Nebraska CommonGround volunteer, Hilary Maricle, with her daughter, Kate, at their pasture near Spalding. Learn more about what CommonGround volunteers are doing to be advocates for agriculture, page 13.
You can’t always be here.
But ASA can.

The American Soybean Association is looking out for the best interests of U.S. soybean growers by doing important farm and trade policy work on Capitol Hill:

- ASA fights for biodiesel tax incentives
- ASA advocates legislation fair to soybean farmers
- ASA promotes trade agreements for soy exports

The law says your soybean checkoff can’t do these things. But ASA can.

If you believe this work is important to your bottom line, make sure you belong to ASA and your state soybean association. Become a member today at soygrowers.com.

Visit soygrowers.com or contact the Nebraska Soybean Association at 402.441.3239
Along Greg’s Gravel Road: “Beyond the Elevator”?
Start thinking “Beyond the Elevator.” But what does that mean exactly?

From the Association: The Farm Bill debate has begun.
It is important for farmers and grassroots leaders to be aware of the conversations that are taking place and what direction this 2012 (hopefully) Farm Bill will drive us.

Nebraska Soybean Board’s Districts 3 and 6 Elections
Please vote for your District candidates.

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Please vote for your District candidates.

Applications Sought for 2013 ASA/DuPont Young Leader Program
“The knowledge gained from this program can be put to use immediately—not only in business, but personally as well.”

On-the-Farm Conservation Stories Wanted
Tell Your Story When You Enter the Conservation Legacy Awards.

A-FAN and UNL Students Team Up To Tell Ag’s Story
The theme of the Husker Food Connection was “Know what we grow: Discovering Nebraska Agriculture.”

Sign Up Now to Use UNL SoyWater!
It assists you in making agronomic and irrigation decisions.

Red Meat Export Trend Remains Positive
“Coming off the record-setting 2011, we’re focused on sustaining the industry’s momentum...”

What’s Animal Ag Worth to Us?
Checkoff study shows impact of Animal Ag on food bills, exports, economy

Interested in Learning More About the Soybean Checkoff?
Come See for Yourself this year!

The Nebraska Soybean Board has kicked off 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 recently returned from its international marketing trip to Grays Harbor, in the Pacific Northwest, as a part of this year’s program. Grays Harbor is a vital shipping area for Nebraska soybeans, connecting our farmers with international buyers in Asia and the Black Sea region. The tour was designed to give Nebraska soybean farmers a better understanding of the logistical chain soybeans go through on their way to some of our international customers. Make sure to check out the article later in the magazine for more information about this trip.

There are still opportunities to attend national meetings this year. To get involved or learn more about the program, please contact the Nebraska Soybean Board office at 402-441-3240.

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. Thank you for your support of the Nebraska Soybean Board and this exciting program, and we hope to see you at our next event!
I'm sure that many of you may have seen the literature by now. Over the past couple of years, the United Soybean Board (USB) has made it a key point to get soybean farmers to start thinking “Beyond the Elevator.” But what does that mean exactly?

Well, for soybean farmers it means we need to start thinking more about the quality of our product and our end customers. Animal agriculture is our largest customer, with 98 percent of soybean meal going to feed poultry and livestock. But at times, the importance of the animal agriculture industry to soybean farmers seems to get lost in conversations about yield and exciting new uses.

It's no secret that a strong and viable animal agriculture industry is important to Nebraska, but here are a few numbers to illustrate just how important animal ag really is to our state. According to a USB survey, in the decade between 1999 and 2009, the expansion of the animal agriculture industry led to an increase of $323 million in state economic output, $51 million in household wages, an increase of 2,225 jobs and $13.8 million in income tax revenue.

Now, aside from animal agriculture being good for Nebraska, it’s good for soybean farmers. In 2010, Nebraska animal agriculture consumed an estimated 29.8 million bushels of soybeans. Production of alternative fuels, like biodiesel, has helped lower the cost of feed for poultry and livestock, and with many producers raising crops and livestock these things are important to our bottom line.

The Nebraska Soybean Board and United Soybean Board remain committed to serving soybean farmers and their number one customer – animal agriculture, because at the end of the day, it just makes sense – after all, soybeans and livestock are in this together.
from the Association

The Farm Bill debate has begun.

– by Geoffrey T. Ruth, Rising City, NSA President

Summer is here. For many of us that brings irrigating, spraying, crop scouting, barbecues and chasing kids from event to event. The summer is typically a busy time of year and this summer will be no different. However, with all of those things in mind an event is taking place in Washington D.C., an event that largely impacts the way we farm. The Farm Bill debate has begun. In the Senate we are encouraged by the timely discussions that took place to get a Farm Bill moving. The Senate bill had 73 amendments for consideration of which several were a concern to soybean producers. As your voice, we made our concerns known to Senator Nelson and Senator Johanns. We will continue to engage with our elected officials as the House moves forward with their discussions in the coming weeks.

It is important for farmers and grassroots leaders to be aware of the conversations that are taking place and what direction this 2012 (hopefully) Farm Bill will drive us. There will be great debate as to what safety net structure is right for America’s Farmers, whether or not direct payments should be cut, and whether you can write a farm bill that effectively covers all growers while also trying to reduce the federal budget. Crop insurance looks to be the clear winner for soybean and corn farmers, however the formula is not a one size fits all. There will be great debate between the rice, peanut and cotton farmers of the south and the corn and soybean producers and the effectiveness of crop insurance for their respective commodities.

ASA and the NSA leaders will be submitting comments, speaking to your Congressman, and will be watching closely to make sure that crop insurance programs are kept in place and the safety net for America’s Farmers is maintained. It is not only important for the leadership of our grassroots organizations to be involved in these conversations but it is imperative that you as members of NSA be informed and actively engaged in the discussions as well. If you have any comments, questions or concerns or would like more information about the ASA stance on the farm bill please don’t hesitate to contact your local NSA representative, the NSA office at association@nebraskasoybeans.org or myself for more information.

Have a great summer.

I Believe, I Belong...

Farming practices change. The seed varieties we plant keep changing. But our need to be involved in public policy never changes.

I believe membership in the Nebraska Soybean Association (NSA) allows farmers to have a united voice on policy issues in Lincoln and Washington, DC. There is strength in unity, not apathy. Membership in the NSA is an important, proactive and profitable decision for today’s soybean farmer. Join me and become a member at www.soygrowers.com. That is why I believe and belong to the Nebraska Soybean Association.

– Rodney Smith, District 6, Nebraska Soybean Association Director, DeWitt, NE
Nebraska Soybean Board Holds Election for Director Seats in Districts 3 and 6

Election Time Again!
Please Vote for Your District Candidates

Election ballots for Nebraska Soybean Board Districts 3 and 6 will be mailed on Friday, July 13, 2012, to soybean producers in those districts. Producers eligible to vote in the election must produce soybeans, be a resident of the district and pay the soybean checkoff. Qualified producers who do not receive a ballot by July 18, 2012, can call 402-466-1969 to request a ballot. The voting producer must sign and print their full name and home town on the return ballot envelope for their vote to be valid.

Ballots must be postmarked by July 31, 2012. The elected directors will serve a three-year term beginning October 1, 2012 and ending September 30, 2015.

NSB Directors are reimbursed for expenses incurred while carrying out Board business.

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.

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

**Meet the Candidate:**

**Ed Lammers**
Hartington, NE
Cedar County

Ed Lammers of Hartington, Nebraska ran unopposed; therefore he retains his seat as the District 1 Director and will begin his second term.

Ed has been involved in agriculture for thirty-three years, raising corn, soybeans, and alfalfa. He operates a spring and fall cow-calf operation which involves feeding calves to finish, and purchasing additional feeders. He does custom work and is in a trucking business partnership. Ed takes pride in agriculture production and feels very blessed to be a part of it.

Comments by Ed Lammers:

"I find the issues the Board considers very challenging and exciting to resolve, if possible. The Board raises my awareness of topics from production, marketing, domestic consumption, exports, advertising, research and public perception of U.S. agriculture. I believe the Nebraska Soybean Board has a chance to help form those topics and I have been proud to be part of it."

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

**Meet the Candidate:**

**Marc Hroch**
Wymore, NE
Gage County

Maybe Hroch of Wymore, Nebraska ran unopposed; therefore he retains his seat as the District 6 Director and will begin his second term.

Marc has been involved in agriculture for thirty-three years, raising corn, soybeans, and alfalfa. He operates a spring and fall cow-calf operation which involves feeding calves to finish, and purchasing additional feeders. He does custom work and is in a trucking business partnership. Ed takes pride in agriculture production and feels very blessed to be a part of it.

**Ballot District 3**

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

STOP! Please read reverse side for voter eligibility requirements.

Check the one candidate of your choice.

☐ Richard Bartek
Ihaca, NE
Saunders County

☐ Jeff Shaner
Ft. Calhoun, NE
Washington County

**Ballot District 6**

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

STOP! Please read reverse side for voter eligibility requirements.

Check the one candidate of your choice.

☐ Marc Hroch
Wymore, NE
Gage County

☐ Greg Peters
DeWitt, NE
Gage County
District 3: Counties of Butler, Colfax, Dodge, Douglas, Sarpy, Saunders and Washington

Meet the Candidates:

Richard Bartek
Ithaca, NE
Saunders County

The family farming operation has been a part of Richard’s life for more than 45 years. The family farming operation consists of Richard and his two brothers. They farm a soybean and corn rotation and are current LG Seed Dealers. With a degree from the University of Nebraska-Lincoln, in Agricultural Economics and Agronomy, Richard has the education, experience, and appreciation for farming.

Comments by Richard Bartek:
“I am seeking a position on the Nebraska Soybean Board because I want to promote research and education for the soybean industry. Since the 1970s, we have hosted numerous trade missions on our family farm from eight foreign countries. By working hard I see opportunity to increase demand for soybeans in the global economy; whether it be feeding people, livestock, poultry, or fish, producing fuel, and developing new products that are soybean-based. As farmers we produce an extremely beneficial product, soybeans, and I will work to make production profitable.”

Jeff Shaner
Ft. Calhoun, NE
Washington County

Jeff and his wife Kelly have three children, Cameron, Ethan and Morgan. They own and operate Neale Farms, Inc. An opportunity to return to his family’s farm arose, and they left their jobs in Washington State as a produce broker and school teacher to move to Nebraska. Jeff is the fifth generation to operate the family farm which is located almost entirely on the Missouri River bottom. They raise irrigated corn and soybeans.

Comments by Jeff Shaner:
“Soybeans are an important crop for my family, state and country. I am seeking a position on the Nebraska Soybean Board to help promote future markets for Nebraska soybeans.”

Marc Hroch
Wymore, NE
Gage County

Marc is an agricultural producer with his wife, Bobbie, and son, Connor, in southern Gage County. Their operation consists of row crop production and custom farming. Crop production includes soybeans, corn, wheat and alfalfa. The Hroch operation also includes a Black Angus cow herd that involves calving, back-grounding steers and breeding heifers for market.

Comments by Marc Hroch:
“As a producer of soybeans, I have an interest in being a part of future innovations to promote our product nationally and globally. I would look forward to the opportunity to be a part of new horizons for soybean products and market developments.”

Greg Peters
DeWitt, NE
Gage County

Greg farms with his wife, Moya, and son, Chris. They raise corn, soybeans, wheat and grain sorghum in rotation with a no-till operation on both irrigated and non-irrigated fields.

Comments by Greg Peters:
“I have a strong commitment to the soybean industry. I am dedicated to the board’s work on evaluating and reviewing new uses for soybean meal and soybean oil as well as expanding the current market for soybean products for my fellow Nebraska soybean producers.”

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

Meet the Candidates:

Marc Hroch
Wymore, NE
Gage County

Greg Peters
DeWitt, NE
Gage County

Meet the Candidates:
Everywhere we look, we tend to see change. The weather is ever-changing, the crops are growing and commodity prices are like a teeter-totter, up and then down. When it comes to finding the correct direction for marketing our soybean checkoff dollars, simple factors remain very clear – soybeans get crushed, animals eat the meal, and oil goes into biobased products, biodiesel or vegetable oil.

I’m sure you’ve heard numerous times that animal agriculture is vital to our soybean industry, because 98% of our meal is used to feed our livestock. 98%. Yes, the livestock industry still has other feed sources available for consumption, but what would happen if our livestock numbers were reduced, or worse yet, obsolete? Export increases don’t just happen with the flip of a switch. What if we reached our soybean export ceiling? Would the soybean industry disappear? Acknowledging our livestock industry just isn’t enough. We need to appreciate and support the industry. The livestock industry does not fully depend on soybean meal, but soybean meal is almost fully dependent upon the livestock industry.

It is a challenge today trying to educate a population in which their generational disconnect from the farm is widening by the minute. Fortunately, Nebraska has a quality make-up of agricultural organizations who all work hard to promote our crop and livestock industries. But who do we educate about our agricultural issues and how do we effectively get the facts to them?

We’re about three-fourths of the way through another successful fiscal year, and one of the bigger projects we have left is to create an effective animal agriculture commercial. With the help of marketing agency SnitilyCarr, we pieced together a very unique commercial. Lots of thought went into the over-arching theme of the advertisement. Do we make it more science-based, emotional, or factual? Do we take a defensive approach and defend our actions — actions that have been in place for our entire lives? After doing some surveys and listening to consumers face to face, the majority of Nebraskans DO trust our farmers and WANT our farmers to continue producing healthy and affordable food for them. Facts can only be force-fed for so long, but a re-assuring “thank-you” from the producer to the consumer can go a long way in building a trusting relationship.

Here are a few sneak-peek pictures of producers and their families being filmed for our animal agriculture commercial. Look for the commercial to be released later this summer, along with a two-minute extended version which will be shown on our website, www.nebraskasoybeans.org.
INVESTING CHECKOFF DOLLARS

4 Locations  One Day Event  4-Field Stops

2012

Soybean Management Field Days
Growing Nebraska’s Future

August 14
Tim Rowe Farm
Lexington

August 15
Bob Kracl Farm
O’Neill

August 16
Keith Pillen Farm
Platte Center

August 17
Nick, Ron & Kevin Hotovy Farm
David City

Registration begins at 9 a.m.
1-hour sessions rotate 9:30 a.m. – 2:30 p.m.
Unbiased, research-based information
Field tours and presentations in tents
University presenters and industry consultants
Complimentary admission and lunch
CCA credits available

http://ardc.unl.edu/soydays

Quest for the Holy Grail
In Soybean Production
- Row Spacing/Seed Rate, Fungicides
- Soil Fertility Options for Soybean Production
- Plant Populations/Planting Date and Maturity Group Interactions
Greg Kruger, UNL Extension Cropping System Specialist
Charles Shapiro, UNL Soils Scientist – Crop Nutrition
Evan Sonderegger, UNL Graduate Student

Soybean Seed Treatments
And Foliar Fungicides
Loren Giesler, UNL Extension Plant Pathologist

Growth Enhancement Interactions
With Herbicides
- Herbicide - Carrier Rate Study
  Michael Rehlich, UNL Extension Educator
- Greg Kruger, UNL Extension Cropping System Specialist
  Lowell Sandell, UNL Weed Science Extension Educator
  Cody Creech, UNL Graduate Student

Managing Land Leases
And Soybean Marketing
Jeff Peterson, Heartland Farm Partners President
Allan Wyhalek, UNL Extension Educator

Soybean Variety Development
Breeding Advancement Demonstration
Jim Specht, UNL Professor of Agronomy and Horticulture

SoyWater Bit Mobile
Jim Specht, UNL Professor of Agronomy and Horticulture
Jessica Torrion, UNL Research Associate
Patricia Grassini, UNL Research Assistant Professor

Bring your unknown crop problems
for complimentary ID

1-800-529-8030 or 1-800-852-BEAN

University of Nebraska–Lincoln  Institute of Agriculture and Natural Resources
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The United Soybean Board/soy checkoff neither recommends nor discourages the implementation of any advice contained herein, and is not liable for the use or misuse of the information provided.
Stop By Our Booth!
August 24 - September 3

Find out more at the Nebraska State Fair!

We will be located in the Ag Display area (east end) of the Exhibition Building.

Teaming up

Be sure to check out our bioproducts display!
Biodiesel's benefit to soybean markets is clear. Consider the history. Two decades ago, U.S. Soybean Farmers created the biodiesel industry to absorb vegetable oil surpluses. Last year, biodiesel was a 1.07 billion gallon market with just over half made from soybean oil. According to Centrec Consulting Group, over the last five years biodiesel has brought U.S. soybean farmers an additional $2.7 billion in net returns while at the same time reducing meal cost $25-$40 a ton. Biodiesel’s demand for soybean oil also supports domestic crush. And that’s the key. Biodiesel’s impact on meal and oil prices plus a strong domestic market equals significant benefits to soybean farmers’ largest customers, animal agriculture.

During a recent United States Meat Export Federation meeting, Melanie Fitzpatrick, U.S. Utilization Director for the United Soybean Board, discussed biodiesel’s benefits and USB’s relationship with USMEF and similar groups. She explained the partnership that USB and USMEF share is about adding value to both meat and soybeans through export markets. Soybean meal brings meat producers a naturally balanced source of amino acids in an easy to handle product form that can be counted on for its consistency. It is also widely available both in terms of nutrition to the animal and ability to access it across the U.S. Fitzpatrick said, “What USMEF wants and what USB wants are the same thing. More livestock production here in the U.S. – More soybean consumption here in the U.S. Grow it here – ship it there.”

The biodiesel story is a perfect fit for this relationship. Domestic demand for soybean oil to use in biodiesel production supports soybean consumption in the U.S. and means higher overall bean prices AND lower relative meal prices. While soybean oil remains the number one source for biodiesel, lard and tallow have been increasingly used for biodiesel feedstock. As a result lard and tallow prices have increased since 2007. The result is a higher value per head due to increased animal fat prices. The numbers and benefits add up quickly:

- Beef Tallow - Biodiesel adds $10-$12 per head, or $263-$315 million dollars in 2011
- Swine Fat - Biodiesel adds $1.00 to $1.25 per animal, or $26-$32 million in 2011
- Without biodiesel, higher meal prices could have cost the livestock industry $4.8 billion more between market years 2005-2009.

Because the success of U.S. soybean farmers is tied to the fate of livestock and poultry producers, the USB emphasizes research and marketing programs to support animal agriculture. In addition, the National Biodiesel Board is working with USB to help livestock producers understand how biodiesel use impacts their business.
The recent visit to Iowa by the Vice Premier of China helped to underscore the importance of China as the primary overseas market for U.S. soybeans. However, the Chinese government has very strict rules forbidding the presence of any treated seed in commodity soybean shipments arriving at its ports. Because Chinese officials have detected some treated seed within U.S.-origin commodity soybean shipments during the past year, this article will review the U.S. laws governing what must be done by farmers for proper and legal disposition of treated seeds remaining on farm after the planting season is over. The United States Soybean Export Council (USSEC) and the Nebraska Soybean Board feel that U.S. farmer compliance is critical for avoiding disruption of U.S. soybean exports to China and other applicable overseas markets.

Below are recommendations garnered from the TREATED SEED DISPOSAL section of the Pesticide Environmental Stewardship website of the Center for Integrated Pest Management (http://pesticidestewardship.org/disposal/Pages/treatedseeddisposal.aspx).

It states the following:

**A.** The best way to dispose of a small quantity of leftover seed that has been treated with a pesticide is to plant it in fallow or other non-cropped areas of the farm. It would have value as a ‘green manure’ cover crop or wildlife food plot. **Note** that treated seed may be hazardous to wildlife if it is not correctly planted (i.e., below surface of the soil).

**B.** Other possible options include:
1. Disposal in an approved municipal landfill (only permitted in some states; plus permits may be required).
2. Use as a fuel source for electrical power plants or cement kilns.
3. High temperature incineration by a waste management facility.
4. Fermentation in an alcohol-producing process at an ethanol plant (but then the ethanol plant’s resultant mash or distillers grains must not be used as feed).

However, the farmer must first contact the specific facility to determine if it can accept pesticide-treated seed. This list of power plants utilizing biomass, municipal solid waste, or non-fossil waste as an alternative fuel is extracted from the EPA National Electric Energy Data System (NEEDS) v3.02 ARRA, available at: http://www.epa.gov/airmarkets/progsregs/epa-ipm/docs/NEEDSv302ARRA.xls. Cement kilns can be located at www.ckrc.org/index.shtml.

**C.** For disposal of large quantities of leftover treated seed, the farmer must contact the pesticide manufacturer if the farmer needs more information than what is provided below (in the CIPM website).

**NOTE:** If the seed treatment was applied by the seed company, the farmer should contact the seed company.

**D.** NEVER burn pesticide-treated seed in a wood or corn stove used in the home or shop, for any purpose (heating, cooking, etc.)
With May being Beef Month, and with many Nebraska ranchers with new calves on the ground, we thought we would drop in on some of our CommonGround volunteers to see what they do to care for their animals.

So, Kelsey Pope, the Director of Advocacy & Outreach for the Nebraska Corn Board, and I took off in May to visit three of our CommonGround Nebraska volunteers, Dawn Caldwell of Edgar, Chandra Horky of Sargent, and Hilary Maricle of Albion.

It’s no secret that, like most moms, our CommonGround volunteers only have so much time in their busy schedules of juggling full-time jobs, working on the farm and being busy moms. We appreciate the time they take out of their day to stand up and be advocates of agriculture.

When they share their story of life on the farm, our volunteers are oftentimes stuck behind the camera showing what they do to those who are removed from farm life. So visiting a few of our volunteers gave us the opportunity to see them in action. Literally. We wanted to catch these women in their daily grind — working cattle, checking fence, and wrangling kids, and document it so it would be easy to share with others through pictures and video.

The spring animal ag tour was a great opportunity for us to share information with people who don’t know a lot about farming or don’t get to experience farm life every day. Our volunteers touched on topics like antibiotics, beef and nutrition, branding, feeding your family, hormones, and vaccinations. These are all important issues to consumers and it’s nice to hear answers to questions about food from the women who produce it.

CommonGround Nebraska staffer Kelsey Pope had this to say about the spring tour, “The best part about the tour was seeing the pride in each volunteer’s face as they showed us their farm and family. I could truly see that they are proud to produce food, and they were so happy to share that with me.”

For more information about the spring tour, visit http://www.CommonGroundNebraska.com or check out the videos on YouTube at http://www.youtube.com/CommonGroundNE.
Nebraska Grocer, Russ’s Market, run under its flagship of B&R Stores, kicked off its two-and-a-half month campaign highlighting Nebraska agriculture on May 30. The “Salute to Nebraska Agriculture” was the brainchild of B&R Stores’ managers, who worked closely with several Nebraska commodity organizations and individual farmers to develop a program to highlight the number one industry in the state – agriculture.

Marty Jarvis, the director of marketing, said this campaign stemmed from a desire to help consumers understand more about the food system. “There is an increasing number of Nebraskans who did not grow up around farming and do not know where their food actually comes from. We wanted to do our part as a Nebraska-based food retailer to give some exposure to the Nebraska farm and ranch families and hopefully give some insight to what actually happens on the farm.”

The Salute to Nebraska Agriculture will take place at all seven Russ’s Market locations in Lincoln and Hastings from May 30 to August 17. The Russ’s Market weekly insert will also contain a feature on Nebraska farming and ranching and the information will also be posted on their website at www.RussMarket.com.

Jarvis said that Russ’s Market is proud to be a Nebraska food retailer and they recognize the hard work that farmers put in to produce a safe, healthy food supply. “Agriculture is the main industry in Nebraska. We do a lot to promote local growers and manufacturers who supply us product, but that is just the tip of the iceberg of Nebraska agriculture. We wanted to do something to promote the majority of Nebraska growers and producers and what they do to feed the world. We are Nebraskans and it’s important to share Nebraska agriculture with our communities and give them a sense of pride for what agriculture means to our state.”

Throughout the promotion, Russ’s Market will feature Nebraska farm families both in the print version of the ads and on their website. There will also be several opportunities to meet farmer representatives at in-store appearances throughout the promotion.

Soybeans will be featured on two days during the promotion, June 16 and August 1. Brennan Andrews from the Nebraska Soybean Board’s Bean Team was at the Super Saver in Hastings on Saturday, June 16, from 10 a.m. – 2 p.m. serving up soy spinach dip and soy smoothies. CommonGround volunteer and organic producer farmer Linda Schwarz from Bertrand will also be in the store to answer questions about food.

For more information about the Salute to Nebraska Agriculture, visit Russ’s Market’s website at www.RussMarket.com or find them on Facebook at www.facebook.com/RussMarket.

Diane Becker and her family – a corn and soybean farmer from Madison.
Photo is courtesy of Nebraska Life Magazine.
Applications Sought for 2013 ASA/DuPont Young Leader Program

The Nebraska Soybean Association, American Soybean Association, and Pioneer Hi-Bred a DuPont Business are accepting applications for the 2013 ASA/DuPont Young Leader program.

2013 marks the 29th year of the program. "The Young Leader Program is an exceptional leadership training program," said ASA President Steve Wellman of Syracuse, NE. "The knowledge gained from this program can be put to use immediately—not only in business, but personally as well. Soybean producers who are looking to take on future leadership roles at the state and/or national level should pursue this training as the first step on their journey."

The 2013 class of Young Leaders and their spouses will participate in an educational leadership experience Nov. 27-30, 2012 at Pioneer headquarters in Johnston, Iowa, and Feb. 26-March 2, 2013 in Kissimmee, FL, coinciding with the annual Commodity Classic Convention and Trade Show. This program offers the opportunity for participants to enhance their leadership skills, as well as meet and learn from other young leaders.

"The Young Leader program provided us a great opportunity to network with other soybean producers as well as enhancing our leadership skills for future roles both on and off the farm" said Nathan and Stacy Dorn of Hickman NE, 2012 Nebraska Young Leaders.

Applications will be accepted through September 15, 2012. Interested applicants should apply online at www.soygrowers.com/dyl or contact the Nebraska Soybean Association at association@nebraskasoybeans.org or call 402-441-3239.

Eats the meal from 602 million bushels of YOUR soybeans

That’s half of all U.S. soybean meal. In fact, 98 percent of U.S. soybean meal goes to feed domestic poultry and livestock. That’s why animal ag is your number one customer. It’s true, chicks dig soy.

Learn more at www.BEYONDtheELEVATOR.com

Source: GSI Market View, Goldstream

*2012 United Soybean Board & US Soybean Checkoff
Do you ever wish that the average person knew more about where their food comes from? With the average person being three generations removed from the farm, it’s no surprise that this disconnect has allowed for many misconceptions about today’s food system to gain public acceptance.

Farmers Feed US is a program started by the Center for Food Integrity (CFI) and partner groups in 12 states in July of 2009 that aims to help consumers learn more about how food is produced and to bridge the gap of knowledge about modern farming and ranching.

In late 2010, CFI began working closely with the Delaware and Maryland Soybean Boards, as well as a variety of other regionally-based commodity groups to develop the Mid-Atlantic Farmers Feed US program. (www.FarmersFeedUS.org/ma). The program, which launched in early January 2012 with an initial 90-day “Free Groceries for a Year!” sweepstakes, featured four $5,000 grand prizes, awarded to one winner each in Delaware, Maryland and Pennsylvania, as well as Washington, D.C. With this sweepstakes campaign, Farmers Feed US made its way to the East Coast for the first time, offering exposure within some of the country’s largest consumer populations, including our nation’s capital.

The Farmers Feed US program utilizes a sweepstakes promotion to generate consumer interest in modern farming and ranching. Consumers are prompted to go to the website and enter to win free groceries for a year. Once on the website, consumers must watch a short video of a farmer describing what they do to produce a safe, affordable, nutritious food supply.

The program’s broad base of support allowed us to work with 10 different farmers from across Maryland, Delaware and Pennsylvania to develop the Mid-Atlantic Farmers Feed US program. The farmers featured in the program were from a variety of commodity groups, including traditional crops and livestock like soybeans, grain, hogs, eggs, and dairy, as well as regional specialties such as chickens, mushrooms and watermelons.

The Mid-Atlantic Farmers Feed US sweepstakes program created some exceptional results including:

- 233,793 consumer registrations thus far – that makes the Mid-Atlantic sweepstakes the most successful sweepstakes in the history of Farmers Feed US.
- 15,895 Mid-Atlantic consumers who have opted in for future information from Mid-Atlantic’s farmers (also the most in Farmers Feed US history).
- 2,784 Facebook “likers,” who have approximately 922,928 friends.
- 155 Twitter followers, with approximately 60,450 followers of their own.

The Nebraska Soybean Board (NSB), along with soybean organizations in Indiana, Minnesota and South Dakota, recognize the importance of reaching out to consumers to help them understand what we do and why we do it. While there aren’t a lot of soybeans grown in the Mid-Atlantic states in comparison to Nebraska, we recognize that’s where a very large and influential sector of the population resides. Funding this program allows us to ensure that consumers are receiving the right information regarding modern farming and ranching and everything that goes into making America’s food system the best in the world.
On-the-Farm Conservation Stories Wanted
Tell Your Story When You Enter the Conservation Legacy Awards

Nebraska soybean farmers are invited to tell the story of conservation on their farm by entering the 2012-2013 Conservation Legacy Awards. Winning entries will help tell the story to the public about how soybean farmers are committed to protecting the soil, water and air through environmental and conservation practices.

The 2012-2013 Conservation Legacy Awards program is sponsored by the American Soybean Association (ASA), BASF, Monsanto, United Soybean Board and Corn & Soybean Digest magazine.

Conservation Legacy Award winners from three regions (Midwest, Northeast and South) will each receive an expense-paid trip for two to the 2013 Commodity Classic convention and trade show, Feb. 28-March 2 in Kissimmee, Fla. One “National” Conservation Legacy Award winner will be chosen from the three regional winners.

All U.S. soybean farmers are eligible to enter. Applications must be submitted online by Aug. 6, 2012. To learn more about the Conservation Legacy Awards program and to access the online application visit www.soygrowers.com/clap.

Announcing the 2012 Nebraska Soybean Association 3-Year Membership Seed Bonus Promotion

Take advantage of the 2012 Membership seed bonus promotion today!

Join as a new or renewing 3-year member for $250 and when you purchase 12 bags of soybean seed, you will receive 6 bags free! Offer good until December 31, 2012.

We proudly recognize our 2012 Sponsoring Companies: AgVenture, Asgrow, Channel, Fontanelle Hybrids, Hoegemeyer Hybrids, LG Seeds, Mycogen, Pioneer Hi-Bred, Renze Hybrids, Stine Seed Co., Syngenta NK Soybeans (NK, Golden Harvest, Garst)

3-year members also Earn 100 Units of Optimize Seed Treatment.

To check on the status of your membership or for more details contact the NSA office at 402/441-3239 or email: association@nebraskasoybeans.org

Recruit your neighbor to join!

If You Believe...Belong

From steers and cows, pigs to sows, and chicks to chickens, animal ag creates big demand for U.S. soy — eating 98 percent of your soybean meal. And that's no bull.
What happens to your soybeans once you unload them at the elevator? Well, seventeen soybean producers caught a glimpse on this year’s See for Yourself International Marketing Tour to Washington State.

With every other row of Nebraska soybeans going to export markets, the Nebraska Soybean Board (NSB) recognizes the importance of showing producers firsthand where their beans are going and how they will get there. This is the third year that NSB has run its See for Yourself program, which aims to give soybean producers a firsthand look at soybean checkoff activities.

Participants in this year’s See for Yourself International Marketing Tour visited the state of Washington in mid-March to see how some beans from Nebraska are shipped to overseas customers. The tour took place from March 12 - 15 and included stops at the Port of Tacoma, Tacoma Export Marketing Company (TEMCO), Port of Grays Harbor (PGH), the AGP facility and Imperium Renewables biodiesel plant.

The group’s first stop was at the Port of Tacoma, which is the fastest loading discharge yard in the country, containing 100 miles of rail. While at the port, participants got to see several containers being quickly unloaded from rail cars to the yard where they would wait to be loaded on ships and exported out of the country. TEMCO Plant Manager, Terry Johnson, said that TEMCO handles approximately 225 million bushels of corn and soybeans annually. Panamax vessels can hold 2.2 to 2.7 million bushels of grain and take 60 to 80 hours to load before being shipped out to countries like China, Korea, Japan, Taiwan and Indonesia. “The amount of coordination, planning and hard-work that goes into getting exports out in a timely and efficient manner is incredible to see firsthand,” stated Brian Brown, farmer from Merrick County.

Farmers quickly learned that facilities in the Pacific Northwest must prepare for wet weather year-round, which hinders the loading process and time. In fact, rainfall was causing ship loading to shut down one month out of the year at TEMCO. The resulting

See for Yourself
Participants See Checkoff in Action in Washington State – by Drew Guiney
solution – TEMCO installed an overhanging roof nearly 9/10 of an acre in size, which allows them to fill 10 ships per month, or 220 – 230 million bushels per year.

After spending the day in Tacoma, participants headed to the Port of Grays Harbor (PGH), the leading exporter of U.S. soybean meal, to learn more about exporting products through three different types of transit; rail, water and truck. Due to a large increase in demand, the port recently installed 37,000 feet of new railway, the single largest investment PGH has ever made. Participants soon found themselves out in the marine terminal getting a close up view of the unloading, storage and loading process taking place at the port.

With four shipping silos and numerous storage silos, AGP, whose headquarters are in Omaha, has a handling capacity of 60,000 bushels per hour. “The ability to see a ship being loaded with soybean meal and getting ready to be shipped out is amazing to see in person. I now understand and can explain the full process of exporting commodities to fellow farmers,” noted Sean Wagner, Merrick County farmer.

Also featured during our afternoon at Grays Harbor was the Imperium Renewables biodiesel facility. Completed in 2007, the facility is currently the second largest biodiesel facility in the U.S., in terms of production. The facility has the capacity to manufacture 100 million gallons per year and is the only biodiesel plant that had tri-modal capabilities – meaning it has the ability to export using rail, truck and waterways.

It wasn’t hard for the group to see just how important ag products are, not only for other countries, but for maintaining business in the U.S. “Washington is one of the sole states that does not have a deficit,” stated a port tour guide. “There are three main reasons for that, and one of them is the ag business.”

Brown said he learned a lot on the See for Yourself International Marketing Tour. “Too many times people get caught up in their own little corners of the world. Since returning home, I’ve been busy telling everyone how many bushels and how many train cars it takes to load a vessel for export.”

For more information about the See for Yourself program, or to find out how you can get involved, contact the Nebraska Soybean Board office at 402-441-3240.
The Alliance for the Future of Agriculture in Nebraska (A-FAN) is dedicated to bridging the gap between the farm and dinner tables everywhere. That’s why when A-FAN heard that many agriculture-related student groups at the University of Nebraska-Lincoln wanted to bridge this gap with their fellow students but were not sure how or where to start, they decided to take action.

“We wanted to share information with our peers about agriculture in a fun and unique way,” said Kristin Witte, a Senior majoring in Agricultural Education.

A-FAN met with several student organizations and decided to partner with them to co-sponsor an agricultural awareness event they titled the “Husker Food Connection” to help students better understand where their food comes from. Fifteen East Campus student organizations then worked together to coordinate the event. The theme of the Husker Food Connection was “Know what we grow: Discovering Nebraska Agriculture.”

Over 80 students volunteered at the event on April 10th, 2012 promoting agriculture on UNL’s City Campus. Participants learned about where their food comes from and the importance of agriculture in Nebraska while engaging in several activities.

Numerous students were eager to get their picture taken with the piglets and Holstein calf. For many of them, this was their first experience with a piglet or calf up close.

SoJin Yu, a graduate accounting student from Seoul, South Korea said, “It’s very interesting to see animals in person.”

Other attractions included milking a mechanical cow, touring the mobile beef lab, climbing up on a tractor, learning to rope, riding a mechanical bull, and competing in a hay bale stacking contest. Throughout the activities, there were signs and posters explaining various agriculture commodities. Information displayed next to the tractor explained the process of growing crops in Nebraska, including soybeans.

Along with the attractions, the first 500 students received a Husker Food Connection t-shirt donated by the Nebraska Soybean Board. While students ate a free lunch featuring beef, pork, and turkey sandwiches along with ice cream, they learned about where their food comes from. During the event, approximately 1,000 lunches were served.

Boone McAfee, a Senior Agricultural Economics major, was one of the many volunteers teaching students, with non-ag backgrounds, about the role agriculture plays in providing them with the food they eat.

“The Husker Food Connection was a huge success, especially because of the time and dedication that students put into planning and running this event. Being able to successfully generate this interest in agriculture on City Campus is a reflection of how passionate the ag students at UNL are about promoting the importance of the agriculture industry,” said McAfee.

The success of the event would not have been possible without the support of the agriculture industry in Nebraska. Forty-six agriculture organizations, groups, and businesses contributed to the event.

The Husker Food Connection caught the attention of the media in Lincoln and was even picked up nationally on the AP wire.

Katie Frenzen, an agriculture education student, thought the Husker Food Connection was a great way for ag students to showcase agriculture on City Campus. “It’s an opportunity-driven thing because it’s an opportunity to tell people what we’re about.” Willow Holoubek, the Executive Director of A-FAN said, “The Husker Food Connection was a huge success because it empowered ag students to share the ag story with their peers and to come together with the industry to start this conversation. We hope this event becomes an annual event to help connect young consumers with those who are involved in producing the food they eat.”

– by Alyssa Doerr
You can now watch "Market Journal" anywhere using its new app available on iPhones, iPads and Android phones. The app, from the University of Nebraska-Lincoln, allows viewers to access clips from the award-winning program, as well as end-of-the-day futures prices, Nebraska daily elevator prices, local weather and agricultural news from several sources. The iPhone and Android versions even allow users to submit their agricultural photos and ask questions of the program’s experts, which may be addressed on future episodes.

For Apple devices, such as iPhones and iPads, the new app is available through iTunes. The Market Journal mobile app is also available through the Google Play mobile app store for Android devices. The tool is free.

"Market Journal," sponsored by the Nebraska Soybean Board and produced by UNL’s Educational Media, features current grain/livestock market commentary and analysis; weather, climate, and soil moisture updates; proven marketing and management ideas; risk management strategies; updates on agricultural policy issues; practical advice from seasoned, working producers; opportunities to share information and ideas; and access to the resources of the University of Nebraska-Lincoln Extension.

The show airs at 7 a.m. Central Time Saturdays on NET 1 and at 9 a.m. Sundays on NET 2. It’s also available at marketjournal.unl.edu and can be found on Facebook, Twitter and YouTube.
Sign-up Now to Use UNL SoyWater!

It assists you in making agronomic and irrigation decisions.

Get registered and acquire your own UNL SoyWater login information through this website: www.hprcc3.unl.edu/soywater. Using this website will allow you to know what the current soybean stage is in any of your fields, and better yet, will forecast field-specific soybean growth stages for scheduling management and irrigation events in a “just-in-time” manner!

Producers have a need to know the calendar date when a particular soybean stage will occur in a specific field because some critical agronomic management applications may be effective ONLY when applied at a specific growth stage. For example, R3 is the beginning pod stage. If you can irrigate your crop only one time, applying it at R3 will ensure the biggest yield “bang” per irrigation “buck” compared to irrigating at any other stage.

For irrigators, projecting the date of occurrence of stage R7 – known as plant physiological maturity – enables them to more precisely schedule the date of the last irrigation in a manner that will allow the crop to deplete water in the soil to 50% of the field capacity on the very day the crop reaches R7. The irrigator thus avoids late-season over-application of irrigation water!

SoyWater is easy to use! You only need to supply a few inputs when setting up a field, such as the planting date or emergence date (preferred) and the maturity group of the soybean variety (example: 3.1, for P93M11). You need to specify the soil texture, but SoyWater helps you by overlaying your

“Soybean stage prediction is very accurate - thank you for developing SoyWater.”
– Gary Zoubek

“SoyWater does a good job keeping track of water use.”
– Greg Peters, DeWitt

“I am a dryland producer and use SoyWater to predict growth stages and to monitor soil water level over time by inputting daily rainfall. This helps me relate the year-to-year yield variability in our soybean fields with respect to the available water observed in those soybean fields.”
– Liza Lunz, Wakefield
UNL SoyWater is available at www.hprcc3.unl.edu/soywater
The positive trend for U.S. red meat export value continued through the first quarter of 2012. U.S. pork exports finished the quarter 8 percent higher in volume (598,058 metric tons) and 20 percent higher in value ($1.66 billion) than last year’s record pace, according to the U.S. Meat Export Federation (USMEF), while the value of beef exports rose 4 percent (to $1.25 billion) on 10 percent lower volumes (266,388 metric tons).

“Coming off the record-setting 2011, we’re focused on sustaining the industry’s momentum,” said USMEF President and CEO Philip Seng. “The crucial support of industry partners like the Nebraska Soybean Board (NSB) and the rest of the U.S. soybean industry provides the resources to pursue avenues that offer growth potential. Soybean producers in particular are extremely supportive of USMEF initiatives, and those initiatives are paying dividends.”

The American soybean industry’s support is providing 14 percent of USMEF’s total Checkoff (beef, pork, corn and soybean) revenue in 2012, supplying $2.6 million to fund USMEF programs in this fiscal year. Those funds generate a very positive return for the soybean industry, according to a study completed last year by Dr. Harry Kaiser, the Gellert Family Professor of Applied Economics and Management at Cornell University and director of the Cornell Commodity Promotion Research Program. Dr. Kaiser found that every industry dollar invested in USMEF programs over the past 10 years returned an average of $15 in net revenue for the pork industry and $8 to the beef industry.

“We estimate that 85 million bushels of soybeans were exported through U.S. red meat last year — primarily pork — so the relationship between the soybean and meat industries is a close one,” said Seng.

NSB has been a committed and visible partner with USMEF internationally. Along with representatives of Nebraska’s beef and corn industries, Nebraska Soybean producers were the first U.S. group to visit Japan and participate in USMEF’s Japan Relief and Recovery Effort to help victims of last year’s earthquake and tsunami.

The Nebraska team also met with a group of influential Japanese food industry bloggers to provide an American producer perspective on the quality and safety of U.S. pork and beef.

NSB is not a newcomer to the international marketplace, joining USMEF in 1998. The organization’s membership took its involvement in international marketing to new levels in 2009 when it contributed $200,000 to the USMEF “Pork Stimulus Package” — a $1.35 million soybean industry initiative with USMEF to bolster U.S. pork exports at a time when pork inventory levels in cold storage facilities were rising and hog prices were stuck below breakeven levels.

The U.S. soybean industry funding is vital for ongoing programs such as the American Pork Trade Seminar and Tasting Session held this spring in Tokyo for an overflow crowd of 220 meat industry executives.
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.
CHECKOFF STUDY SHOWS IMPACT OF ANIMAL AG ON FOOD BILLS, EXPORTS, ECONOMY
If more regulations lead to higher input costs for U.S. poultry and livestock farmers, who would notice? Farmers? Consumers? People who work in the animal ag sector? A recent soy-checkoff-funded study shows everyone would.

That study evaluated the impact increased pressures on animal ag could have on the retail price of meat, milk and eggs. It shows that if regulations cause animal-ag input costs to rise by 25 percent, the effects would include:

- **AN INCREASE IN CONSUMER FOOD BILLS OF UP TO $16.8 BILLION ANNUALLY.**
- **A $1.1 BILLION DECREASE IN THE VALUE OF U.S. EXPORTS.**
- **A LOSS OF NEARLY 9,000 AMERICAN JOBS.**

IMPACT REACHES BEYOND RURAL AMERICA
The most recent statistics compiled by the soy-checkoff show the U.S. poultry and livestock sectors support 1.8 million jobs and generate more than $289 billion for the U.S. economy annually.

“This could have a big impact on everyone – it’s not just the dozen eggs you and I buy at the grocery store,” says United Soybean Board (USB) Chair Vanessa Kummer, a soybean farmer from Colfax, N.D. “The poultry and livestock sectors not only support the U.S. export market, but also make our economy stronger here at home by creating jobs and tax revenue.”

YOUR BIGGEST SOY CUSTOMER BEYOND THE ELEVATOR
Animal agriculture continues to be the biggest user of U.S. soy. Poultry, livestock and fish consume 98 percent of the meal from your soybeans.

“We have to be sensitive to the issues that poultry and livestock farmers face and try to ensure they can stay in business,” says Lewis Bainbridge, a soybean and cattle farmer from Aberdeen, WA.

To learn more about why soybean farmers should support their biggest customers beyond the elevator, visit [www.BeyondTheElevator.com](http://www.BeyondTheElevator.com).
Soybean farmers face numerous challenges in the summer months. Between unpredictable weather, weed overgrowth, pests and disease, a lot can happen from now to October. That's why agronomists are looking to the soybean itself to defend against these yield robbers.

Through research funded by the soybean checkoff at the University of Nebraska-Lincoln (UNL), scientists have successfully developed transgenic soybean plants that display a high degree of resistance toward the three primary viral agents infecting soybeans in the north central United States, namely bean pod mottle virus (BPMV), alfalfa mosaic virus (AMV), and soybean mosaic virus (SMV).

“We have successfully developed soybean material with viral resistance with a single transgene,” explains Tom Clemente, professor of biotechnology at the University of Nebraska-Lincoln. “Historically, producers are generally not worried about these viruses in the North Central region, and that may be because they don’t see the infection, even though these virus pathogens are endemic in many fields.”

Using a similar approach that developed virus-resistant transgenic soybean plants, the collaborative effort composed of researchers from UNL and The Ohio State University are exploring the use of interfering RNAs that target critical genes in aphids as a means to combat predation of the insect. Soybean aphids have been known to significantly reduce yields in infested fields, through direct predation and serving as a vector to transmit viruses. Strategies for the optimal expression of RNA interference molecules will be designed and tested for effectiveness in preventing aphid feeding.

“This has been tested before to combat other pathogens, but has yet to be reduced to practice with aphids,” Clemente says. “When the aphid feeds on the soybean, we can potentially interrupt the lifecycle through RNA interference strategies.”

“The beauty of it,” Clemente says, “is if successful, this genetic approach, unlike pesticides, will not carry with it the potential to harm other beneficial insects or the environment.”

Currently, field trials are being conducted in Ohio and Nebraska to test the soybeans’ genetic resistance toward BPMV, AMV and SMV. In Nebraska, monitoring for the presence of the three viruses through natural infestation will be done twice during the season—once in late July and in mid-September. Data will be tabulated, including yield estimate and total oil and protein determination. In Ohio, plots will be artificially inoculated and impact of yield and seed quality will be monitored at harvest.

Greenhouse trials will be conducted to monitor the transgenic aphid resistance strategies in late summer.

To learn more about enhancing disease and aphid resistance through biotechnology, visit www.planthealth.info.

– by Carrie Laughlin
Communications Specialist,
Iowa Soybean Association
Eats the meal from 317 million bushels of YOUR soybeans

That’s 25 percent of all U.S. soybean meal. In fact, animal ag is your number one customer — consuming 98 percent of your soybean meal. That’s bringing home the bacon.

Learn more at www.BEYOND THE ELEVATOR.com

Source: USB Market View Database

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