The Value of "State of the Art" Grain Storage

What if there was an affordable, highly advanced, automated grain management system available that could eliminate all of the guessing involved in your grain storage management? What if you simply set the desired temperature and moisture and it would automatically condition your grain precisely and efficiently? What if it could eliminate over-drying the bottom of the bin and it could efficiently re-hydrate grain that was harvested over-dry? Would you sleep better at night knowing it will always alert you by text or email in the event of a power failure, fan failure or a hot spot? What if you discovered that an IntelliAir “state of the art” grain management system would cost you less money than the loss you took selling over dried grain last year alone.

Testimonials

John Krueger
When I took the grain out of the bin and hauled it to the elevator it was all within a ½ point from top to bottom and ¼ point from my target moisture… I couldn’t believe the energy savings more than anything!

Greg Preszler
We put grain in six bins at 18-24% IntelliAir ran the fans when they needed to be, before we would turn on the fans 24 hours a day. The system cut a lot out of the electric bill. With BinManager you can hydrate your crops. We put beans in the bin at 8%, when we hauled them out they were between12-13% moisture!

Lanair Worsham
The reliability of the equipment has been excellent, the service and backing up of the product by the IntelliAir management and employees is excellent! Overall with my experience with IntelliAir, I have been very satisfied.

Chuck Myers
The alert system is great, it’s that piece of mind if anything possibly might be going wrong with your grain in the bin this system will alert you to it. It’s the most efficient system that I’ve ever dreamed of that could put moisture back into soybeans, I think it’s going to pay for itself extremely fast.

Please visit IntelliAir.com for more testimonials!

What is IntelliAir University?

• Classroom training at IntelliAir’s corporate facility
• Able to interact with other farmers and business professionals
• IntelliAir mobile grain school can come to your facility

You will learn the science behind:
• Natural Air and Low Temperature Drying
• Success and Consistency Hydrating Commodities
• When and Why Bins Go Out of Condition
• Weather Extremes and What Can Be Done
• CFM - How Much Do I Need
• How proper conditioning affects protein and oil content

Complete Grain Management
Let the Grain Specialists from IntelliAir™ maximize your profits.
The goal for investing checkoff dollars in production research by the Nebraska Soybean Board (NSB) is to improve the profitability and efficiency of growing soybeans in Nebraska. NSB funds numerous research projects at the University of Nebraska-Lincoln and through the North Central Soybean Research Program.

Over the years we have heard farmers say, “They need to do this research in a real farmer’s field and not at the university.” We did just that and did it over four different soybean growing regions. This is the third year for conducting research on farmers’ fields. We have included a report with this mailing that contains information on the following studies:

- Effect of high rates of nitrogen on soybeans
- Irrigation management trial
- Integrated evaluation of common inputs to increase soybean yield in Nebraska
- Herbicide efficacy and droplet size as influenced by adjuvants

NSB oversees a soybean research program based on farmer priorities that are focused on the challenges soybean farmers face today. Communicating research results is critical. NSB believes that the information the University of Nebraska-Lincoln Extension has put together from the Soybean Management Field Days research will help soybean farmers with their agronomic management and decision making.
Spring is around the corner for us. It is a time of great expectations of things to come. Along with preparing for planting, my fellow board members and I will be looking at projects to fund at our March board meeting. Much like our friends and neighbors who are eagerly counting down the days until they can get back into the field, we are excited by the opportunity to find new projects that will keep soybean farming profitable and sustainable.

It can be a daunting task to review the proposals and listen to research evaluators talk about each proposal’s respective benefits and drawbacks, not to mention keeping them compliant with the USDA. When we are considering proposals, we often have the writer of the proposal come to the board meeting to give us a brief overview and answer any questions we may have. Sometimes that discussion leads us to request a change to the original proposal so that it better aligns with the needs of our fellow Nebraska soybean farmers.

Weed resistance management is one of the areas of concern for our board. Herbicide resistant weeds have become a big problem in certain areas of the country, and we want to increase awareness and take action before it becomes a bigger concern in Nebraska. I encourage you to keep a watchful eye on weed pressure in your fields this year. Scout early and often, and spray small weeds to get the best control.

Two good sources of information are the UNL Guide for Weed Management and the Take Action on Weeds website (www.TakeActionOnWeeds.com). Both will help with herbicide selections.

Resistant weeds are not the only issue facing soybean producers. As farmers, we need to always keep track of price trends and the larger picture of global markets for our commodities. Our livestock partners use 97% of the soybean meal consumed in this country, but we still export a large portion of our whole soybeans to China and other areas of the globe. This past soybean crop has less variance in protein and oil content across the whole soybean growing area than in past years, which is good news for our end users as they will have a more consistent product to use.

Safety continues to be a big issue in agriculture. It is always best to watch out for others on the roads and while loading the sprayer, planter and other equipment.

As spring approaches and you are busy in the field, I want you to know that your soybean checkoff is working hard on your behalf to find ways to handle the many issues that you face on a daily basis. We appreciate the opportunity to represent you and will continue to work hard to help make your operation successful on every level.

Have a timely and safe planting season,

Greg Peters
Most of you have spent the winter months planning and repairing. That is, if you are a crop farmer. The livestock farmers have been busy providing for their animals. The planning process has been more challenging this year with the lower commodity prices.

I would like to give you another challenge. That is to research the candidates that are running for office. Whether it is a local, state or national office. Then become involved in the campaigns of the candidates of your choosing.

This can be done in several ways.

- You can attend a campaign event in your area by asking to be on their email list.
- Following them on Facebook and Twitter are good ways to find when the events will be held.
- Giving a monetary donation usually places you on their email lists.
- You can invite them to your home town and have a meeting for them to meet members of the community, or just walk them along main street introducing them to the business community.
- You can send a letter to the editor showing your support or just talking to your friends.

Helping to elect candidates that share your policy viewpoints is the best way to shape policy.

Making yourself known to the candidates in a positive manor, including the ones you are not supporting, will open the way for dialogue after the election.

I hope that the planning pays and you have a safe and prosperous year.

A Challenge

— by Ken Boswell, Shickley, NSA President

I Believe, I Belong...

I belong to the Nebraska and American Soybean Association because I know as a soybean producer I need a voice representing my interests. With all the issues facing agriculture today, it is important that we have a dedicated team working on our behalf. Leaders of the American Soybean Association represent us in Washington D.C. Of equal importance, leaders of the Nebraska Soybean Association work on issues affecting producers here at home in Nebraska. My membership dues support the state and national policy efforts that affect my farming operation. It’s important to have a voice for our industry and not allow policy makers decide what’s best for you. That’s why I believe and I belong.

— Robert Johnston, Clearwater NE
District 2, NSA Director
In 2013, Nebraska soybean farmers produced a total of 252,280,000 bushels of soybeans, but success in today’s market takes more than just a good harvest. Maximizing profit for your soybeans remains an essential part of the equation. Half of your checkoff dollars go to work at the state level – supporting marketing and research programs right where your beans are grown, while the other half goes toward improving profit opportunities for all U.S. soybean farmers.

This report shows that in 2013, the nine-members of the Nebraska Soybean Board facilitated checkoff funding in the investment areas of Promotion/International Marketing, Research, Communication/Production and Domestic Marketing. These investment areas help expand, develop, and increase markets for Nebraska soybeans.
This past November, U.S. Secretary of Agriculture, Tom Vilsack announced the appointment of 35 members and three alternate members from across the United States to serve on the United Soybean Board (USB).

Nebraska soybean farmer Greg Greving of Chapman, Nebraska was one of the 35 appointed board members. Greving, along with the other 69 volunteer farmers of the USB, will invest soy checkoff funds on behalf of all U.S. soybean farmers in projects to increase the value of U.S. soy meal and oil; ensure U.S. farmers and their customers maintain the freedom and infrastructure to operate; and meet the needs of U.S. soy’s customers. His three-year term began in December 2013.

Greving has been a part of the soybean leadership industry since 2001, serving four terms as the District 4 director on the Nebraska Soybean Board (NSB). He served as Chairman of the Board for a number of years and also on various committees.

Victor Bohuslavsky, executive director of the Nebraska Soybean Board, says “Greg has always done a great job of representing the interests of Nebraska soybean farmers, and I am confident that he will continue his strong dedication and leadership to the soybean industry as he serves on the United Soybean Board.”

The 70 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy’s customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.

Every year the LEAD Alumni Association recognizes a member who has achieved notable success. This January at the Nebraska LEAD Alumni Honors Banquet held in Kearney, the 2014 recipient of the Outstanding LEAD Alumni Award recipient was Lisa Lunz of Wakefield, Nebraska.

Lunz is a LEAD 17 Fellow and a Lifetime Member of the Nebraska LEAD Alumni Association. She has also served as the District 2 Director on the Nebraska Soybean Board for the past 12 years and was Chairman of the Board for two years. Lisa has extended the effort to collaborate with other commodity Boards. She has been at the beginning of the formation of U.S. Farmers and Ranchers Alliance. She works for the good of all Agriculture sectors. Lisa has a long list of agricultural involvements and accomplishments through the years and continues to be an asset to Nebraska’s agriculture industry.

Lisa, and her husband Jim, farm north of Wakefield and have three children.
Candidacy Petitions Available for Nebraska Soybean Board District Director Election

— by Diane Muehlhausen

There are two district seats on the Nebraska Soybean Board (NSB) eligible for election this year. Soybean farmers in Districts 5 and 7 are invited to run for election to the Nebraska Soybean Board by filing a candidacy petition by the April 15, 2014 deadline. The election will be conducted via direct-mail ballots and candidate information will be provided to all soybean farmers residing within the district in which an election is to be held.

The At-Large position on the Nebraska Soybean Board is open to all soybean farmers in Nebraska and will be elected by the NSB Directors at the July board meeting. A candidacy petition must also be filed by the April 15, 2014 deadline for the At-Large position.

This is an opportunity to see for yourself how the soybean checkoff money is invested and become a part of the decision making. You will become a VOICE representing your District on the Board.

NSB directors and the At-Large position receive no salary but are reimbursed for expenses incurred while carrying out board business and will serve a three-year term which will begin October 1, 2014.

Prospective candidates must collect the signatures of 50 soybean farmers in their district using an official NSB Candidacy Petition and return such petition to the NSB office on or before April 15, 2014 to be eligible for placement on the ballot. To obtain a candidacy petition, contact Victor Bohuslavsky, executive director, at 402-432-5720.

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.

For more information about the Nebraska Soybean Board, visit www.nebraskasoybeans.org

This is an opportunity to see for yourself how the soybean checkoff money is invested, and become a part of the decision making.
NSA Officer Elections, Soybean Promoter Recognized

The Nebraska Soybean Association elected its 2014 officers & directors during their annual meeting held in Seward in early December.

Ken Boswell (Shickley, NE) was elected as NSA President for his first term. Boswell begins his first term as President and oversees the functions of the state organization. Boswell previously served as Vice President of NSA. He says “One of my goals is to continue to increase membership by communicating the value of belonging to the Nebraska Soybean Association and the work we can do in the policy arena with membership support.”

Dennis Fujan (Prague, NE) was elected vice-president. Fujan serves as the District 5 director for NSA. Robert Johnston (Clearwater, NE) was re-elected to serve as Treasurer and he currently serves as the District 2 director. Elected to a first term as Secretary was Nathan Dorn (Hickman, NE) who represents District 6. Past president, Geoff Ruth (Rising City, NE) will serve as the Chairman of NSA.

Geoff Ruth (Rising City) representing District 4, Joel Lipp (Laurel) representing District 1 and Scott Richert (Gresham) representing the At-Large District were all re-elected to another term on the board of directors.

This year’s recipient of the Nebraska Soybean Association Soybean Promoter Award was awarded to Don McCabe, Editor–Nebraska Farmer Magazine. This award is presented annually to recognize an individual who has shown outstanding leadership and support to the betterment of the soybean industry in Nebraska.

In 1977, McCabe began working for Nebraska Farmer, one of 18 publications under the Farm Progress Magazine Group. In 2009, Nebraska Farmer celebrated 150 years of publication, which makes the magazine older than Nebraska itself. McCabe is now the editor of the monthly publication and for several years Don has been the face at many ag meetings gathering information and telling the soybean story through the NE Farmer. Don is certainly deserving of this award presented by the Nebraska Soybean Association.
The Nebraska Soybean Board (NSB)-funded UNL research shows that soybean yield declines when planting is delayed after May 1. The year-dependent decline can range from 1/4 (0.25) bu/ac to 5/8 (0.625) bu/ac for EACH DAY of planting delay after May 1. Multiply those daily potential yield loss numbers by the current soybean price to see how delayed planting can put a big dent in your pocketbook.

Why does soybean yield decline when planting is delayed? See the 2003 and 2004 pictures of soybean strips planted in early May (or late April), mid-May, late May (or early June) and mid-June. The pictures were taken just a few days after the longest day of the year (i.e., June 21). Planting early will lead to the crop canopy closing earlier in the season. You want your soybean crop to collect ALL of the sunlight it can, including early season long-day light! Crops use solar radiation to fix and reduce CO₂, and the reduced carbon is then used to make the carbohydrate, protein and oil that the plant puts into the soybean seed.

Note that by covering the soil with crop leaves, you lessen the amount of soil water lost to evaporation, thus reserving that water for the crop. This is because in order to acquire CO₂, it must open its leaf pores, from which H₂O escapes. An early planted crop can use early season rainfall.

This NSB-funded research also showed that soybean plants add one new main stem node every 3.7 days after the first trifoliolate appears at the V1 stage, and that node accrual rate continues until seed development begins at the R5 stage. Soybeans planted later cannot catch up! Note that a “node” is where the flowers, then pods, and then seeds in those pods are produced. You want to make sure that your crop is given enough seasonal time to produce as many main stem nodes (and thus flowers, pods, seeds) as possible. Delay planting by one week (7 days), and bingo, your crop just lost an opportunity to put two nodes on its main stem early in the season.

So, when thinking about soybean planting in 2014, “think EARLY!” You really do NOT want to see much brown (soil) instead of green (leaves) intercepting the sunlight when the days are long!
Soybean Seeding Rate and Seed Depth

Recent Nebraska Soybean Board-funded UNL research has helped document how many seeds should be planted per acre in no-till fields and how deep they should be planted. It is not possible to show you all of the research data in this limited space, so we will show you some representative data collected in a 2013 seed rate and depth experiment involving a no-till field (30-inch row spacing) located in Saunders County, Nebraska.

The graph shows soybean yield on the left (vertical) axis and seed placement depths on the bottom (horizontal) axis. The EIGHT planting depths ranged just 1.0 inch to 2.75 inches deep. The SIX seeding rates are shown as green, blue, red, brown, orange and pink colored symbols in the graph. See the color – seed rate legend located at the upper right side of the graph. Seeding rates tested at each seed depth ranged from a high of 210,000 seeds per acre (12 seeds per foot of 30-inch row length – which is one seed planted per inch) to a low of 35,000 seeds per acre (2 seeds per foot of 30-inch row – which is one seed planted every six inches).

For interpretation, you can draw a line from a chosen colored symbol in the graph to the left axis to find the yield associated with that symbol, then draw a line from that symbol down to find the associated seed depth, and then go to the symbol legend in the upper right to find the seeding rate for that colored symbol.

Planting 210,000 seed per acre at a 1.75” soil depth generated the “highest yield” in this field in 2013. However, the difference between the yield attained with 210,000 seed per acre and the yield attained with 105,000 seed per acre was not “statistically significant.” This term is used by scientists to state that they are not confident that that this marginal yield difference would be repeatable. With 210,000 seeds per acre you also would be planting 105,000 more seed per acre, so you would have to weigh the uncertain yield advantage against the extra seed cost and greater plant lodging. Planting 105,000 to 140,000 seeds per acre (6 to 8 seeds per foot of 30-inch row length) about 1.75 inches deep was sufficient to optimize the yield potential (at the least seed cost) in most of our test fields.
Update of Herbicides for Weed Control in Soybeans

– by Amit J. Jhala, Extension Weed Management Specialist, Department of Agronomy and Horticulture, UNL

Soybeans are the second most important crop in Nebraska with the growing area of about 5 million acres annually. Weed control is one of the most important aspects for soybean production. Herbicides are primarily used by soybean growers for weed control. Several herbicides have been registered for weed control in soybeans that have been listed in the 2013 Guide for Weed Management in Nebraska published by the UNL Extension. Recently, some new herbicides have been labeled for soybeans, and in some cases, the label update has been accomplished. The objective of this article is to provide soybean growers with updates of some new soybean herbicides recently registered.

**Flexstar® GT 3.5** [fomesafen (5.88%) + glyphosate (22.4%)]. Flexstar GT 3.5 is a new premix herbicide from Syngenta for pre- and post-emergence control of certain grasses, broadleaf, and sedge weeds in soybeans. A maximum of 3.5 pint/acre may be applied in alternate years. Mode of action: fomesafen is a PPO-inhibitor (Group 14) and glyphosate is an EPSPS-inhibitor (Group 9). Moisture is necessary to activate Flexstar GT 3.5 herbicide in soil for residual weed control. When adequate moisture is not received within 7 days after a Flexstar GT 3.5 herbicide application, weed control may be improved by overhead irrigation with at least a ¼ inch of water. Do not apply this herbicide as an over the top application to non-glyphosate-tolerant soybeans as plant death will occur. EPA Reg. No. 264-829.

**OpTill® PRO** [saflufenacil (17.8%) + imazethapyr (32%) + dimethenamid-P (63.9%)]. It is one of the Kixor based herbicides from the BASF. This co-pack features three modes of action: Sharpen, Pursuit and Outlook herbicides (Group 2, 14, and 15). It provides both contact burndown and residual pre-emergence weed control in soybeans. It can be applied in the fall and/or in the spring as a pre-plant or pre-emergence application in reduced or no-till soybeans for weed control. Optill PRO is packaged as a dual-chambered jug, consisting of dry and liquid components. Do not apply more than 2 oz/acre of the dry component in a single application or cumulatively per cropping season. EPA Reg. No. 7969-332.

**Warrant®** [acetochlor (33%)]. Warrant is an encapsulated formulation of acetochlor from Monsanto. Warrant herbicide can be applied pre-plant, at-planting or pre-emergence to soybeans at 1.25 to 2 qts./acre. It can also be applied post-emergence to glyphosate-resistant soybeans in a tank mix with glyphosate. It has only residual activity; therefore, weeds already emerged at the time of application will not be controlled by this herbicide if applied alone. It can be tank mixed with glyphosate and several other burndown herbicides to control emerged weeds at the time of application. Do not exceed 4 qts. per acre per season when making a second application. A field experiment conducted at the South Central Agri. Lab, UNL, Clay Center, NE suggested that a sequential application of Warrant applied pre-emergence at 2 qts./acre plus Roundup PowerMAX at 22 fl. oz./acre followed by a post-emergence application of Warrant at 2 qts./acre plus Roundup PowerMAX at 22 fl. oz./acre provided season-long weed control in glyphosate-resistant soybeans with excellent crop safety (Figure 1 and 2).

![Figure 1. Untreated control plot at harvest](image)

![Figure 2. Warrant® at 2 qts./acre applied PRE followed by Warrant at 2 qts./acre applied POST at V2 to V3 stage of soybeans. Both times it was tank mixed with Roundup PowerMAX at 22 fl. oz./acre. Photo taken before soybean harvest.](image)
Soybean cyst nematode (SCN) can be found in most of the eastern half of Nebraska, according to soybean checkoff funded soil sampling program results over that last several years coordinated by Loren Giesler, a University of Nebraska-Lincoln extension plant pathologist.

"It has gradually moved across the state over the past decade or so," Giesler says. "While it affects only about 10% of soybean acreage in the state, SCN is the single biggest soybean yield robber in the state, and the nation," he says. "We estimate that SCN cost Nebraska farmers over $45 million in lost revenue in 2013."

Giesler says identifying symptoms of an SCN infestation can be difficult. While there are visual signs during the growing season, they’re difficult to see when an infestation is just getting started. By the time they’re really noticeable, SCN has increased in population levels to the point that yield losses can be significant. “The first indication of a problem is when soybean yields are lower than expected or trending down when soybeans are planted in a rotation on the field and corn yields are good,” he notes.

Once introduced, SCN tends to move slowly through a field. In no-till fields, there are usually circular to oval-shaped spots with leaf yellowing as nematodes gradually move out from the point of introduction when cyst population levels are high. Infested areas may take on a stronger oval shape in fields where tillage is used.

High SCN levels result in stunted, yellow plants. These above-ground symptoms are often confused with those caused by soil compaction, nutrient deficiencies, drought stress, low-lying wet areas, herbicide injury, and other plant diseases.

Giesler says if you’ve noticed downward trends in soybean yields on specific fields when yields are normal on other fields, or if you’ve seen plant damage in circular or oval-shaped areas, it’s time to test your soil to confirm whether SCN is the problem. Soil samples for SCN may be collected at any time of year, SCN numbers tend to be highest when plants are nearing maturity to just after harvest.

Once SCN has been diagnosed in a field, what’s next? Crop rotation with a non-host crop and use of resistant soybean varieties should be the key components of a SCN management program.

To continue growing soybeans on that field, you’ll need a way to keep SCN numbers low while maintaining or improving plant health. SCN resistant varieties are available and University of Nebraska testing shows they can improve yields when SCN is present. In University of Nebraska tests over the past 8 years at 29 locations known to be infested with SCN, resistant varieties have yielded an average of 5.9 bu. per acre more than non-resistant varieties. On the sandy soils of Northeast Nebraska, (Brunswick, Laurel, Neligh and Plainview) resistant varieties yielded 12.5 bu. better.

For more information, see these publications:
Soybean Cyst Nematode, at University of Nebraska Plant Disease Central (http://pdc.unl.edu/agriculturecrops/soybean/soybeancystnematode)
Soybean Cyst Nematode Management (http://pdc.unl.edu/c/document_library/get_file?folderId=924938&name=DLFE-13066.pdf)
It’s hard not to have your mind doing constant comparisons when traveling internationally. Two magazine issues ago, we talked about how Japan was the relative size of California regarding land mass but was home to roughly half of the U.S. population. That’s a lot of people and not a lot of room.

Like Japan, traveling to South America this past month was an eye-opening experience. The United States is big, but how big is it? The U.S. is the third largest country in the world, but if you took out Alaska, then we would drop to fifth and be a hair smaller than Brazil. See the image on this page for a comparison, which shows an overlay of the size of Brazil on top of a United States map (courtesy of overlapmaps.com). On the other hand, Chile has maybe the most unique geographical shape of any country – spanning north to south for nearly 3,000 miles while never exceeding a width of 250 miles. Again, see image for contrasts between U.S and Chile.

But, there is one major similarity between our two countries – latitudinal degrees between Nebraska and parts of Chile are nearly identical. Understanding similarities between latitudinal lines is just as important as understanding differences between hemispherical seasons. Santiago, Chile offers a very similar climate to the one we experience here in Nebraska during our growing season – except – when it’s our offseason, it’s their growing season. That very minute difference in degrees of latitude offers a unique opportunity in soybean research for the University of Nebraska-Lincoln.

This coming year will mark the 31st year of the “Soybean Breeding and Genetic Studies for Nebraska” project that has been funded by checkoff dollars. In 1985, research began with the University of Nebraska-Lincoln (UNL) for this project in the amount of $15,000. Year by year, UNL is able to build on prior successes and continue to build successful soybean lines for the growers in Nebraska. Last year, NSB invested $230,521 in research for this project. Most recent success has come the industry’s way because of the work that Dr. George Graef has completed. Graef, Professor of Agronomy and Horticulture, has noted that the objectives of this project are to produce high-yielding soybean varieties for Nebraska; develop germplasm and cultivars with improved compositional quality, including oil and meal traits; develop germplasm and cultivars for use in specialty markets for human food uses; and evaluate and develop germplasm and cultivars that are resistant to iron deficiency chlorosis, soybean mosaic virus, bean pod mottle virus, sclerotinia stem rot and soybean cyst nematode.

Last year was successful for this project, a year in which commercialization of three additional soybean lines from the breeding program were provided to seed suppliers. Also, completion of a major license agreement with Bayer Crop Science was reached, for access to soybean breeding lines and populations from the program. The successfullness of that previous partnership has allowed NSB to reinvest royalties back into the university by forming UNL’s first Presidential Chair in the Soybean Breeding program. From February 9-15, NSB and UNL sent a group of growers and researchers to Chile to check up on these NSB-funded activities. While in Chile, the group visited Massai Agricultural Services and Mansur Agricultural Services. At each of these locations, UNL and Graef have multiple lines of soybeans being bred and tested for different qualities. The University of Nebraska isn’t the only client on these specific farms,
through. Many other Midwestern universities, seed companies and chemical companies also have plots and research demos held on these farms because research can be done in Chile during our winter back in the states. Once their growing season winds down, those seeds and traits can be brought back to the United States in time for our growing season. Results can be attained quickly when one can do research year-round.

Massai Agricultural Services began in 1985 with 5 employees and currently employs 160 people. The region in which Massai Agricultural Services is located only receives roughly 16-18 inches of rainfall per year and most of that comes from the end of May to early September. This allows them to do studies on drip irrigation and drought research in nearby plots during the dry months. Soybeans represent nearly 89% percent of Massai’s research department, accounting for roughly 280,000 research rows.

Tony Johanson, NSB District director from Oakland, Neb. was excited by the success of the research plots. “The reason they chose Santiago is because that environment pretty much mimics that of Nebraska in that it’s very hot and dry. The drip irrigation studies will be very valuable to those producers in our state who irrigate their beans. Weather in Chile during their two seasons is much more predictable than some of the patterns we see back here, though.”

Besides Johanson, other growers on the tour were Ed Lammers of Hartington, Mike Korth of Randolph, Richard Bartek of Ithaca, Ron Pavelka of Glenvil, Terry Horky of Sargent, Scott Houck of Strang, Greg Greving of Chapman, Loyd Pointer of Sargent and Larry Tonniges of Seward. UNL personnel on the tour were George Graef, Professor of Agronomy and Horticulture at UNL and Keith Glewen, UNL Extension Educator at ARDC near Mead. NSB staff members attending were Victor Bohuslavsky, Drew Guiney and Andy Chvatal. Also attending was Doug Brand of Seward.

After visiting these research farms, the group also got the chance to visit Agrosuper, a pork processing facility near Rancagua, Chile. They also toured the fruit and vegetable production sector in the region. Before coming home, the latter half of the trip took the group to Brasilia, Brazil. The group spent a day at Verni Wehrmann’s soybean seed processing facility. This specific farm spanned roughly 12,500 acres. Besides soybeans, Mr. Wehrmann also produces garlic and onion seed, carrots and seed corn.
When you talk with pork exporters, there are many customers around the world, but Japan remains the prime target — the center of the bulls-eye — when it comes to value. That’s not only true in the United States, but pork-exporting countries around the world are focusing their resources on building their share of this critical export market.

Although overall U.S. pork exports to Japan declined 7 percent in volume and 5 percent in value in 2013, the United States’ share of the critical chilled pork market grew as American exporters pursued this higher value niche. And while Japan is certainly a developed market, there are segments within it that offer significant growth potential.

One such niche is Japan’s foodservice sector, where a key opportunity exists for processed pork products. A survey that USMEF conducted at the Japan Foodservice Association Show identified this new niche potential: about half of the respondents have not yet utilized any processed U.S. pork products.

Currently, Japan imports about 12,000 metric tons (mt) of sausage and 2,200 mt of ham and bacon per year, leaving substantial growth potential – particularly at foodservice – for new menu items. A recent USMEF pork workshop, developed for a specific audience of purchasing managers, menu developers and marketing staff of leading Japanese foodservice companies with financial support from the Pork Checkoff, introduced nine U.S. pork brands to the attendees through product samples and face-to-face meetings with sellers.

“An important focus of the workshop was to enable foodservice operators to understand the taste and quality of processed U.S. pork items and to see the advantages of utilizing pre-cooked products to improve food-preparation efficiency,” said Takemichi Yamashoji, USMEF-Japan’s senior marketing director. Specific menu items geared to café restaurants, Japanese izakaya pubs and family restaurants were developed for sampling.

Small and regional supermarkets are another market segment with potential. USMEF recently held its first chilled pork seminar and tasting session, also with Pork Checkoff support, in collaboration with CGC Japan, a voluntary cooperative group representing 225 companies and 3,800 outlets of regional and small supermarkets. The dual goal of these sessions is to expand awareness of U.S. pork products and displace international competitors as CGC’s leading source of imported pork.

In working with its processor and exporter members, USMEF-Japan focused on menu suggestions using the shoulder end, cushion and loin. We received a very favorable response to the offerings and several companies already are planning to introduce U.S. pork cushion meat to their product line.

At the other end of the food industry spectrum, USMEF recently hosted a business development team from Nippon Ham Group (NHG), Japan’s largest meat distributing group, to encourage greater utilization of U.S. pork through NHG’s channels. Soon after, NHG hosted more than 18,000 people at its annual trade shows in Tokyo and Osaka and introduced its “American Fair” display with merchandising ideas and point-of-purchase materials.

Stuffed pork, roast pork and a special barbecue rub created during USMEF’s New Concepts and Innovations Initiative with NHG staff were featured at the American Fair as part of NHG’s expanded commitment to U.S. red meat sales.

U.S. pork exports to Japan in 2013 were down from 2012 levels, totaling just under $1.9 billion in value. However, the strength of this high-margin market, which attracted pork products from 26 different exporting nations last year, helped drive sales and market share growth from several EU pork exporters (Spain, the Netherlands and Germany), while Mexico improved on its No. 4 rank among exporters to Japan, increasing sales by 7 percent last year.
I WILL TAKE ACTION AGAINST HERBICIDE-RESISTANT WEEDS.

I will know my weeds. When they grow. When they pollinate. And I will stop them before they go to seed.

I will take action in the field and do whatever it takes to give my crops the upper hand against weeds.

I will take action with careful herbicide management and use multiple herbicide sites of action, because every action counts.

I will take action because it’s my bottom line. It’s not about this year or the next. It’s about the long term.

I will take action. This time. For all time.

Now is the time to take action against herbicide-resistant weeds. Visit www.TakeActionOnWeeds.com to learn how you can prevent herbicide-resistant weeds from spreading.

“The Nebraska Soybean Board (NSB) funds a variety of projects each year to increase the profitability of your soybean operation. Take a look below at some of the areas in which the NSB funds research on behalf of soybean farmers in Nebraska.

INSECTS, DISEASE & WEEDS
YIELD & QUALITY
IMPROVING BREEDING
IRRIGATION MANAGEMENT
NUTRIENT MANAGEMENT
SCN

“I am proud of the fact that the Nebraska Soybean Board invests in soybean research at the University of Nebraska. This research has helped many Nebraska soybean farmers incorporate better management practices on their farms. By investing in projects like weed resistance research and hosting weed resistance field days, the soy checkoff is providing our state’s soybean farmers real-time opportunities to stay ahead of the problem of resistant weeds by adopting alternatives to a complete glyphosate program. I support the soy checkoff because of their dedication to helping Nebraska farmers become more productive and profitable.”

- Scott Houck, soybean farmer from Fillmore County
Building Demand for U.S. Soybeans through Value-Added Exports
– by USA Poultry and Egg Export Council

When talking about international marketing of U.S. soybeans, it’s easy to let the 8,000-pound gorilla in the room – China – overshadow other important markets, and rightfully so. It’s true, China is our most important international customer, but it’s important to remember how important diversification is to our long-term success.

In 2012, Mexico was the second-largest export market for U.S. soy products, importing more than $2.7 billion worth of soybeans, meal and oil from the United States. Marketing efforts funded and organized by the soybean checkoff and their partner organizations have helped strengthen the relationship with our neighbors to the south.

Another important aspect of our strong trade ties with Mexico is their large demand for value-added products from the United States. Mexico is the number one export market for U.S. chicken, turkey, table eggs, and egg products by volume. The value-added market is extremely important to U.S. soybean farmers for a few key reasons.

1. It ensures domestic crush for soybeans.
2. It creates animal agriculture jobs in the United States
3. It infuses money back into rural America.

The Nebraska Soybean Board (NSB) is working with its partners at the USA Poultry & Egg Export Council (USAPEEC) to ensure these strong relations continue to prosper. A project funded by the Nebraska Soybean Board (NSB) is helping U.S. poultry and egg exports enter Mexico. Conducting training seminars for border inspection officials and identifying all the local importers of U.S. poultry and eggs through the PIERS import trade data service helps allow imports to travel freely without being delayed or rejected at border inspection sites.

Since subscribing to the PIERS service in October 2013 when the NSB project began, we have already been able to expand our importer database,” says USAPEEC Mexico Marketing Manager Alma Lilia de Leon. “In fact, we have already identified 8 new importers of U.S. table eggs. This information also allows USAPEEC to timely contact these new importers in the event that their shipment is detained due to export documentation errors, particularly since they are inexperienced in exporting to Mexico.”

For the second year in a row, combined exports of U.S. poultry and egg to Mexico surpassed $1 billion, with a total export value of $1.266 billion, up 16.7 percent from 2012. Broiler meat shipments to Mexico last year rose by 13.5 percent to 637,049 metric tons. Turkey shipments to top market Mexico were 185,898 tons, down 0.9 percent from 2012, while export value reached $379.6 million, up 1.9 percent.

“With the outbreaks of high pathogenic avian influenza (HPAI) in Mexico’s largest egg and poultry producing regions, Mexico began importing record levels of U.S. eggs,” says de Leon. “Prior to the HPAI, Mexico had been self-sufficient in table egg production.”

Egg shipments to Mexico hit a record of 62.18 million dozen, up from 16.56 million dozen in 2012. Egg product value to Mexico rose by 128.7 percent to $37.66 million.

As the largest user of U.S. soybean meal, the U.S. poultry and egg industry consumes more than 1 billion bushels of soybeans, equivalent to more than the entire annual production of Indiana, Iowa, and Minnesota combined.

As U.S. poultry and egg exports increase, there is a greater need for more poultry and egg production, resulting in more soybean meal needed for feed. In 2013 alone, U.S. poultry and egg exports accounted for 160 million soybean bushel-equivalents.

Projects aimed at increasing demand for U.S. soy, both at home and abroad, are a priority for the Nebraska Soybean Board and its partner organizations. Building and sustaining value-added export markets is good for U.S. soybean farmers and good for rural America. The NSB has been working with USSEC since 2005, and hopes to build on the success of our efforts across all boarders.
NSA co-hosts
Ribs and Bibs
State Senators Reception

In mid February the NE Soybean Association along with the NE Pork Producers hosted Nebraska State Senators and industry leaders to mouth watering pork ribs during a dinner held in Lincoln.

The purpose of the dinner was to further educate the State Senators on the importance of the pork industry as it relates to them being our number one customer. Animal agriculture is the number one domestic use of soybean meal. Several NSA directors attended the event and had an opportunity to visit with their State Senators on several ag issues currently being debated in the Legislature. Some of the key Legislative bills of interest this session that NSA will continue to monitor include property tax proposals, water policy issues and livestock development.

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I will take action against herbicide-resistant weeds. I will know my weeds. I will target their strengths and exploit their weaknesses. Escapees don’t stand a chance. I will seek them out and take them down before they go to seed. Because fewer seeds today mean fewer weeds tomorrow.

Preventing weed seed production is essential to weed management. Visit www.TakeActionOnWeeds.com to learn how you can prevent herbicide-resistant weeds from spreading.

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Salute to our Corporate Relations Partners

Corporate partners are extremely important to the overall effort of the Nebraska Soybean Association (NSA).

Not only do they provide the association with financial support, they are a link to the industry that serves soybean farmers with inputs and capital to run successful operations. NSA relies on corporate partners to keep us up to date on the latest in production technologies and we work in partnership to implement policies that benefit our soybean farmers.

2013-2014 partners include:
Ag Processing Inc; Farm Credit Services of America; IntelliAir; Monsanto/Asgrow; Novozymes; Pioneer and Syngenta.
Featured Soyfoods Recipe:
Crock-Pot Taco Bake

Hop into spring by adding soy to your diet. It may help reduce the risk of heart disease.

INGREDIENTS:
- 1 package taco seasoning
- ¾ cup water
- 1 can (8 oz.) tomato sauce
- 1 pound ground beef, browned or one package (12 oz.) of frozen soy crumbles
- 1 can (15 oz.) black soybeans, drained & rinsed
- 1 cup corn, frozen
- 1 can (14.5 oz.) diced tomatoes
- 1 can (4 oz.) mild chopped green chilies.
- 1 package (8 oz.) macaroni shells, uncooked
- 1 cup shredded mild cheddar cheese
- 1 onion, chopped

DIRECTIONS:
1. Bring the water to a boil.
2. Mix taco seasoning with the boiling water.
3. Pour taco seasoning and water into the crockpot.
4. Stir in the tomato sauce, browned ground beef, chopped onion, black soy beans, tomatoes, corn, and chilies.
5. Gently mix in the uncooked macaroni shells.
6. Cover and cook on low for 6-8 hours or on high for 3-4 hours.
7. Sprinkle the cheese over the top during the last 30 minutes of cooking.

NUTRITION FACTS:
Per Serving (excluding unknown items): 396 calories, 37g carbs, 15g fat, 28g protein.
Makes 8 servings.

Find this and more great recipes on our Vimeo channel:
www.vimeo.com/soyrecipes
For decades, Nebraska soybean farmers have understood the versatility and ecological benefits of soybeans. For a generation of environmentally conscious people, soy products offer numerous health benefits, decrease our dependence on foreign oil, and reduce exposure to toxic chemicals. From food and fuel to industrial and commercial products, soybeans are making everyday items more renewable and environmentally friendly.

In an effort to inform consumers about the benefits of soy, the Nebraska Soybean Board (NSB) made a huge splash at the annual Nebraska Builders Home and Garden Show at the Lancaster Event Center in Lincoln, February 7 - 9.

“Our goal was to advocate for the many uses of soy,” explained NSB staff member Andy Chvatal, “And we accomplished that goal.”

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“Our goal was to advocate for the many uses of soy,” explained NSB staff member Andy Chvatal, “And we accomplished that goal.”

More than 500 show attendees visited the booth, learning about the products and getting complimentary samples of soy lotion, laundry detergent, bathroom cleanser and hand dishwashing detergent — all formulated with U.S. grown soybeans — as well as a product catalog featuring many soy-based products, their benefits and where they can be locally purchased.

“Many people were surprised at the variety of products made with soy, especially common items you find in any department store like Aveeno body moisturizer,” said Chvatal. NSB displayed cleansers, household detergents, interior and exterior paints, carpet, artificial outdoor turf, a soy-foam sofa, candles, lubricants, plastics, adhesives and hand and body soaps and lotions in their booth.

However, the main attraction was a 12-foot mural created using soy-formulated paint from Sherwin-Williams. Nearly 300 people, ages 6 to 86, rolled up their sleeves and tested their artistic abilities. With grid lines dividing the mural into 6-inch squares, participants put their personal touches on this unique showpiece. In the last hour of the show, the mural was finally completed by Lincoln soybean farmer John Zakovec. The showpiece reiterates how consumers can be green, save money and help the environment by using soy products in their everyday lives.

“As a farmer contributing to the soybean checkoff, it’s good to know our dollars are being invested in worthwhile projects. NSB does a great job to promote our product and share our message with the people of Nebraska,” Zakovec said.

A huge thanks to those who came out and helped us paint our soybean mural!
Biodiesel Industry Sets New Production Record
Points to New Numbers in Calling for Revised 2014 RFS Proposal

WASHINGTON – The U.S. biodiesel industry set a new record in 2013 by producing nearly 1.8 billion gallons, according to recently released EPA figures that underscore the industry’s case for a revised Renewable Fuel Standard (RFS) proposal this year.

The industry’s total production significantly exceeded the 2013 biodiesel requirement under the RFS and was enough to fill the majority of the Advanced Biofuel requirement. Yet the Obama Administration has proposed holding the 2014 RFS volume for biodiesel at 1.28 billion gallons while also sharply cutting the overall Advanced Biofuel requirement – a proposal that, if finalized, would significantly reduce production.

Industry leaders pointed to the new 2013 numbers in again calling on the Administration to increase the biodiesel and Advanced RFS proposals to at least reflect current production rates.

“The success of the biodiesel industry in 2013 proves that the RFS is working today and stimulating the commercial-scale production of advanced biofuel,” said Joe Jobe, CEO of the National Biodiesel Board (NBB), the U.S. trade association. “It also makes it incredibly frustrating that the Obama Administration is backing away from this progress with its recent RFS proposal.”

“If our industry produced 1.8 billion gallons of Advanced Biofuel in 2013, why is the Administration retreating to 1.28 billion gallons for 2014?” Jobe asked. “We’re proving it can be done. What we need is consistent policy, and that is sorely lacking in Washington right now.”

Made from a wide range of feedstocks including recycled cooking oil, soybean oil and animal fats, biodiesel is the first EPA-designated Advanced Biofuel to reach commercial-scale production nationwide. The year-end volume, reported here on the EPA’s website, is listed under the Biomass-Based Diesel category, which is a subset of the overall Advanced category. The new record was reached with production in nearly every state in the country.

“It is incomprehensible that an Administration that has unequivocally supported renewable fuels since Day One has suddenly decided to retreat on the first Advanced Biofuel to reach commercial-scale production nationwide,” Jobe said. “It threatens biodiesel businesses across the country and thousands of jobs, and it undercuts the Administration’s stated priority of reducing greenhouse gas emissions.”

Perhaps more importantly, it jeopardizes the future of all renewable energy by sending a terrible signal to entrepreneurs and investors that these policies are not stable, even under a President who professes to support them,” Jobe said.

Because some excess 2013 biodiesel production could be “carried over” into 2014 for RFS compliance purposes, the real RFS market this year could be closer to 1 billion gallons for biodiesel — a cut that would shock the industry. News outlets around the country have published stories recently highlighting the harm the proposal would do to local producers.

In addition to the weak RFS proposal, Congress also allowed a key biodiesel tax incentive to lapse on Dec. 31, further disrupting the industry.

“Many biodiesel producers have been running at full capacity in recent months,” Jobe said. “That’s driving down costs and creating tremendous economic activity. Yet instead of embracing this success, Washington is walking away from it.”

The total Biomass-based Diesel volume of 1.8 billion gallons is primarily biodiesel but also includes renewable diesel, a similar diesel alternative made with the same feedstocks but using a different technology.

According to a recent study, the industry is supporting more than 62,200 jobs nationwide and nearly 8,000 of those jobs would be threatened by a drop in production back to 1.28 billion gallons. Biodiesel reduces greenhouse gas emissions by 57 percent to 86 percent, according to the EPA.
Pre-Planting Fuel Management

by MEG Corp
952-473-0044
info@megcorpmn.com

The onset of warmer temperatures and snow melt means that planting season is right around the corner and you are all excited to get out there. Take a few moments to perform some routine maintenance of your fuel tanks, equipment and filters to make sure you don’t have any down time. Spring is also a great time to begin using B20. Biodiesel can be used in most existing diesel engines and fuel injection equipment in blends up to 20 percent with no change in performance. Biodiesel adds much needed lubricity to today’s Ultra Low Sulfur Diesel, protecting wear and tear on engine parts. With current diesel and biodiesel prices, you should be able to purchase B20 from your fuel distributor comparable to the cost of straight No. 2 diesel.

Regardless of your use of biodiesel or not, routine maintenance is the key to avoiding fuel related problems. Take a few moments to run through the checklist to the right.

Work closely with your fuel distributor to ensure that you are receiving a quality product and to minimize potential fuel problems. If using biodiesel, ask your supplier if the fuel meets ASTM specifications. You can’t control the weather, but if you follow these tips you can make sure what’s keeping you from hitting the fields isn’t your fuel.

Routine Maintenance Tips for Your Fuel Equipment:

- It is best to check for water and sediment in tanks PRIOR to fuel delivery. Remove any free water otherwise it will get stirred up into your fresh fuel.
- Check all hoses, caps, gaskets and vents for leaks. Make sure everything is in proper working order.
- Install a dispenser filter on a storage tank. You want to capture any contaminants with a dispenser filter to keep them from getting into the vehicle tanks.
- If you have a dispenser filter, check it and change if necessary. Better yet, change it before every planting season and again before every harvest. Make it part of your routine.
- Check vehicle fuel filters and change if necessary. Follow OEM specifications.
- Check vehicle fuel caps to make sure they are secured tightly.
- If you have a water separator, monitor and drain if it contains water.
- Fill your vehicle and storage tanks with fuel after the planting season is over. If you keep fuel tanks full, it reduces the amount of air in the tank. Air is the number one source for water in fuel tanks and can also lead to oxidation and degradation of fuel.
Making Connections Beyond Borders
– by Drew Guiney

There are more people currently inhabiting the planet than at any other time in history. There are more than 7 billion people in the world, and that number is expected to stretch to more than 9 billion by 2050. So what does this mean, exactly? Well, there are several challenges to address between now and 2050. And there is no doubt that new, unknown challenges will rise to the surface as well. But one challenge is glaring at us right now. The line has been drawn in the sand and the starter’s gun has sounded in this race against time –

Exactly how are we going to feed 2 billion more hungry people?

It’s no secret that most of the population growth will come from developing countries such as India, which is projected to pass China as the most populated country in the world; Nigeria; and Pakistan. But there has also been a growth of the middle class in developed countries, most notably China, which has led to an increased demand for protein.

These pressures to feed a growing population have put U.S. farmers and ranchers in a very favorable position moving forward. U.S. farmers and ranchers are working hard to solve these issues by incorporating new technologies and best management practices to grow more using fewer resources. U.S. farmers and ranchers are also working hard to strengthen relationships with their end users in an effort to educate them on the quality of U.S. agricultural products.

International marketing is a priority for the soybean checkoff. The Nebraska Soybean Board partners with many other states and the United Soybean Board to work with affiliate organizations to promote the benefits of U.S. Soy overseas.

For the past several years, the Nebraska Soybean Board has partnered with the Ag Processing Company (AGP), along with other soybean-growing states in the region, to host international buyers of U.S. soybean meal on farms across the Midwest. These trade missions give buyers from overseas a chance to see for themselves the quality of U.S. Soy compared to that from its competitors. To further strengthen these relationships, AGP sends a trade team to Southeast Asia each year to better understand the needs of its end users.

As a part of this year’s AGP Trade Mission, thirteen soybean farmers and state soybean staff traveled to the Philippines and Vietnam in an effort to strengthen the relationships between some of the world’s largest soybean meal customers. The U.S. trade team was made up of farmers from five different states including Iowa, Minnesota, Nebraska, North Dakota and South Dakota.
According to the USDA, the Philippines is the second-largest importer of U.S. soybean meal. In 2012, they imported nearly $600 billion worth of U.S. soybean meal. The first stop of the tour was at group was at the La Filipina Uygongco Corporation, the largest importer and distributor of U.S. soybean meal in the Philippines.

La Filipina was created in 1901 but was largely destroyed during WWII. After some rebuilding, the company was incorporated in 1971 and has since diversified into several areas including food products, livestock and feed, production agriculture, utilities, logistics, real estate, investments and their own non-profit organization. To help picture the breadth of their reach, La Filipina features services in commodities and business sectors such as fertilizers, wheat and sugar milling, animal feeds, livestock production, cargo shipping, hotels, housing, a shopping mall and banking.

Gerald Uygongco, a trader for La Filipina, received his education at Iowa State University and said he sees the value of purchasing his soybean meal from the U.S. and will continue to do so whenever possible. “We have experimented with feeds from other sources before, and the U.S. meal can give a better productivity,” Uygongco said. “In fact, specifically, we can get 3-5 kilos (6.6-11 lbs.) more per pig of the same age using the same ration. Because of that, even if the price of U.S. meal is a bit more expensive, the higher price is overshadowed by the ability to sell more. We earn a lot more using U.S. meal; therefore, we are able to convince buyers to purchase U.S. soybean meal.”

The next stop was at the Interflour Group. On the large side of the spectrum, Interflour imported more than 160,000 metric tons of soybean meal from the U.S. alone last year, a number they said they hoped to increase in coming years. A representative from the group, Toru, said that he looks for quality and reliability when purchasing meal. “We need a reliable supplier. We hope to bring your U.S. soybeans to our port in Vietnam as much as possible. We look forward to U.S. quality and reliability.”

Throughout the tour, the value that our overseas customers put on building relationships was evident. Many of them had been on farms in the Midwest, and some even asked about farmers they had met by name.

Ron Pavelka, a soybean farmer and livestock producer from Glenvil said he sees opportunities like this to meet with foreign buyers as an integral part of relationship building. “These buyers mention that they prefer the quality and consistency of U.S. soy,” Pavelka said, “but that doesn’t guarantee that they will ultimately purchase from the U.S. These trade missions, as well as buyers’ reciprocal visits to our farms in the U.S., allow us to show off the quality of U.S. soy, as well as build relationships that go a long way in sustaining and growing their business.”

With more beans coming online from South American sources, buyers from all over the world are looking at lower price points as a way to drive down costs. However, Uygongco has remained steadfast in his commitment to purchase soybean meal from the U.S. Last year, the company purchased 278,000 metric tons and is looking to drive that up to 320,000 next year.

Although we will face many challenges in the months, years and decades to come, one thing seems to be clear – if the world, and with it the demand for more protein, is going to grow, U.S. soy is going to play a major role in that growth. Trade missions like these continue to demonstrate the value of building relationships for the future. That’s progress powered by U.S. farmers.

Workers at Van An hand bag soybeans to be used as feed.

“They buyers mention that they prefer the quality and consistency of U.S. soy…”

— by Ron Pavelka
PIGGING OUT ON SOY
Nebraska Soybean Board helps fund promotional busses in Lincoln and Omaha areas

Around the Twittersphere

Amanda Clymer
@amclymer

Nothing like riding the @NESoybeanBoard & @NEporkproducers bus to class today. #ag #UNL
1/24/14, 11:20 AM
1 RETWEET 2 FAVORITES

Houck Transit Ads
@BucksDayWork

#PorkBeinspired New wraps for @NEporkproducers! @allaboutpork

NE Soybean Board
@NESoybeanBoard

That’s “Soy” Awesome! RT @amclymer Nothing like riding the @NESoybeanBoard & @NEporkproducers bus to class today. #ag #UNL
1/27/14, 11:44 AM

NE Pork Producers @NEpor... 1/22/14
Be on the lookout for pork and soy on wheels! We have a bus w/ @NESoybeanBoard. Catch it cruising Omaha+Lincoln!
IT’S NOT A FAD.
IT’S AN EVOLUTION.

NPPA and the Nebraska Soybean Board to launch social media tour

– by Nikki Whitehead, Nebraska Pork Producers Association
  Technical Communications Design Manager

Story telling is something that civilizations have always done. It is a form of communication that has been constantly evolving. Whether that be through conversation, film, writing, or graphically, humans storytellers are by nature. In this digital age of a bustling economy where society vies for instant gratification and the things they want as quickly as possible, it’s only natural that the way we communicate these wants, needs and stories will evolve as well.

Social media and the Internet has impacted society in a way that lets people reach each other unlike ever before. In a click people can see their loved ones, communicate openly or find out anything they want to know. All this information and power is more often than not available at the tips of their fingers or in their pockets. The communication evolution is here. So, what role does agriculture play in it?

Because of the fact that users can reach each other in such efficient and lightening speed ways, it provides an excellent platform for farmers to tell the story of agriculture. Urban audiences and consumers are so far removed from the world their food is actually made in, that many of them have no idea how it gets from the farm to their tables. Social Media and new technology advances allow the agriculture community to directly connect with this audience in such an invaluable way. The doors that could be opened are literally endless.

It’s because of this that the Nebraska Pork Producers Association and the Nebraska Soybean Board have taken on the idea for a Social Media tour throughout Nebraska. Over the course of 2014 there will be several workshops in different cities relating to every aspect of how farmers and industry professionals can connect with consumers to better reach them with effective messaging. What kinds of messages should you put out there? How can online advertising help tell my story? What do people want to hear? How do I reach people? These are all questions that have been asked and will be answered.

In a world where society uses the Internet as a forum for conversation, agriculture is coming to sit at the table and tell its story. With animal activist groups sharing their opinions and morals with consumers and anti-ag groups reaching the audience agriculture also wants to reach, its best to sit alongside them and put agriculture’s information out as well. Consumers will hear many voices online that help them make their decisions about the food they choose for themselves and their families. Let agriculture’s voice be one of them.

“Agricultural professionals came to Columbus in October of 2013 to participate in a preliminary workshop “Make it work for you: How to use social media for your business.” Participants learned how to use new technology for tracking engagement online and the best ways to connect with their audiences using social media.”
Growing Power

Biodiesel is America’s Advanced Biofuel. Soy biodiesel is a clean burning fuel that extends engine life and can be used in most diesel engines. It works hard to improve the environment, help out farmers and create new jobs right here in America, all while lowering our dependence on foreign oil.

Biodiesel
Fuel made better.

Made in the U.S.A.