Election Results: Directors for Districts 2, 4 and 8
Elected board members will bring with them a wealth of experience from local leadership roles.
Lisa Lunz - District 2
Greg Greving - District 4
Terry Horky - District 8

BBQ Japanese Style Using U.S. Beef and Pork
Events sponsored by the U.S. Meat Export Federation (USMEF) and the Nebraska Soybean Board in an effort to promote U.S. beef and pork in one of our most critical export markets.

Beans at work in Beantown
Farmer leaders traveled to Boston to see how biodiesel is being used in home heating oil.

2011 College Scholarship Opportunity
The American Soybean Association (ASA) partnered with BASF Corporation is offering a $5,000 scholarship to a high school senior who intends to pursue an agriculture degree.
Discover Trends Affecting Soybean, Corn, Wheat and Sorghum Industries!

Engage in high-energy discussions at more than 30 educational sessions

Set your course and explore the trade show floor packed with the latest innovations

Hear association presidents share views on the state of the industry

Don’t miss the General Session hosted by Mark Mayfield

Enjoy the Evening of Entertainment with the Little River Band

Registration opens in November

Smooth Sailing
Tampa 2011

Commodity Classic
March 3-5
www.commodityclassic.com
Nebraska Soybean Board funds “See For Yourself” Program

During the July Board meeting, the Nebraska Soybean Board Directors voted in favor of funding a “See For Yourself” program. The program is designed to help soybean farmers in Nebraska learn and experience the many aspects of the soybean industry, as well as the soybean checkoff. The program is open to all soybean producers in the state. Selected farmers will attend checkoff sponsored activities to better understand how the checkoff is building demand for soybeans to increase profitability. The primary goal of the program is to get more soybean farmers involved in leadership roles with the soybean industry by going through the experiences offered.

The program is designed to include in-state, national, and international activities. The in-state program will allow farmers to visit industries, in Nebraska, vital to the soybean industry. The national program will allow farmers to attend United Soybean Board, United States Meat Export Federation, National Biodiesel Board, United State 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 provide soybean farmers a first-hand experience of checkoff activities, such as aquaculture, building demand on a global scale.

The Nebraska Soybean Board is committed to increasing the profitability of your soybeans and wants to provide you first-hand experiences to better understand checkoff activities. To get involved in or learn more about this program, please contact the Nebraska Soybean Board office at 402-441-3240. The Board looks forward to the value you can bring to soybean production as well as Nebraska agriculture.
As I write this, we are making plans to harvest another crop of soybeans and corn, and as you read this, the combines will be in the field. We plant the seed in the spring and wait with anticipation to harvest our crop in the fall. USDA’s latest crop report predicts Nebraska’s average yield at 53 bu/acre. We planted 5.35 million acres of soybeans in our state this year.

As we are combining and weighing the grain off of each field this fall we are proud of the fact that each year our goal is to harvest more soybeans with fewer inputs. We make decisions everyday to accomplish that goal and produce the best product that we can. Every check that we receive for our soybeans has money deducted for the soybean checkoff. Fifty percent of that amount is sent to the United Soybean Board and the other fifty percent stays in our state. The nine-member Nebraska Board invests checkoff dollars to benefit all Nebraska soybean producers.

As soybean producers, we realize that the livestock industry is our number one customer for soybean meal. Soybean oil is used for cooking oil, biodiesel and other biobased products. Nebraska exported approximately 4 million metric tons of soybeans in 2009 and that was about 65% of our production. Of the total U.S. soybean exports, 11% comes from Nebraska. Soybeans are the number one U.S. ag export and China accounted for 56% of the total soybean exports in 2008/2009. China continues to add soybean crushing capacity and their demand continues to grow. In 2009/2010, China is projected to import 46 million tons of soybeans and over 50% will come from the United States.

The mission of the Nebraska Soybean Board is to ensure that Nebraska soy is of the highest possible quality and competitive in the global marketplace. To do this we support the Nebraska livestock industry, promote Nebraska soybeans internationally, support production research and research for the utilization of soybeans. This magazine shares information as to how the checkoff dollars are invested.

I hope harvest goes well for all of you. Every growing season is different and every marketing year is unique. World demand continues to grow, and as soybean producers, we need to do the best job we can to produce the highest quality soybean for our customers. This winter as you start making decisions for 2011, remember our goal is to produce 35% protein and 19% oil soybeans.
I Believe, I Belong...

I believe that being a part of the soybean association allows me to voice my opinion about what is going on locally in agriculture, network with farmers not only in Nebraska, but all across the nation, and understand current political issues that affect my family and my business. That’s why I am a member and belong to the Nebraska Soybean Association.”

– Beau Bearnes, Central City
NSA Director
INVESTING CHECKOFF DOLLARS

Election Results:
Districts 2, 4 and 8 Farmer-Leaders Elected to the Nebraska Soybean Board

In a continuing effort to impact Nebraska farmer profitability, Nebraska soybean farmers participated in elections in Districts 2, 4 and 8. The following are the results of the 2010 Election:

District 2 — Counties of Burt, Cuming, Dakota, Dixon, Stanton, Thurston and Wayne

Lisa Lunz, Wakefield, NE
209 Votes ELECTED
Wayne Heerman
Pilger, NE
123 Votes

District 4 — Counties of Boone, Hamilton, Merrick, Nance, Platte, Polk and York

Greg Greving, Chapman, NE
135 Votes ELECTED
Eugene Goering
Platte Center, NE
129 Votes
Michael Thede
Palmer, NE
125 Votes

District 8 — Counties of Arthur, Banner, Blaine, Box Butte, Brown, Chase, Cherry, Cheyenne, Custer, Dawes, Dawson, Deuel, Dundy, Frontier, Furnas, Garden, Garfield, Gosper, Grant, Greeley, Harlan, Hayes, Hitchcock, Hooker, Howard, Keith, Keya Paha, Kimball, Lincoln, Logan, Loup, McPherson, Morrill, Perkins, Phelps, Red Willow, Rock, Scotts Bluff, Sheridan, Sherman, Sioux, Thomas, Valley and Wheeler

Terry Horky, Sargent, NE
160 Votes ELECTED
Britt Anderson, Gothenburg, NE
107 Votes
Blake Johnson, Holdrege, NE
95 Votes
Terry Beans, Lexington, NE
78 Votes

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

Terry Horky from Sargent, NE will be serving his first term on the Nebraska Soybean Board. Re-elected to the board to serve an additional three-year term is Lisa Lunz from Wakefield, NE and Greg Greving from Chapman, NE. Nebraska Soybean Board directors can serve four, three-year terms.

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

Thank you for making your Vote Count!
Nebraska Soybean Board Announces Call for Candidates in Districts 5 and 7

There are two director seats on the Nebraska Soybean Board (NSB) eligible for election in 2011. Soybean producers in Districts 5 and 7 are invited to run for election to the Nebraska Soybean Board by filing a candidacy petition by the May 13, 2011 deadline. The election of directors will be conducted via direct-mail ballots and candidate information will be provided to all producers 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 producers in Nebraska and will be elected by the Directors of the Nebraska Soybean Board at the July 2011 NSB meeting. A candidacy petition must also be filed by the May 13, 2011 deadline for the At-Large position.

NSB Directors and the At-Large Position receive no salary but are reimbursed for expenses incurred while carrying out Board business.

Three-year terms for these seats begin October 1, 2011 and end September 30, 2013.

Director seats open are:
- **District 5** – Counties of Cass, Johnson, Lancaster, Nemaha, Otoe, Pawnee and Richardson
- **District 7** – Counties of Adams, Buffalo, Clay, Franklin, Hall, Kearney, Nuckolls and Webster

Candidates for the NSB seats and the At-Large position must be:
- A Resident of Nebraska
- 21 years of age or older
- Soybean producer in Nebraska for at least 5 previous years

Prospective candidates must collect the signatures of fifty soybean producers in their district using an official Nebraska Soybean Board Candidacy Petition and return such petition to the Nebraska Soybean Board office on or before May 13, 2011, to be eligible for placement on the ballot. To obtain a candidacy petition, contact Victor Bohuslavsky at the Nebraska Soybean Board by calling 402-432-5720 or emailing victor@nebraskasoybeans.org.

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.

USDA Completes Review of United Soybean Board

*Inspector General’s Office issues report on National Soybean Checkoff*

With the cooperation of the United Soybean Board (USB) and the soybean checkoff, the United States Department of Agriculture (USDA) Office of Inspector General (OIG) recently concluded an 18-month review and has announced that it found no basis for any of the allegations made by the American Soybean Association.

“USB directors and staff are encouraged by the OIG’s report,” says Philip Bradshaw, USB chairman and soybean farmer from Griggsville, Illinois. “The report confirms that, as farmer-directors, we’re doing our jobs as financially responsibly as the federal law that created the soybean checkoff set out for us to do. USB will continue to move forward in achieving profit opportunities for every U.S. soybean farmer.”

A survey of U.S. soybean farmers conducted in February found that 75 percent of U.S. soybean farmers support the soybean checkoff. Based on the most recent return-on-investment study required by federal law, U.S. soybean farmers received a $6.40 return for every one checkoff dollar invested for U.S. soy research and promotion. In addition, last year U.S. soybean farmers had the opportunity to request a referendum on the soybean checkoff and only 759 of more than 589,000 eligible U.S. soybean farmers did so.

“Soybean checkoff farmer-leaders appreciate the continued support of our fellow soybean farmers,” says Bradshaw. “We look forward to our continued productive partnership with USDA that enables us to invest in programs that work to strengthen the bottom line for every U.S. soybean farmer.”

USB is made up of 68 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA-AMS has oversight responsibilities for USB and the soybean checkoff.
In August, a team of Nebraska representatives spent a week in Tokyo, Japan participating in a number of events sponsored by the U.S. Meat Export Federation (USMEF) and the Nebraska Soybean Board in an effort to promote U.S. beef and pork in one of our most critical export markets. Representing Nebraska were Lisa Lunz (Chairman and District 2 Director of the Nebraska Soybean Board) from Wakefield, NE; Kristen Eggerling (Chairman Education Committee, Nebraska Cattlemen) from Martell, NE; and Lois Ronhovde (Staff, Nebraska Soybean Board).

They attended two BBQ events and were able to interact with Japanese families and demonstrate some of their own favorite ways to marinate and cook U.S. beef. More than 100 people attended each BBQ event. Kristen Eggerling demonstrated her own recipe of Garlic/Yogurt Marinated Eye Round Steaks. Japanese parents and kids were shown BBQ basics by the Japan BBQ Association and then were provided with the ingredients to cook a meal for their family on a BBQ grill. These types of events provide a positive attitude towards U.S. beef and put a face on the producers who are raising the grain and livestock.

The team also had the opportunity to attend the Marunouchi Kids Festival. The team witnessed Japanese parents and kids experiencing the quality and wholesomeness of American pork at a cooking demonstration. Hiromi Akahori, of the renowned, Akahori Cooking Institute conducted three cooking sessions to 75 parents and kids at each session. Ms. Akohori demonstrated two simple, quick and nutritious pork recipes. The recipes featured pork back ribs and pork loin cuts.
(the pork back rib recipe is at the top of this page). In March of 2009 USMEF introduced pork back ribs at three major trade shows. Since then sales have gone from zero to 1,000 metric tons of pork back ribs. Japanese families are enjoying this new high value cut — it is one of many U.S. pork success stories in Japan.

Several national retailers were visited by the team to observe U.S. beef promotions and also the merchandising of both U.S. beef and pork. “It appears that the Japanese consumers are moving away from a “safety” issue to a “value” issue for U.S. beef. Even with the 20-month age limitation on U.S. beef, both beef and pork exports are on the rise in Japan; this is exciting for U.S. producers of beef and pork” says Lisa Lunz.

The consumer trend is always changing, and selling U.S. beef and pork requires the fundamental communication skill of knowing your consumer. Nebraska soybean farmers and the soybean checkoff support the state’s livestock producers as our farming neighbors and soybean meal customers.

**Pork Back Rib Curry Pilaf**

**Ingredients (4 servings)**

- 6 - 8 American pork back rib
- 2 tsp Curry powder
- 3 cups Rice
- 3 cups Soup stock
- ¾ cup Onion
- One Red apple
- ½ Red Pepper
- 1 cup Dried raisins
- 1 tbsp Curry powder
- 1 tsp Salt
- Vegetable oil
- Minced parsley

**Directions**

1. Season back rib by sprinkling 1 tsp of curry powder and salt. Heat vegetable oil in frying pan and cook back rib on high heat until surface becomes brown.
2. Rinse rice with water and let it dry
3. Chop onion and apple. Slice red pepper into 1 cm cubes.
4. In a rice maker, put rice, soup stock, rest of curry powder, onion, apple and red pepper. Place back rib on the top. Turn rice maker on.
5. After the rice is done, serve on plate and sprinkle minced parsley.

This recipe was provided to participants at the Marunouchi Kids Festa Event in Tokyo, Japan, on August 18, 2010
Soybean Producers Keeping U.S. Pork on the Move Worldwide

– Joe Schuele, U.S. Meat Export Federation

Soybean producers understand the importance of the export market, as illustrated by the 1.28 billion bushels shipped overseas last year. But capitalizing on international opportunities doesn’t stop there. Every pound of U.S. pork exported utilizes 1.3 pounds of U.S. soybeans and helps keep the domestic market for soybeans strong. So keeping this value-added product on the world’s dinner table is a high priority for U.S. soybean producers and a great opportunity for two sectors of American agriculture to join forces for their mutual benefit.

Through state and national checkoff contributions, soybean producers are contributing $2 million toward the U.S. Meat Export Federation’s (USMEF) international pork marketing efforts in 2010. This not only includes promotional projects in traditionally strong markets such as Japan, Korea and Mexico, but also new opportunities in emerging markets as well.

The mid-year U.S. pork export results show these efforts are paying off in a big way. Led by a surge in shipments to Japan – which set an all-time monthly record in June – exports climbed to nearly 2.1 billion pounds valued at $2.35 billion. This value figure is nearly 10 percent higher than the first half of last year and is even slightly higher than 2008 – when U.S. pork exports achieved their all-time high.

“At a time when some other sources of funding for marketing U.S. pork have been flat or even in decline, the soybean industry has really stepped up in a big way,” said USMEF President and CEO Philip Seng. “With one in every four U.S. hogs destined for the international marketplace, exports are critically important to the viability of pork producers. In turn, soybean growers understand the direct correlation between pork exports and their product.”

The U.S. pork industry exported 24 percent of its total production during the first six months of 2010, compared to 23 percent last year. Export value per U.S. hog slaughtered during this time was more than $44 – up significantly from $39.20 in 2009. With exports delivering greater value, pork producers find themselves in a much more favorable business climate than a year ago.

One question that surfaces from time to time is whether U.S. pork exports still have room to grow in well-developed markets. For an affirmative answer to this question, look no further than the trends in top export destinations. Exports to Japan have exceeded $1.5 billion in value in each of the past two years, but slowed in early 2010 due to high domestic pork inventories. But by the end of June, export value had pulled back ahead of the 2008 and 2009 pace, setting the stage for another excellent year. This is due in part to the introduction of U.S. pork ribs in Japan, which have gained great traction as a new favorite of Japanese consumers.

Even as Japan’s largest foreign supplier, the U.S. pork industry still provides only 17 percent of Japan’s total consumption. Raise that figure to 20 percent, and the U.S. captures about $250 million in new business.

Mexico is another market with tremendous upside, as evidenced by the tremendous growth of U.S. exports in the past 18 months. Despite a temporary mid-year slump due to the H1N1 influenza scare, pork exports to Mexico shattered their all-time record in 2009, rising 27 percent in volume over the previous year to 1.11 billion pounds and 10 percent in value to $762 million. With pork prices significantly higher in 2010, the industry had some concerns about the sustainability of this trend. But exports to Mexico not only held up in the first half of this year, they increased another 8 percent in volume and 30 percent in value.

By combining continued success in these mainstay markets with growth in emerging regions such as Southeast Asia, Oceania, Central and South America and the Caribbean, U.S. pork exports provide a significant catalyst for America’s agricultural economy. Soybean producers can take great pride in the positive role they have played in this success through their forward-thinking participation and financial support.
Nebraska Trade Delegation Signs Agreement with Taiwan for Corn, Soybeans and Wheat

Governor Dave Heineman and Nebraska Agriculture Director Greg Ibach announced that an agreement has been reached with Taiwanese representatives for an estimated $436 to $516 million in future sales of Nebraska crops to the country. A Nebraska trade delegation led by Ibach explored opportunities for agricultural exports during a trade mission to Taiwan and Hong Kong in August.

Trade mission participants representing Nebraska corn, soybean and wheat farmers signed a letter of intent with representatives of the Taiwan Feed Industry Association, Taiwan Vegetable Oil Manufacturers’ Association and Taiwan Flour Mills Association. The agreement pledges to purchase crops through negotiations between importers and private suppliers over the next two years.

“This agreement represents a significant commitment by the Taiwanese, who are significant trading partners for our state," Governor Heineman said. “This commitment is good news for farmers and our state economy. I appreciate the commitment Taiwan has made to do business with Nebraska.”

The agreement pledges the future purchase of 800,000 to 1 million metric tons of corn, valued at $176 to $220 million; 300,000 to 320,000 metric tons of soybeans, valued at $120 to $128 million; and 500,000 to 600,000 metric tons of wheat, valued at $140 to $168 million.

The agreement was signed by Alan Tiemann, (Chairman, Nebraska Corn Board), Dennis Fujan (Director, Nebraska Soybean Association) Dan Hughes (former chairman Nebraska Wheat Board) and witnessed by Greg Ibach.

Ibach said, “We are pleased with the commitment the Taiwanese are making with this purchase. This agreement recognizes that Nebraska farmers are experienced in producing for a global market. We’ve had a positive experience identifying ways to strengthen our position within the market.”

Hughes said, “The delegation has been well-received here in Taiwan. Importers tell us they appreciate the opportunity to meet one-on-one with representatives of the Nebraska farmers raising the crops that will be purchased.”

The nine-member trade delegation traveled next to Hong Kong for meetings with importers and distributors, as well as promotions of Nebraska beef.

Taiwan is the eighth largest market for all Nebraska products. In 2009, Hong Kong was Nebraska’s fifth largest agricultural trade partner.
Although many farmers in Nebraska and across the U.S. may not realize it, demand for their annual soybean crop has been getting a boost from fish farmers across the globe. And that demand is expected to grow.

Fueling the growth are several aquaculture projects organized and conducted by the U.S. Soybean Export Council (USSEC). Many of the 2010 projects have been funded with checkoff dollars invested by Qualified State Soybean Boards, including Nebraska.

With increasing prices and limited supply of fish meal, it is expected that there will be a corresponding increase in international demand for soy products in aquafeeds. For starters, the earth’s population is expected to increase by two billion people by 2025, and with a continued emphasis on the nutritional benefits of consuming fish, the aquaculture industry is going to need a protein source that is both renewable and cost effective.

Soybean products are proving a powerful solution to those challenges. Simply put, farmers in Nebraska who harvest soybeans and deliver them to local grain elevators are benefitting from steady gains in the amount soybean meal used in feeds to raise fish in an ever-expanding list of countries.

EXPANDING SOY’S REACH WITH TECHNICAL SUPPORT

USSEC’s Global Soy in Aquaculture Program is spending a great deal of time and effort in 2010 reaching out to aquaculture industries in China, India, Vietnam, Indonesia, the Philippines, Thailand, Malaysia, Latin America, the Middle East and Mediterranean Europe, offering aquafeed mills and local fish farms a wide range of support and technical assistance.

“Not only does USSEC staff work with producers to increase soy inclusion rates in fish and shrimp diets as a replacement for fishmeal, they also provide technical support that is focused on helping feed mills around the world improve their manufacturing processes to produce consistent, quality feeds – with an emphasis on the use of U.S. soy products,” says Ralph Loos, U.S. Soybean Export Council USSEC Marine Aquaculture Specialist Hsian Pin Lan at Alsons Aquaculture Corporation's offshore cage farm in General Santos, Philippines.
said Dr. Michael Cremer, Technical Director for USSEC’s Global Aquaculture program.

The feed mill technical support efforts are possible thanks to checkoff dollars.

During the 2010 fiscal year, expert consultants working under the feed mill tech support project have provided assistance to aquafeed manufacturers, fish farmers, and aquaculture technicians at university and government research facilities in five different regions of the world.

More than 50 on-site technical service visits and in-house seminars, in addition to over 10 large technical seminars and workshops on aquafeed manufacturing and nutrition, were provided.

**Nebraska’s Role in Southeast Asia Aquaculture**

A marine aquaculture development project in Southeast Asia that started in 2009 has continued its development in 2010, thanks to funding from the Nebraska Soybean Board.

USSEC’s efforts in that region focus on shifting the aquaculture industry from low quality feed and trash fish based systems to high quality, soy-based feed systems. Program efforts highlight the value of U.S. soy products compared to other competing soy sources based on the consistency and nutritional advantages of U.S. soy, and the exclusive technical servicing provided by the U.S. soybean industry. As part of these efforts, activities under the Southeast Asia marine aquaculture development project focus on demonstrating marine fish culture technologies and soy-based feeds developed other USSEC programs, in addition to providing technical support and training in marine fish health management.

The Southeast Asia region is second only to China in aquaculture production - between 2000 and 2007, aquaculture production there grew 143%, compared to 64% in Asia and 27% worldwide.

Increased production, fishmeal price increases and movement toward aquafeed-based technologies could create even more growth. USSEC expects that the marine aquaculture development project in Southeast Asia will help the U.S. soybean industry take advantage of this important market opportunity.

**Other Highlights of Soy in Aquaculture**

So far in 2010:

- USSEC’s Soy in Aquaculture team started the first demonstration project in Indonesia since 2006.
- The Soy in Aquaculture Program teamed with San Miguel Foods to start a tilapia cage demonstration in the Philippines.
- The first USSEC-led Japan Aquaculture Feed Millers Team to visit the U.S. participated in Aquaculture 2010 in San Diego. The team was composed of three major aquafeed millers currently interested in U.S. soy meal as an aquaculture feed.
- A USSEC-funded tilapia cage feeding demonstration is being used to highlight soy-based aquaculture production technologies developed by the U.S. soybean industry and serve as a model for boosting aquaculture in Egypt.
- The Southeast Asia aquaculture program began its first aquaculture project in Thailand. This project, which utilizes U.S. soy, is the first effort in that country under USSEC’s Soy in Aquaculture Project.
- U.S. soy grower leaders visited aquaculture industries in Turkey, Egypt and Greece during a tour organized to promote results of USSEC-funded research on soy-based diets for European sea bass and gilthead sea bream.
- USSEC’s Korea staff hosted a seminar on marine aquaculture to share information on the recent trends in the development of aquafeeds for olive flounder.
the policies we have in place that are working and push forward with legislation that will increase producer profitability. Issues like the 2012 Farm Bill, biodiesel legislation, transportation infrastructure and international trade agreements all have a direct impact on your bottom line.

If you believe, then belong.

When you join NSA you automatically become a member of ASA. Check out these BENEFITS:
During 90 years of representing U.S. soybean farmers, the American Soybean Association (ASA) has been a leader in helping to develop the soybean industry as we know it today. ASA has always been an active educator and promoter for soybeans. From the beginning, ASA activities and interactions helped build soybean production, marketing and processing. As production grew, so too did the development of markets for soybean oil and soybean meal.

Once U.S. soybean production was on a solid growth track ASA then began to work on expanding the market for America’s soybeans through international trade development. Early markets for U.S. soybeans were Germany and Japan. Currently U.S. soybeans are exported to more than 45 countries.

Through the years, ASA partnerships and programs helped secure a place for soybeans as a valuable and versatile crop. As soybeans became a key crop in many states, ASA began developing affiliations with state soybean associations to strengthen and benefit the entire industry. The Minnesota Soybean Growers Association was the first ASA affiliate. Currently, ASA is affiliated with 25 state/regional soybean associations representing 29 states.

Since its formation in 1920, ASA understood the importance of federal policy and its impact on the soybean industry. From its first decade of existence ASA has been continuously active in the policy process and is a strong lobbyist for U.S. soybean farmers.

The work of ASA and thousands of volunteers has resulted in 90 years of great progress building a U.S. soybean industry that annually produces over 3.3 billion bushels of soybeans valued at $33.6 billion.

The Progress of U.S. Soybean Production

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<th>1919</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Acreage</td>
<td>112,826</td>
<td>76.4 million</td>
</tr>
<tr>
<td>Production</td>
<td>1.08 million bu.</td>
<td>3.36 billion bu.</td>
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<tr>
<td>Value</td>
<td>$4.5 million</td>
<td>$33.6 billion</td>
</tr>
<tr>
<td>Yield</td>
<td>9.6 bu./ac.</td>
<td>44.0 bu./ac.</td>
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Source: USDA 1920 Ag Census; USDA January 2010 Crop Production Report
In July, a new study funded by the soybean checkoff shows the strong economic relationships between transportation costs and individual farmer profitability. The study concluded that U.S. farmers, more than any other segment of the agriculture industry, pay more than their fair share of the cost of shipping their products all the way to the end user.

Conducted for the checkoff-funded Soy Transportation Coalition (STC), the study shows the costs to transport ag products will be disproportionately absorbed by farmers through a wider, more negative basis when they deliver their crop to the elevator.

“All of these costs affect our pricing, because transportation affects our basis,” said United Soybean Board (USB) and soybean checkoff farmer-leader Mike Korth, a soybean farmer from Randolph, Neb. “Farmers, almost always, pay for the cost of getting their products to market, and that doesn’t just mean putting it on a truck and taking it to the local elevator. It also includes the costs that are further assigned as it goes along to its final destination.”

This study calls attention to another issue beyond the elevator that affects U.S. soybean farmers’ bottom lines. Korth said all farmers should be aware of all the variables that affect the price they receive for their soybeans.

“We need to be informed on all of the issues that affect our profitability,” Korth said. “We need to understand all of the factors that go into the price of soybeans, including the cost of transportation. Through our checkoff investment in the STC, we have become a lot more aware of issues like these.”

Korth also urged his fellow soybean farmers to work collectively to find ways to ensure the U.S. transportation system remains well maintained and efficient, and not an obstacle to soybean farmer profitability.

Over the long term, Korth said agriculture generally represents a high-supply, or supply-push, market. In this situation, transportation costs will be disproportionately paid by farmers.

The study analyzed 36 soybean-loading facilities in seven states, studying the relationship between basis and transportation costs. Part of the study included a survey of 11 grain traders who were asked whether end users or farmers pay for transportation costs. Seven traders said farmers pay for shipping, while two replied that end users pay for shipping and two said farmers and end users split the costs.

USB, eight state soybean boards and the American Soybean Association established the STC to help maintain the United States’ transportation infrastructure as a global competitive advantage.

“Our current transportation infrastructure is deteriorating somewhat, but the STC works to make sure we maintain our competitive advantage,” said Korth. “For example, we’ve found differences in the cost of shipping when there’s competition among railroad and barge companies.
We're also concerned with the condition of the locks on our rivers. All of these aspects affect our bottom lines and our ability to deliver our products to our customers.”

USB is made up of 68 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA’s Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

“Our current transportation infrastructure is deteriorating somewhat, but the STC works to make sure we maintain our competitive advantage”

— Mike Korth

Mike Korth, USB member and soybean checkoff farmer-leader from Randolph, NE
Pecking Away Trade Disruptions for U.S. Poultry at the Mexican Border:

Checkoff Dollars Protect Export Access

What would you do if you lost 3 million bushels of soybeans directly from your state every year for the last 3 years?

That would have been the direct impact on Nebraska’s agricultural industry if U.S. poultry could not enter Mexico.

Now, thanks to the extensive, three-year, border educational program conducted by the USA Poultry & Egg Export Council (USAPEEC) through the financial support of the Nebraska Soybean Board (NSB) and support from the Iowa Soybean Association, Mexican Meat Council (COMECARNE) and U.S. Meat Export Federation (USMEF), U.S. poultry experiences little, if any, trade disruptions at 10 main ports of entry along the U.S.-Mexico border.

The educational program which targets SAT, the equivalent agency to the U.S.’s IRS, the Mexican Department of Agriculture (SAGARPA/SENASICA), Federal Inspected Establishments (TIF), and transportation companies, seeks to address any misinterpretations to the food safety regulations, as well as, to explain the importance of maintaining cold storage throughout the inspection process.

“Importers have reported less damage to U.S. poultry,” says USAPEEC Mexico Technical Consultant, Jose Manuel Samperio, “while government officers, brokers, importers and exporters have a better understanding of all the paperwork involved in the export-import process. In fact, the average inspection time has been reduced by 20 minutes per cargo.”

Recently, SENASICA has developed a pilot program aimed at facilitating imports of red meat and poultry with a new code for reliable importers. Through the NSB program, Mr. Samperio has been able to visit a couple of TIF facilities to learn the program, check the inspection process, and then teach it to those attending the remaining two border seminars.

“USAPEEC appreciates NSB’s long-time support in the Mexican market”, says Vice President of Marketing, Greg Tyler. “It is needed now more than ever especially given all the trade problems U.S. poultry is experiencing around the world.”

U.S. poultry imports into Mexico continue to grow, meaning more indirect soybean exports. According to Mexican official trade data for the first half of 2010, U.S. chicken exports, particularly leg quarters, increased 16% over the same period in 2009, while turkey exports increased by 1.2%, and egg product exports increased by nearly 400%.

USAPEEC’s progress in the Mexican market would not have been possible without Nebraska’s soybean farmers. We look forward to continuing the border educational program in 2011.
Managing your Diesel Fuel this Harvest Season

— by MEG Corp Fuel Consulting

As you prepare for the harvest season, taking the necessary steps to minimize fuel related problems will pay off when the temperatures dip below freezing. Cold weather has always been an issue for users of No. 2 diesel. With the introduction of Ultra Low Sulfur Diesel (ULSD) and biodiesel, oversight of your fuel is more complicated but manageable.

Problems associated with tank maintenance are very common since the introduction of ULSD. When sulfur levels were high, water at the bottom of a fuel tank did not present problems. Sulfur was a natural antimicrobial. Lack of tank maintenance has lead to an increase in the incidence of microbial contamination. The contamination causes fuel filters to plug and vehicles to stop running. High water concentration in the fuel can lead to a build up of water in the filters. When the temperature of the filter gets below the 32°F, the excess water freezes and blocks the flow of fuel through the filter.

Many farmers like to use biodiesel blends of 20% or more during the summer months. While it is not impossible to use higher blends in the winter, it does require management of fuel additives, blending with No. 1 diesel and a vigilant tank maintenance program. It is highly recommended that the average farmer reduce their biodiesel blend up to 5% and be aware of the cloud point of their fuel.

Paraffin is a naturally occurring component of ULSD. When the temperature of the fuel is at or below its cloud point, paraffin material can precipitate out and collect on the bottom of the tank. When the fuel is warmed to room temperature, the paraffin wax will go back into liquid. There is no paraffin in biodiesel. WASA or Wax Anti-Settling Agent additives are used to keep paraffin suspended in solution rather than collecting at the bottom of the tank where they can cause filter plugging.

Fuel Tank Check List

- Fuel tanks should be kept as full as possible to reduce the amount of air and water entering the tank.
- Monitor hoses, fill/vapor caps, gaskets for leaks.
- Visually check tanks monthly for free water by obtaining a tank bottom sample.
- Check fuel containment area for water regularly. Remove water when needed.
- Always install a dispenser filter on a storage tank. This will keep contaminants from reaching the vehicle tanks. We recommend a 20-40 micron filter and no hydro-absorb filter.
- In the fall before colder weather sets in, check tanks for water and microbial contamination.
- Transition to a lower biodiesel blend in winter months.
- In winter it is important to use an appropriate additive package and/or use No. 1 diesel to ensure operability.

There is no paraffin in biodiesel.
In June, soybean leaders from the Midwest traveled to Beantown for the “East Meets West” Boston Bioheat™ Tour. They weren’t there for the baked beans, but for the potential of their soybean oil to fuel the home heating oil industry.

The United States uses 6.7 billion gallons of #2 heating oil annually, and the Mid-Atlantic Northeast States account for 88 percent or 5.5 billion gallons of that volume. So a group of nearly two dozen farmer leaders, representing seven states and the United Soybean Board, headed to Boston to get a firsthand look at the home heating oil industry and what it means to soybean farmers.

**What is Bioheat™?**

Bioheat is the trademark name for blends of Oilheat with 2 to 6 percent biodiesel. Biodiesel, which is already ultra-low sulfur, can be blended with regular No. 2 heating oil or low sulfur heating oil to create Bioheat.

Bioheat offers a seamless way for heating oil customers to reduce emissions and move to a cleaner burning home heating option without major infrastructure replacements. In the same way that biodiesel is used in diesel engines for on-road use, Bioheat is used to heat homes.

**Partnership between industries**

Home heating oil is widely used in the Northeast and Mid-Atlantic regions of the United States. While on the East coast, the participants not only received a firsthand look at the technical side of Bioheat, they were able to join with leadership of the Oilheat industry to discuss issues that affect both industries.

Last year the oil heat industry set a new course for home heating oil. At the national oil heat industry policy summit, oil heat leadership including National Oil Heat Research Alliance (NORA), the New England Fuel Institute (NEFI), and...
Petroleum Marketers Association of America (PMAA) adopted formal goals for a cleaner, greener and more sustainable course, including expanding Bioheat heating oil use and requirements.

This new direction for the oil heat industry has led them directly to Bioheat and the biodiesel industry. Greg Anderson of Newman Grove, NE, attended the Boston Bioheat tour. Anderson serves on the National Biodiesel Governing Board and has represented Nebraska on both the United Soybean Board and Nebraska Soybean Board.

“As far as I am aware it is the only circumstance where one industry has come to another saying, "We want your product. We want to be required to use your product. Your product is good for our business, are you in?" Anderson said. "Biodiesel is that product and "Yeah, we’re in!" in a big way.”

**Bioheat benefits**

The Bioheat heating oil market, at a 5 percent blend, has the potential to increase demand for biodiesel by 450 million gallons annually. To put it into perspective, 450 million gallons was the amount of biodiesel that the entire biodiesel industry produced in 2007. This large increase in demand due to Bioheat use would surely drive total production of biodiesel up, resulting in more soybean oil consumption.

The use of soybean oil by the biodiesel industry has directly impacted farmers’ bottom lines. A United Soybean Board study conducted by Centrec Consulting Group showed a 25 cent per bushel increase in soybean price directly attributed to the biodiesel industries use of soybean oil.

Bioheat testing results demonstrate the environmental benefits of the fuel are many and include: reduced life cycle CO2 and greenhouse gases, reduced Nitrogen Oxide emissions, reduced Sulfur Oxide emissions, and many others. These are all benefits that are significant when you consider where home heating oil units are located; inside a homeowner’s residence, or in large co-op housing units with a large concentration of people, as examples.

**Why biodiesel in home heating?**

Because of its domestic production, reduction of our dependence on foreign oil and positive environmental impacts, consumer focus group results showed customers would be willing to pay 4 to 6 cents per gallon more for Bioheat than conventional heating oil. For the oil heat industry that means a reduced carbon footprint, a new market strategy and a chance to regain some of the market share lost to natural gas.

“Bioheat will be an intricate part of the cleaner and greener heating oil and is among the strategies and goals the industry will champion before state and federal regulatory agencies,” said Paul Nazzaro, NBB Petroleum Liaison, and president of Advanced Fuel Solutions.

“Soybean farmers and the soybean checkoff believed in Bioheat and recognized its potential from the get-go,” Nazzaro said. “They funded major initiatives and now Bioheat is a true bright spot in the industry.”

Five years ago there were just six Bioheat dealers. Today more than 200 fuel dealers have registered to use the Bioheat trademark. This exponential growth in the Bioheat industry means great potential for the soybean industry. Farmer leaders left Boston with a better sense of what the home heating oil industry is and how their soybeans make a difference through Bioheat.

For more, visit [www.bioheatonline.com](http://www.bioheatonline.com).

**From Left:**
Paul Nazzaro, NBB Petroleum Liaison; Joel Thorsrud, USB; Michael Ferrante, Massachusetts Oil heat Council discuss Bioheat opportunities at a press conference in conjunction with the Boston Bioheat Tour.
2011 College Scholarship Opportunity

The American Soybean Association (ASA) has partnered with BASF Corporation to once again offer a $5,000 Secure Optimal Yield scholarship to a high school senior who intends to pursue agriculture as a degree area of study, at any accredited college or university, for the 2011-2012 school year.

In order to apply for the scholarship, applicants must be the son, daughter or grandchild of a current Nebraska Soybean Association /American Soybean Association member. They also must meet high school GPA, standardized test and leadership activities requirements. In addition to these requirements, applicants must write an essay about why they should be chosen and maintain a college-level GPA requirement in order to receive the full scholarship award.

Applications are being accepted from September 1, 2010 through November 15, 2010. Applications will be accepted on-line only at www.soygrowers.com/soy. Supporting materials to the application can be mailed to the ASA office directly:

American Soybean Association
12125 Woodcrest Executive Dr. Ste. 100
St. Louis, MO. 63141

The scholarship winner will be notified in January and officially announced at the Commodity Classic in March 2011. For more details on the specific scholarship requirements, go to www.soygrowers.com/soy/scholarship.htm or contact ASA Corporate Development Manager, Michelle Siegel at 1-800-688-7692 ext. 1328, or msiegel@soy.org.

Marketing Specialist
Mark Gold to Open at

December 14-16
Kearney Ramada Inn

The sixth annual Nebraska Ag Classic will be held at the Ramada Inn, Kearney, NE, December 14 - 16, 2010. The Nebraska LEAD Alumni will hold their annual banquet on the evening of December 14th with the commodity groups conducting their annual policy development meetings starting at 8 am on December 15th.

Opening the conference at 1:00 pm on the 15th will be Mark Gold of Top Third Ag Marketing. Ag marketing has always been a difficult task. Mark Gold will share how their time-tested program of cash sales, along with option strategies, can help you consistently approach the reasonable goal of marketing your crop and livestock in the TOP THIRD of prices that are available to you in any year. A line up of breakout sessions will follow in the afternoon. Session topics include Larry Kopsa with Kopsa Otte, CPA & Advisors discussing current tax issues. Mark Gold will follow-up with a breakout session and Go Grain will present a session on Trading Techniques offered through GoGrain.com. The Wednesday evening banquet will feature well known Ventriloquist & Comedian Greg Classen.

David Martosko with the Center for Consumer Freedom will kick off the Thursday morning program at 8 am on December 16th. Martosko will speak about “Exposing the HSUS-their tactics and true agenda and why you should care.” A panel of leaders from the Ohio Farm Bureau, United Egg Producers and Nebraska Farm Bureau will follow Martosko’s presentation. These experts will give a first-hand overview on their experiences with animal activist groups and why Nebraska producers should care. The closing luncheon on Thursday will feature Karen Ross, Chief of Staff for Secretary of Agriculture Tom Vilsack with a question-and-answer session.

The NSA annual policy development meeting and director elections will be held on Wednesday, December 15th at 8 am prior to the opening luncheon of the conference. All members are encouraged to attend. Policy resolutions will be discussed by the voting delegates along with district director elections.

The two-day registration fee is $75. Early registration deadline is December 3, 2010. Online registration is now open by logging on to www.neagclassic.org. Also visit the web site for a detailed schedule of events.
A new use for yield monitors

— David L. Wright, Ph D (Director of Research)

Farmers are always looking for ways to save money, especially in depressed economic times. Shopping around for the best fuel and fertilizer prices has become a standard business practice for most farmers. So why hasn’t testing fields for the presence of the soybean cyst nematode (SCN), a microscopic roundworm that robs Nebraska farmers of $25 million annually, become a standard business practice? Inquiring minds want to know—especially the farmers elected to the Nebraska Soybean Board.

“While SCN is not in every field we know that there are many farmers that have the problem and are not doing anything to manage it,” says Loren Giesler, University of Nebraska plant pathologist. Giesler has been working with the Nebraska Soybean Board to encourage farmers to sample fields to determine if they have SCN.

University of Nebraska yield trials show that farmers who know they have SCN can gain, on average, five to six bushels per acre simply by planting a SCN-resistant soybean variety. Nationally, SCN is the soybean farmers number one yield robber. It can cause 30 percent yield loss without showing signs that it is feeding on the roots of your healthy looking soybeans. Surveys show it has crept into 10 percent of Nebraska’s soybean production fields.

“Farmers should sample at least two soybean fields each year,” says Bill Miller, Upland, Nebraska farmer and Nebraska Soybean Board member. “Sampling is the only way you will know for sure whether or not you have SCN. The Nebraska Soybean Board will pay for the analysis, a benefit from our soybean checkoff,” he concludes.

If your business plan includes the use of a crop advisor, they can do the sampling for you. Yield monitors are a great tool to target where farmers should first sample. You can often discover a problem more quickly by looking at yield monitor data than you can by looking for visual symptoms. Declining seed yield from a field or portion of a field is usually the first sign that some type of soil sampling should be done.

Because SCN is spread by the movement of infested soil, Giesler also recommends sampling soil near the entrance of fields where farm equipment enters and along fence lines where wind-blown soil accumulates. Wind-blown soil containing cysts tends to settle out at such locations much like wind-driven snow will accumulate behind a snow fence or similar obstacle. Another sampling site would be low areas that pond “surface runoff”. Egg-filled cysts can be carried and spread by moving water.

“There is a real economic benefit to proactive sampling for SCN,” says Giesler. He reports that one sample, taken in 2010 from a Nebraska field, had 150,000 eggs per 100cc of soil. “It is much easier for farmers to keep numbers of SCN low than it is to bring down numbers like this,” he concludes.

Sample bags and analysis of soil samples for the presence of SCN are available to producers at no cost. For free sample bags, contact your local University of Nebraska-Lincoln County Extension office or Loren Giesler, lgiesler1@unl.edu, at (402) 472-2559.
YOUR SOYBEAN CHECKOFF IS HERE.
Helping U.S. soybean farmers meet global demand through sustainable production.

Your soybean checkoff understands the important role sustainability plays on your farm. And the farmer-leaders who run your checkoff have made it a priority to demonstrate and improve the sustainability of U.S. soybean production. By analyzing data from the past 20 years and offering new tools for tracking data today, the checkoff continues to unearth existing strengths and future opportunities that can help every U.S. farmer stay sustainable — and, in turn, profitable.

“To feed a rapidly growing world population, we will have to increase food production in a way that uses less environmental resources and less land. The checkoff has been vital in making sure farmers are engaged and educated on these issues and that their voices are heard in the discussions.”

Sarah Stokes Alexander
Director of Sustainability and Leadership Programs, The Keystone Center

www.unitedsoybean.org