, Holt, Knox, Madison, and Pierce.

**District 3:** Counties of Butler, Colfax, Dodge, Douglas, Sarpy, Saunders and Washington

**District 6:** Counties of Fillmore, Jefferson, Gage, Saline, Seward and Thayer

USDA Announces 19 USB Farmer-Director Appointments

– by the United Soybean Board

Nineteen farmer-leaders will be sworn in as directors of the United Soybean Board (USB) in December, after receiving appointment recently by U.S. Agriculture Secretary, Tom Vilsack.

The 19 soybean farmers from across the United States include seven new appointees and 12 returning directors. These volunteers work to invest checkoff funds on behalf of all U.S. soybean farmers in the areas of domestic and international marketing, maintaining and increasing U.S. soybean yields, finding new uses for soy, ensuring market access for U.S. soy and other areas affecting the U.S. soy industry.

Loyd Pointer, a soybean farmer from Sargent, has been appointed to represent Nebraska.

“Looking forward to this opportunity to serve on the United Soybean Board and being part of this group of farmer-directors that will invest checkoff dollars to increase profit potential to all U.S. soybean farmers,” said Loyd Pointer.

All appointees, who will serve three-year terms, will be sworn in on December 6 at USB’s annual meeting in St. Louis. Qualified State Soybean Boards nominated all of the soybean farmers selected by the agriculture secretary to serve on USB.

USB is made up of 69 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA’s Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

Loyd Pointer
Sargent, Nebraska

INVESTING CHECKOFF DOLLARS
Estate planners use clichés regularly. While the cliché “you can’t take it with you when you go” is impossible to dispute, the one about death and taxes being certain is not. A good estate planner can’t help you with the former, but can help you and your beneficiaries avoid or minimize death taxes and possibly even replace any wealth lost to those taxes.

Driven by high land values and farm incomes, proper estate and family farm succession planning is taking on greater importance for farmers and ag-land owners. The Nebraska Farm Real Estate Market Highlights1 for 2010-2011 found that Nebraska ag-land values grew, on average, 22 percent for the year-end February 1, 2011. Much of the ag-land in Nebraska has nearly doubled in value in the last five years. The “all-land” average value per acre ($1,833) is double the all-land average from 2006. If you own a quarter-section of farmable land in Nebraska, you are likely a millionaire – whether you feel like it or not. If you own more than that, well, you may be a multi-millionaire.

Many farmers and ag-land owners are given some protection by the current estate tax laws: a five million dollar exemption per person and a flat 35 percent tax rate. However, unless Congress makes changes, the exemption amount is scheduled to fall to one million dollars per person in 2013, and the tax rates will increase. The recent debt ceiling debate does not inspire confidence that Congress can pass reasonable estate tax legislation and raises concerns that the estate tax will be considered to generate government revenues. Another helpful provision that has an uncertain future is the “portability” of the unused exemption of a deceased spouse. While it is well-intentioned, it requires proper planning to take full advantage of its benefits, assuming that it remains available after 2013.

If avoiding taxes is not a significant motivator for you, then consider the costs of destroyed family relationships due to poor or insufficient planning. Beneficiaries who are not involved in the farming operations will be aware of the growing values in farm land and will still expect to get their “fair share.” Hard feelings and litigation costs can be avoided if you plan properly. If you believe “a penny saved is a penny earned,” then you might just “earn” some money by consulting your estate planning attorney.

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1University of Nebraska Department of Agricultural Economics, June 2011
http://agecon.unl.edu/c/document_library/get_file?uuid=7c124d42-73e6-4512-ab08-5dc217776330&groupId=2369805&.pdf
Language barriers are just one of the obstacles when interacting with someone of a different culture. In fact, language can actually be one of the least difficult, if you have an interpreter involved in the conversation. Introductions are possibly the most important cultural barrier to recognize. Do you greet them and shake their right hand? Do you bow? Or do you bow and shake their hand at the same time? One thing that the Chinese trade teams value very dearly is the importance of the mighty business card. When exchanging business cards with them, it’s important to hold their card and look over it thoroughly before putting it in your pocket or wallet. This initial exchange will go a long way if you plan to do business with them.

On June 10th, the Nebraska Soybean Board was provided an opportunity to sponsor a lunch for 25 of China’s very important agricultural customers. Waldo Farms, near DeWitt, Nebraska, hosted an international group of general managers, vice presidents and purchasing directors from different Chinese companies that were involved in animal husbandry, swine breeding, feed mills and animal pharmaceuticals. Food choices are another cultural difference, but this group had no problem devouring the smoked pork loins, potatoes, fruit salad and rolls that they were served. It only felt right to be eating pork loin when visiting one of Nebraska’s most beautiful hog farms. The words “beautiful” and “hog farms” rarely accompany themselves in the same sentence, but Waldo Farms fits this mold perfectly. Well kept buildings, beautiful landscaping and a room filled, from floor to ceiling, with national and international awards. Max Waldo, owner, has visited farms in over 20 countries and has been privileged to host over 50 countries, and has also exported to about 35 different countries.

What does this have to do with the Nebraska Soybean Board? Why are we so proud to support a hog farm in southeastern Nebraska? It’s quite simple. The average hog consumes roughly 180 pounds of soybean meal a year. Pork is the fastest growing export in the U.S. It’s estimated that by 2020, the meat demand in China will exceed 90 million tons, increasing soybean meal demand by 37 percent. Finally, pork holds the greatest potential to significantly expand indirect soybean meal exports. These numbers hold true, mainly in part because we have such great producers in our state. Producers that care about our state, care about our country and care about our international customers.
Demand for fish and other seafood continues to climb along with population growth in many Asian countries, especially China. In fact, the world aquaculture industry will consume about 12.1 million tons of soybean meal this year, and by 2015, it will utilize nearly 26 million tons.

With many aquaculture producers using and even relying on soy based fish feed, Nebraska soybean farmers have good reason to be happy about the growing aquaculture industry.

“Aquaculture is the fastest growing new use of soybean meal and a great opportunity for us to build a new market. Eighty percent of fish in the U.S. are imported and this just gives us a tremendous opportunity to have a presence in those foreign markets that we might not otherwise have,” said Mike Thede, a soybean farmer from Palmer, NE and a director for the United Soybean Board (USB).

Estimates of the world’s population predict the planet being home to more than 9 billion people by 2050. This large population base includes a burgeoning middle class in many developing countries like China and India. This middle class is expected to demand much larger amounts of meat.

“Not to say that poultry and swine aren’t important, but this industry [aquaculture] has the potential to help a lot of people feed their families. It is just in its infancy but I think it is going to take off from here on out,” said Mark Caspers, a soybean farmer from Auburn, NE and a director for the United Soybean Board.

**Aquaculture’s new day**

The practice of fish farming has existed for thousands of years. However, the modern day aquaculture industry as we know it truly is relatively young in comparison to other forms of livestock production. Modern practices, while gaining in popularity, are still being developed and expanded to producers around the globe.

“There is an opportunity for the soybean industry, through the use of things like checkoff dollars, to really become a leader in the aquaculture world by helping these fish farming operations get their feet off the ground,” said Caspers. “We are working to make sure these producers are doing things the right way. Educating them on the benefits of environmentally responsible production methods have been very important and they make sense from an economic standpoint as well.”

The Nebraska Soybean Board has done its share in helping the young industry establish itself as a major player in world animal production. In combination with the U.S. Soybean Export Council (USSEC), a group of marine hatchery stakeholders from Southeast Asia were sent to China to inspect and learn from the Chinese marine fish industry.

The group visited various fish hatcheries, nurseries and grow-out operations in Guangdong and Hainan provinces. They learned technical information about aquaculture relevant to their own operations. The trip to China will help those producers from Southeast Asia to grow their own operations in an economically and environmentally responsible manner.
“Aquaculture is probably new to a lot of people in the U.S. But we are using these checkoff dollars to really expand the demand for soybeans and I am confident that we are going to see a return on our investment that is unparalleled,” said Caspers.

"It was a great opportunity for producers in Southeast Asia to learn from the experienced producers in China,” said Lukas Manomaitis, USSEC Aquaculture Technical Director. “They were able to see firsthand the good and the bad lessons learned early on in China.”

Much of the trip focused on the important benefits from improved production methods. Such as the gains made by Chinese producers in spacing out cages to allow for better water flow and the impressive feed conversion rate of soy-based fish feed.

By using soy-based feed, USSEC has helped producers increase their feed conversion rate (a measure of an animal’s efficiency in converting food to body mass) by more than 50 percent. The demonstrations of these improvements have been very effective in convincing aquaculture producers to use soy based fish feed.
Nebraska Soybean Support Critical to U.S. Pork’s Success in Asia
– by Joe Schuele, U.S. Meat Export Federation (USMEF)

Through the first six months of 2011, U.S. pork exports are on an all-time record pace. Pork muscle cut and variety meat exports totaled nearly 2.4 billion pounds valued at more than $2.8 billion. This is 14 percent higher in volume and 19 percent higher in value than a year ago, and well ahead of the all-time record pace U.S. pork exports established in 2008.

One of the key reasons behind this year’s success has been a surge in exports to South Korea, which is facing a domestic pork shortage due to a recent foot-and-mouth disease outbreak. The Korean government has taken progressive measures this year to allow duty-free access for imported pork, which normally faces tariffs in the 22 percent to 25 percent range. The U.S. pork industry has capitalized in a big way, already shipping more pork to Korea – 271 million pounds valued at $301.5 million – than in the entire calendar year of 2010.

“Korea has an unusually high need for imported pork this year, and that’s been a positive development for several pork-exporting countries,” said U.S. Meat Export Federation (USMEF) President and CEO Philip Seng. “But one of the reasons the U.S. industry was so well-positioned in this market, and has achieved such a high level of success, is the investment that has been made in this market in recent years and the relationships we have cultivated with importers, distributors and retailers. Our partners in the soybean industry deserve a big thank-you for that.”

In late 2009 and early 2010, Korea was one of the markets targeted in an effort that became known as the “Pork Stimulus

Nebraska Soybean Board representatives Deb Eschliman (far left) and Bill Lucky (center) meet with influential food bloggers in Japan
Package,” in which state and national soybean organizations invested more than $1.3 million toward additional promotional activities to help bolster demand for U.S. pork in Korea, Japan and Mexico. The Nebraska Soybean Board was a key player in this initiative, stepping forward with a $200,000 investment.

Another key component to the success of U.S. pork exports — not only in 2011, but year-in and year-out — has been the outstanding performance in Japan. The perennial leader in U.S. pork export value, Japan continues to deliver remarkable returns for U.S. pork producers. In 2010, exports to Japan set a new value record of more than $1.6 billion — marking the third year in a row in which this market broke the $1.5 billion mark. Exports haven’t skipped a beat during the first half of 2011, rising by another 10 percent in volume (to nearly 550 million pounds) and 13 percent in value (to $944 million).

“So far this year, pork exports have accounted for 27 percent of total U.S. production and equated to nearly $53 per head slaughtered,” Seng said. “And there isn’t a single market that plays a bigger role in this success than Japan. The returns realized in this market are absolutely staggering, and that’s why it’s the No. 1 target of every pork-exporting country in the world. We have to remain aggressive and not take this position for granted. If we do, our competitors will gladly seize the opportunity.”

Representatives recently got a firsthand look at USMEF’s demand-building activities in Japan. The delegation representing Nebraska included Bill Miller, a Nebraska Soybean Board member and soybean producer from Upland, NE; Deb Eschilman, a dairy producer from Ericson, NE; and pork producers Shane Meyer from Plymouth, NE and Bill Lucky, from Columbus, NE. One of the highlights of the tour was a USMEF cooking event with food industry “power bloggers” who exert a high level of influence on Japanese consumers. The venue was Sesto Senso, a high-end restaurant in Ginza Mitzukoshi Department Store in Tokyo. Twenty-five bloggers — each operating cooking-related blogs with an enormous daily following as high as 70,000 readers per day — were provided with useful educational information regarding U.S. pork.

The featured lecturer was Chef Hidemasa Yamamoto, who worked as executive chef at both the Ritz Carlton Hotel and the Mandarin Oriental Hotel in Washington, D.C., and has overseen inaugural dinner ceremonies for three U.S. presidents. He now operates four restaurants in Japan and two in Singapore.

“I often see U.S. pork at supermarkets and have used it several times at home,” said one attending blogger. “However, I didn’t know the advantages or characteristics of U.S. pork products, and that is why I joined this event. Through this interesting lecture by Chef Yamamoto, I recognized U.S. pork is more tender and tasty than I expected and I’d like to increase the opportunity to cook U.S. pork.”

The Nebraska delegation also participated in a U.S. pork lecture and cooking session conducted by USMEF with the fifth grade class at Tsukuba Elementary School, which is located at Tsukuba University. This program aimed to increase the students’ understanding of how U.S. pork is produced and the strict safeguards that are in place. USMEF also developed a special textbook, “American Pork Story” explaining the production and safety control system of U.S. pork. A total of 5,000 copies of this textbook were distributed at elementary schools in the Tokyo metropolitan area.
A recent survey of U.S. soybean farmers showed less than one in six believe maintaining the poultry and livestock industries is most important to his or her long-term profitability. As a result, the United Soybean Board (USB) and the soybean checkoff launched a “Beyond the Elevator” effort designed to help soybean farmers recognize the importance of the poultry and livestock industries both here and abroad. To learn more about the effort, its goals and how these industries affect your profitability, visit www.BeyondTheElevator.com.
Your diesel engine works hard. Return the favor with the fuel that works harder for your engine – soy biodiesel.

Improved fuel lubricity and an extended engine life don’t have to come at a cost to our air quality or our natural resources. Made from soybean oil, produced and refined right here in the United States, soy biodiesel delivers the year-round performance your engine deserves and the environmental benefits that we are all looking for.

Sustainable, renewable and brought to you with the help of soybean farmers and their checkoff. Soy Biodiesel – Fuel Made Better.
The Nebraska Soybean Board (NSB) hosted its first Bioproducts Symposium in Lincoln on July 13 in an attempt to educate the public about the many benefits of bioproducts. The symposium served as a way for leaders in the bioproducts industry to present on issues pertaining to the development, use and availability of bioproducts. In attendance were many industry leaders, including state and local procurement specialists, city mayors, council members and University of Nebraska Extension Educators.

Nebraska State Senator, Lydia Brasch was on hand to discuss the details of Legislative Bill 691, which was brought to her by the Nebraska Soybean Association (NSA). The bill aims at establishing a BioPreferred Program in Nebraska and would require state agencies to give purchasing preference to bio-based products if the products are of equal quality and similarly priced to their non-bio-based counterparts.

“Implementing a BioPreferred Program in Nebraska would help further promote agriculture and research, the economy and production of bioproducts,” stated Senator Brasch, who fully expects the bill to be reconsidered in the next legislative session.

Additional speakers at the event included Greg Anderson, governing board member of the National Biodiesel Board (NBB); Jessica Reidl, BioPreferred Program project manager; Brett Sciotto, CEO of Governing Dynamic, LLC; Adam Short, Associate Product Manager and Sales Manager of Nutek Green and Don Eby, founder of the Omaha-based Clean Environment Company.

Nebraska Has Strong Support for Bioproducts

A main concern among leaders at the state and local levels is whether or not the people of Nebraska will embrace the widespread use of bioproducts. The general use of bioproducts is still relatively low compared to mainstream items on the market, but a recent study has shown the trend is slowly shifting.

Sciotto discussed a recent consumer survey conducted in Nebraska. The survey was focused on the feelings consumers in Nebraska have towards the use and adoption of bioproducts. “The survey concluded that 81 percent of consumers are supportive of state and local governments using bio-based products,” says Sciotto. “The environment is set for the state to move forward with LB 691.”

Identifying Acceptable Bioproducts

A common misconception that was addressed at the symposium was the definition of a bioproduct. According to the USDA, a bioproduct is a “commercial or industrial product composed of biological ingredients, including materials from plants, animals and marine life.” Reidl spoke in detail about the BioPreferred program, which is a volunteer labeling system for products that have been tested and meet specific requirements put forth by the USDA. Products that are submitted are tested for certain levels of bioproducts, and if they meet the requirements, the products are then given a distinctive label for easier identification.

What’s Next for Nebraska?

With the support of NSB, many at the symposium are hopeful for the future of bioproducts in Nebraska. Victor Bohuslavsky, Executive Director of NSB, stated, “We will continue to support education for Senator Brasch and LB 691. It is important because the environmental and economic benefits in adopting a BioPreferred Program are clear, and we want Nebraska to be at the forefront of the movement.”

Labeled bioproducts on the market.
(Photo courtesy of USDA BioPreferred Program website)
U.S. biodiesel production reached a new monthly high of 81 million gallons in June, according to the latest EPA statistics, marking a third consecutive month of record volumes and continuing a remarkable turnaround in which biodiesel production in the first half of 2011 has already eclipsed production for all of 2010. The new numbers – coming after Congress reinstated the biodiesel tax incentive this year – demonstrate the power that strong domestic energy policy can have in helping create jobs and economic activity.

Despite the weak economy, the biodiesel industry is on track to produce at least 800 million gallons this year, more than double biodiesel production of 315 million gallons last year, when Congress allowed the biodiesel tax incentive to temporarily lapse. According to a recent economic study, this year’s rejuvenated production will support more than 31,000 U.S. jobs and generate income of nearly $1.7 billion to be circulated throughout the economy. It also is expected to generate an estimated $345 million in federal tax revenue and $283 million in state and local tax revenues.

“We’ve dramatically increased production and doubled our number of employees at a time when many industries are shrinking or treading water,” said Ben Wootton, owner of Keystone Biofuels in Camp Hill, Pa. “It’s like night and day from 2010. I think that’s a testament to biodiesel’s staying power as an advanced biofuel and also to strong federal policy. We’re a young industry, and we wouldn’t be where we are today without the tax incentive – and a lot more people would be standing in the unemployment line.”

Added Joe Jobe, CEO of the National Biodiesel Board, the industry trade association: “Policy makers should take a look at our experience over the last couple of years. It’s a textbook case in how sound energy policy equates to sound economic policy. Congress should not allow the biodiesel tax incentive to expire again at the end of this year. In this kind of economy, we need every tool we have.”

Since the introduction of the $1-per-gallon biodiesel tax credit in 2005, U.S. biodiesel production climbed steadily until 2010, when Congress allowed it to lapse temporarily as the health care debate overshadowed other issues. Production immediately plummeted from a record of about 700 million gallons in 2008 to about 315 million gallons in 2010.

The industry has bounced back quickly this year, after Congress reinstated the tax incentive in December 2010 and the EPA included biodiesel as an Advanced Biofuel in its new Renewable Fuels Program (RFS2), requiring minimum volumes of biodiesel use in U.S. fuels. In the first six months of this year, U.S. biodiesel production already has exceeded 375 million gallons.

The tax credit is again slated to expire in December of this year, threatening industry momentum and jobs. Senators Maria Cantwell, D-Washington and Charles Grassley, R-Iowa, have introduced S.1277 to extend the tax incentive for three years. Representatives Aaron Schock, R-Illinois, and Collin Peterson, D-Minnesota have introduced a similar bill, H.R.2238, in the House.

Biodiesel is America’s first advanced biofuel – a renewable, clean-burning diesel replacement that is reducing U.S. dependence on foreign petroleum, creating green jobs and improving our environment. Made from an increasingly diverse mix of resources such as agricultural oils, recycled cooking oil and animal fats, it is the first and only commercial-scale fuel used across the U.S. to meet the Environmental Protection Agency’s definition as an advanced biofuel. It is produced in nearly every state in the country and can be used in existing diesel engines.
As kids we always used to say “it’s opposite day,” when someone told us the opposite of what we wanted to hear or of what actually happened. You could say the same for this year’s Soybean Management Field Days (SMFD) – it’s opposite year. The 2010 Soybean Management Field Days couldn’t have had higher humidity, higher temperatures or more mosquitoes. The 2011 SMFDs couldn’t have been anything less than the complete opposite. The mornings were cool as we awoke to dew on our biodiesel truck’s windshield. The 100 degree days of 2010 turned into the 80 degree days of 2011. With a temperature decrease, we saw a nice attendance increase. One more pleasant surprise – no mosquitoes.

Selecting locations for SMFDs is an interesting endeavor, but Keith Glewen, UNL-Extension Educator, always manages to find four terrific locations in four different parts of our state. Along with other factors, things taken into account are location accessibility, a strong soybean farmers’ presence, and irrigation capability. This year’s event ran from August 16th to August 19th, in the following order – UNL South Central Ag Lab in Clay Center, Justin & Errol Wells Farms near Elba, Dallas & Matt Breitbarth Farms near Bancroft, and ended with Brian Busboom’s farm near Cortland.

Although finding locations can be challenging at times, an equally challenging item is to figure out what topics need to be covered at the locations. How do we come up with the topics at the field days? Besides a winter survey that the Nebraska Soybean Board (NSB) sends out each year, most of the content is feedback from the previous year’s SMFDs attendees. Although evaluation forms may get lengthy or be an inconvenience, this is how we evaluate ourselves and our program. If one topic seems like a high priority on everyone’s list, then it will more than likely stay in the program for the next calendar year. The opposite is also true. If one program seems to be at the bottom of the list and not much of a priority to the soybean farmers, then it is evaluated by UNL and may very well be replaced with something of higher relevance to the farmer.
Field Days a Success

This year’s topics included Nutrient and High Yield Management, Weed Management, Marketing and Risk Management, and Pest Management and Yield Enhancement Products. Also available this year was the BIT Mobile, UNL’s hands-on demonstration on how to use the SoyWater program. SoyWater is an irrigation tool designed to help the farmer improve on-farm water application efficiencies. By entering a few inputs, SoyWater can lay out a moisture table and let you know when you need to water and when you don’t.

Each year, the NSB brings a new product to give away, developed by the soybean checkoff. When growers hand in their evaluation sheets at the end of the program, they receive a bag that contains information about their checkoff. This year, NSB handed out a bottle of “Bolt Off.” Bolt Off is a product made and distributed by Nutek, an Ohio based company. Not only is the product made and distributed in the United States, it contains soybean oil and no petroleum. It penetrates corrosion and is used for removing stubborn fasteners. Bolt Off is made with U.S. agricultural products and performs better than petroleum. Ask your local hardware store for this product or visit nutekformulations.com to see other soy products developed by Nutek.

Once again, we were very pleased with the turnout at this year’s SMFDs. An average of 100 farmers per location is a good turnout and this year we averaged right at 125 participants per event. Following the weeklong event, Glewen noted, “I thought things went without a hitch. Weather, as always, is a big factor in attendance. SMFDs is a great example of a successful partnership between The University of Nebraska – Lincoln Extension and the Soybean Board.” The Nebraska Soybean Board looks forward to working with UNL-Extension on making 2012’s SMFDs one of the best. Did you attend this year’s SMFDs? If so, we look forward to hearing from you - send comments to nsb@nebraskasoybeans.org.
NSA Participates in Farm Bill Forum

KRVN and the Rural Radio Network hosted a 2012 Farm Bill Forum at the Nebraska State Fair held in late August. Nebraska Soybean Association (NSA) president Scott Richert was one of several ag commodity representatives participating in the panel discussions.

Richert said at the forum “we continue to work on our recommendations over the coming weeks, but we believe the crop insurance program that allows farmers to manage risk is one that we must fight to protect. We also need to protect market development programs that help us send 50% of our crop overseas, investments in our future through agricultural research, and conservation programs for working lands that provide cost-share assistance to farmers and livestock producers to help them comply with environmental rules and goals.”
Big Apple Represents Big Market for Soybean Farmers

by the United Soybean Board

Nearly 1,400 miles separate Ed Lammers’ Nebraska soybean farm and New York City. The business connections, however, are much closer.

Starting in October 2012, the 1 billion gallons of heating oil that New York City residents use annually must contain at least 2 percent biodiesel. This blend, marketed commercially as Bioheat®, combines B100 biodiesel and home-heating fuel.

These new standards will replace 20 million gallons of petroleum with biodiesel. That requirement equals the need for soybean oil from 30 million bushels of soybeans, biodiesel’s largest feed stock.

Nebraska Soybean Board and the soybean checkoff helped start the legwork when it came to marketing Bioheat. They recognized the market potential for soybeans used as a home-heating fuel and supported educational efforts in the northeastern United States, where most home-heating oil is consumed.

Now soybean farmers, like Lammers, see their marketing efforts coming to fruition and even city officials are taking note.

“With the new requirements, soybean farmers increase markets for soybean oil while New York City residents gain a cleaner, more environmentally friendly home-heating option,” says Lammers, a soybean farmer from Hartington, Nebraska. “I see growth throughout the region with Bioheat potentially heating millions more homes in the next decade.”

Lammers hopes that New York City will set an example for the rest of the nation. The city already represents the largest municipal user of biodiesel, using B20 (20 percent biodiesel and 80 percent petroleum diesel) in their 4,000 sanitation trucks. The city’s parks department uses a B50 blend at landmarks including Central Park, Yankee Stadium and Coney Island.

“It’s a win-win for New York and other cities to use soy-based biodiesel,” adds Lammers. “As a farmer, it verifies our efforts and the investments we’ve made in this industry.”
If You Believe, Belong

Membership Matters

There seems to be some confusion in the country side the difference between paying the checkoff and joining the soybean association. Because the way the federal soybean checkoff is written, there are restrictions against lobbying efforts on behalf of all soybean producers. One may ask, “well then who handles the lobbying efforts?” The Nebraska Soybean Association (NSA) and the American Soybean Association (ASA) are your advocates in Lincoln and Washington D.C. If we are not there then who else would represent the interests of soybean producers?

This important policy work at the state and national level is paid for by your voluntary membership dues. We constantly work to protect the policies we have in place that are working and push forward with legislation that will increase producer profitability. Issues like the 2012 Farm Bill, biodiesel legislation, transportation infrastructure and international trade agreements all have a direct impact on your bottom line.

If you believe, then belong.

When you join NSA you automatically become a member of ASA.

State and National Membership Benefits

**New! DTN** Six Factors® Marketing Strategies and Three FREE Issues of The Progressive Farmer

DTN Six Factors® Marketing Strategies Members of the American Soybean Association, are eligible for a FREE 12 month subscription ($480 value) to DTN Six Factors Marketing Strategies, an innovative market advisory service designed to help increase profitability while reducing input costs. After the initial free 12-month subscription, members will receive an invoice. Sign up at www.soygrowers.com/dtn.

Receive three FREE Preview issues of The Progressive Farmer Members of the American Soybean Association are eligible for three free preview issues of The Progressive Farmer magazine. Members can then receive nine more issues (12 in all) for only $12. Otherwise, members should return the magazine invoice marked “cancel” and be under no further obligation. Sign up at www.soygrowers.com/dtn.

**Discounted Purchases** at 1-800-FLOWERS.COM

Save 15% on eligible merchandise when you purchase flowers or gifts through 1-800-Flowers.com®

ASA members can obtain discounts on floral arrangements, blooming plants, gift baskets, mouthwatering treats and sweets, classic collectibles and so much more. Members must access the 1-800-flowers.com site through the ASA website at www.soygrowers.com to obtain a discount.

**Discounted Cabela’s Gift Cards**

Save 10% when you buy a card – and redeem it at full value!

From work clothing to ATV gear to tool boxes, you can find it all at Cabela’s. And thanks to your ASA membership, you can get it all for 10 percent off!

With your ASA membership, you can purchase Cabela’s Gift Cards through the ASA Web site at www.soygrowers.com. You can purchase cards in amounts from $5 to thousands of dollars – all at a 10 percent discount. And when you use your gift card to buy merchandise, you can redeem it at FULL VALUE!

Your ASA membership number is your ticket to these discounted Cabela’s gift cards.

**Save Cash on Your Next Vehicle Purchase**

ASA’s membership in the National Biodiesel Board means savings for you.

When you belong to ASA and your state soybean association, you qualify for deep discounts up to two times in a calendar year when you purchase or lease a select new Chrysler, Dodge or Jeep vehicle.

You can receive the Preferred Price (1% below factory invoice plus a $75 administrative fee) – plus virtually any consumer incentives that are generally available.

Eligible vehicles include the Dodge Ram 2500 Diesel pickup, Diesel Jeep Grand Cherokee.

**AS a Member of ASA and the NEBRASKA SOYBEAN ASSOCIATION, you also receive these benefits:**

- Be heard with policy representation and advocacy in Washington, DC and at the NE state capitol
- Save cash through free or discounted registration to educational workshops and seminars
- Attend Commodity Classic for less, discounted registration to the premier trade show and conference for the soybean industry
- Stay informed with 10 issues of the ASA Today newsletter
- Keep current with the ASA Weekly Leader Letter, a weekly newsletter delivered via e-mail
- Gain inside information with access to the members-only section on the ASA Web site (soygrowers.com)
- Know who’s who with a complimentary Congressional Directory (while supplies last)
- Apply for a college scholarship for your children or grandchildren who qualify for the annual Secure Optimal Yield (SOY) Scholarship. The ASA SOY Scholarship is made possible by an educational grant from BASF Corporation.

**Nebraska State Membership Benefits**

- Seed Bonus Offer on new & renewing 3 year memberships ($250 dues)
  - Seed bonus offer earns you 6 free bags of seed when you purchase 12 for joining or renewing for 3 years. Select from 12 participating seed companies for 2012. (over $300 value)
- Also, 3 year new and renew members earn 100 Units of soybean seed treatment from Optimize (over $200 value)

Visit us at www.nebraskasoybeans.org/ne-nsa or associaion@nebraskasoybeans.org
Or call 402-441-3239 to request a membership form or to check on the status of your membership.
Nebraska farmers need to determine if they have SCN and monitor those populations because many fields are planted to susceptible varieties,"

To improve the accuracy of the sample to be tested many nematologists recommend:

- Keep areas sampled small; 20 acres or less
- Soil cores should be collected from the upper eight inches of soil
- Collect 15 to 20 soil cores in a zig-zag pattern
- It is better to collect soil cores after the previous corn or other nonhost crop’s rows have been destroyed by tillage. In no-till fields, cores can be collected any time after harvest.
- Collect at least two cups of soil for best analysis
- Sampling irrigated fields is encouraged. Symptomless soybeans grown in high-yielding irrigated fields can still host SCN and enable those populations to grow to high levels.

SCN are root feeders, robbing the soybean plant of water and nutrients. It also creates root wounds that allow disease-causing fungi to invade the plant. The severity of crop damage and yield loss is dependent on crop rotation, the soybean variety planted, and available soil moisture.

Management of SCN begins with planting SCN-resistant varieties in a soybean-corn rotation. In addition to directly managing SCN, any practice that promotes good soybean health and growth will also help minimize yield losses from SCN. Avoiding low soil fertility, compaction, drought stress and other disease and insect pressures will enable soybean plants to better withstand the effects of SCN.

For more information on managing SCN to reduce soybean yield loss access these online resources: www.planthealth.info and www.unl.edu/agriculturecrops/soybean

Sample bags and analysis of soil samples for the presence of SCN are available to producers at no cost. For free sample bags, contact the University of Nebraska-Lincoln County Extension office or Loren Giesler, lgiesler1@unl.edu or phone 402-472-2559.

That's your soybean checkoff. Delivering results.
Over 500 million pigs are raised in China each year, and they’re demanding more and more of your U.S. soy.


(Translation: Thanks for your soy.)