Q: Why did the soybean farmer cross the road?

☐ To get some exercise.
☐ It’s “Take Your Chicken to Work” Day.
☒ To help his most important customer to the other side.

Your soybeans travel a lot farther than just the local grain elevator. Go to www.BeyondTheElevator.com to learn more about your number one customers AND your operation’s profitability.

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

The Nebraska Soybean Board would like to congratulate Britt Anderson of Gothenburg on being selected as a member of the 2011 United Soybean Board “See for Yourself” class, (see page 9).

The Nebraska Soybean Board continues to run the state-sponsored “See for Yourself” program – a program that gives Nebraska soybean farmers the opportunity to learn more about their checkoff. Farmers selected to take part in the program will attend checkoff-sponsored activities in an attempt to gain a better understanding of how their checkoff dollars are being invested to build demand and increase profitability.

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

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

Cover Photo:
Terry Horky and kids – summer time on the ranch.
Photo courtesy of the Nebraska Soybean Board
Rain, too much or not enough, tornadoes, drought, snow melt, flooding. Mother Nature seems to be giving us a variety of things to talk about this past spring. As producers, every year has its unique set of challenges and this year has been no exception. With prices at historical levels, every decision has consequences that seem to change daily.

As soybean producers, we need to focus on the quality of our product and our customers. Animals consume 98% of the soybean meal, with poultry being our number one customer. The importance of animal agriculture to the soybean industry seems to get lost in some conversations.

The Nebraska Soybean Board has contributed and become a member of the United States Farmers & Ranchers Alliance (USFRA) board of directors. This group has grown to over 40 members that have united to promote modern agriculture practices. The board of directors of USFRA met in St. Louis in June and an aggressive communication plan was approved and has several phases. This alliance has challenged the agriculture community to move forward with one message. So start looking for information and events that the USFRA will be part of in the months ahead.

The Nebraska Soybean Board also continues to evaluate projects that will invest our checkoff dollars to promote our product soybeans. We look at research, producer education, domestic and international marketing projects. All of these areas are important, but at the moment, I feel that our Freedom to Operate is an immediate hurdle. So organizations like USFRA and other educational efforts need to be a priority.

We need to not let the details divide us but tell our story about agriculture and why we do the things we do to produce a safe, abundant, affordable food supply.
The 2011 Legislative session adjourned on May 26, the Senators accomplished what needed to be done in a year when budget cuts were sure to be on the radar. For agriculture, we are pleased that a two-year budget was adopted without having to raise taxes.

Bills that were passed with specific interest to agriculture and the soybean industry included:

**Rods Funding – LB 84** (Sen. Deb Fischer of Valentine) – Under LB 84, ¼ of one percent of our state’s sales tax will be dedicated to Nebraska roads starting in 2013 through 2033. Projects will include reconstruction and new construction of state highways and bridges. In short, the monies will be distributed in a manner that should directly help farm to market roads as well as roads that ultimately get agriculture products in the hands of consumers.

**Water Funding – LB 229** (Sen. Deb Fischer of Valentine) – Requires the state Department of Natural Resources to submit a grant request to the Nebraska Environmental Trust Fund in fiscal year 2011-2012 of $9.9 million. If awarded, the grant dollars requested would be paid out over three years for water projects designed to aid management actions taken to reduce consumptive uses of water, enhance stream flows, recharge groundwater or support wildlife habitats in any fully appropriated or overappropriated river basin.

**State Meat Inspection – LB 305** (Sen. Tyson Larson of O’Neill) – Directs the Nebraska Department of Agriculture to conduct a feasibility study of a state meat and poultry inspection program.

**Property Tax Credit Program – LB 378** (Sen. Mike Flood of Norfolk at the Request of the Governor) – One of the Appropriation’s Committee’s mainline budget bills, LB 378 provides for the continuation of funding for the state’s Property Tax Credit program.

There are a handful of other bills of interest to Nebraska farmers that did not advance this session but will be up for further examination in the interim and possible consideration when the body returns next January. Included among those bills are:

**LB 529 – Conservation Easements** (Sen. Tom Carlson of Holdrege) – As introduced, would change state law governing conservation easements. Specifically the bill would have required notice to counties of fiscal impacts of changing use or removing land from tax roll through an easement and give counties greater power to deny a conservation easement. The Natural Resources Committee introduced LR 332 as an interim study on the issue.

**LB 691 – Biobased Products** (Sen. Lydia Brasch of Bancroft) – As introduced, would obligate the State Department of Administrative Services and other state agencies to purchase biobased products if certain conditions are met, including considerations for comparative affordability and availability among other consideration. Sen. Brasch introduced LR 230, an interim study to further examine the establishment of such a program.

**LB 484 – Diggers One-Call** (Sen. Gaylen Hadley of Kearney) – The original intent of LB 484 was to clarify in statute that those who perform soil sampling were exempt from the requirement to contact the one-call Diggers’ Hotline. After consideration of the bill by the Legislature’s Transportation Committee, the Attorney General provided a clarification in late March that farmers, their employees, and any third-parties they contract with to do routine soil sampling for agricultural purposes did not need to call the Diggers Hotline prior to taking soil samples. An interim study was introduced, LR233, to review the scope of the agricultural exemption from the One-Call Notification System Act.

**I Believe, I Belong...**

Membership in an organization is more than earning seed bonuses and another membership card in your drawer. It’s about being a part of a group with similar interests in growing and promoting the crops we raise. From soymilk to biodiesel and animal feed, soybeans are important to our business and our Nations security. Join us and be a part of showing support for soybeans and American Agriculture. Be active in educating consumers on how we produce food to feed the world.

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

– Larry Walla, Linwood NE, Saunders County Soybean Representative
Nebraska Soybean Board

Holds Election for Directors in Districts 5 and 7

Election ballots for the Nebraska Soybean Board Districts 5 and 7 will be mailed on Monday, July 11, 2011, 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, 2011, can call 402-466-1969 to request a ballot. The producer must sign and print their full name and town on the return ballot envelope for their vote to be valid. 

Nebraska Soybean Board, District 5
Director Seat candidates:

Mark Caspers
Auburn, NE – Nemaha County
Mark’s farming operation is a diversified cropping operation which includes the production of soybeans, wheat, alfalfa, oats, and corn. Caspers is a fourth generation family farmer in Southeast Nebraska.

Comments by Mark Caspers – “I would appreciate the opportunity to serve the District 5 producers in another term as their Director on the Nebraska Soybean Board. This would allow me to use the experience and knowledge gleaned from my previous nine years of service to see that the checkoff dollars are wisely invested in projects that will provide the maximum returns to Nebraska soybean producers. The soybean checkoff has provided tremendous benefits to soybean producers by increasing the demand for soybeans through promotional efforts and aiding producers to increase production by employing the knowledge gained through research programs sponsored by the checkoff.”

Russel Robertson
Martell, NE – Lancaster County
Russel and his family operate and manage a corn/soybean row crop operation in Southeast Nebraska. He is a second generation farmer with a Bachelor of Science Degree from UNL in Ag-Econ. Russel has had over 25 years experience with no-till farming. The Robertsons strive to stay up-to-date with the newest technology and are always looking for new innovations to increase productivity and decrease costs.

Comments by Russel Robertson – “I would like to represent the soybean producers in my district and help them to be competitive in the local and world markets by exploring new ways to increase production and discover new sales venues. I feel I could bring a lot of insight and experience to the board by thinking ‘outside the box’ and looking toward new innovations and technology to help fellow Nebraska soybean farmers. I also feel being on the Soybean Board would be a great learning experience.”

Nebraska Soybean Board, District 7
Director Seat candidates:

Paul Gangwish
Shelton, NE – Buffalo County
Paul, his wife Deb and their five children Megan, Jack, Trace, Brooke and Callie farm irrigated acres of corn, seed corn and soybeans. They also custom harvest seed corn for Monsanto and have a trucking company that mainly hauls farm machinery and Monsanto seed products.

Comments by Paul Gangwish – “I am seeking election to the soybean board to try and serve the producers of Nebraska and to make a difference and to provide good leadership in the activities of the board. It is an important organization and promotion of soybeans and agriculture is Nebraska is my passion.”

Bill Miller
Upland, NE – Franklin County
The Miller farming operation consists of a corn/soybean rotation on their irrigated ground. They also have dry land farm ground that use wheat in the rotation and operate a cow/calf herd. The Millers run a seed business, which sells corn, soybeans and sorghum. Bill farms with his brother and also helps his parents on their farming business.

Comments by Bill Miller – “I have been involved in the soybean industry for 12 years. Currently I am serving as the director for District 7 and serve as the secretary for the Soybean Board. Also I serve on the Board of the North Central Soybean Research Program, which looks into the future on what land grant universities can do to help out farmers in the Midwest. With all this involvement in the soybean board this is why I am running for the reelection for District 7. I want to make sure check-off money is spent wisely for the Nebraska farmers.”

Ron Pavelka
Glenvil, NE – Adams County
Since finishing school at UNL in 1989 and marrying his wife Kay in 1990, they have been farming, ranching, and raising their 3 children on the family farm south of Glenvil, near the Little Blue River. Two-thirds of their cropland is irrigated and is in a 50/50 corn and soybean rotation. The balance of the farm is dry land and is in a crop rotation of corn, soybeans, and wheat. Along with the crops, they have an Angus cross cow/calf herd. Ron has been blessed to be able to work with his parent’s everyday for the past 22 years. While Ron’s parents are transitioning to retirement, his youngest brother transitions into the operation full time.
Nebraska Soybean Board
AT-LARGE Position

This position was open to all producers in Nebraska and will be elected by the Directors of the Nebraska Soybean Board at the August NSB meeting. The newly elected person will be reimbursed for expenses incurred while carrying out Board business and will serve a three-year term beginning October 1, 2011.

The following are the candidates for the At-Large position on the Nebraska Soybean Board.

Eugene Goering – Platte Center, NE

The Goering family farm includes Eugene and his two sons. Their crops include soybeans, seed corn, corn, and alfalfa with mostly all of the acres irrigated. They provide custom services for the seed companies such as harvesting seed corn, split planting, and fungicide spraying.

Comments by Eugene Goering – “I can be a strong board member to efficiently promote soybean use with the state checkoff funds. I have experience on our local school board and training with the NE LEAD program. The soybean industry has an excellent record of promotion and room to continue to grow.”

Scott Houck – Strang, NE

The Houck’s farming operation consists of a row crop corn/soybean rotation, with most of their acres pivot irrigated, and a few acres of gravity irrigation. They ridge-till some of the low poorly drained fields, and no-till the rest. The Houck’s started strictly no-tilling many of their farms about five years ago, and have had very good results.

Comments by Scott Houck – “I am seeking election to the Nebraska Soybean Board because I feel that I could be a very strong advocate and representative for soybean farmers. I served on the Nebraska Soybean Association Board of Directors for 9 years, and feel that I have very good experience in the promotion of the soybean industry. I would also like to be a part of ensuring that our checkoff dollars are being spent wisely.”

Duane Lee – Albion, NE

Duane, his wife Sharon and their two children (Marcus & Kelsey) have a farm near Albion. They run Angus stock cows and usually sell the calves at about 600 pounds. The Lee’s use a no-till cropping system, raising corn and soybeans. The balance of their farm produces alfalfa and brome hay along with CRP and pasture ground for the livestock operation. The Lee family farm has no hired help and operates a dry-land farm.

Comments by Duane Lee – “I have enjoyed working with the Soybean Board for the past 6 years. I feel that I understand things better than I did 6 years ago and that I can represent Nebraska’s soybean farmers very well. I want to work for all soybean producers and help to invest the soybean checkoff money wisely. I feel that I have the time to spend on this board and I hope to do a good job representing Nebraska soybean producers.”
2011 Soybean Management Field Days
Growing Nebraska's Future

August 16
UNL - South Central Ag Lab
- Clay Center

August 17
Justin & Errol Wells Farm
- Elba

August 18
Dallas & Matt Brethbarth Farms
- Bancroft

August 19
Brian Busboom Farm
- Cortland

- Complimentary Admission and Lunch
- Registration Starts at 9 a.m.
- New Knowledge and Ideas
- Unbiased and Research Based Information
- CCA Credits Available
- Presentations in Tents and Field Tours
- University Presenters and Industry Consultants

Bring your unknown crop problems for complimentary ID.

Nutrient Management - High Yield Management
Richard Ferguson, UNL Soil Fertility Specialist
Charles Wortmann, UNL Extension Soils Specialist
Greg Kruger, UNL Extension Cropping System Specialist
Evan Sonderegger, UNL Graduate Student

Pest Management and Yield Enhancement Products
Loren Giesler, UNL Extension Plant Pathologist
Tom Hunt, UNL Extension Entomologist
Michael Rethwisch, UNL Extension Educator

Weed Management
Mark Bernards, UNL Weeds Specialist
Greg Kruger, UNL Extension Cropping System Specialist
Lowell Sandell, UNL Weed Science Extension Educator

Marketing and Risk Management
Brad Lubben, UNL Extension Public Policy Specialist
Jeff Peterson, Heartland Farm Partners President

Hands-On Demos...SoyWater Irrigation Decision
Software in the UNL Bit Mobile
Jim Specht, UNL Professor of Agronomy
Jessica Torrian, Research Associate

http://ardc.unl.edu/soydays

University of Nebraska-Lincoln * Institute of Agriculture and Natural Resources Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture. University of Nebraska-Lincoln Extension educational programs abide with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.
Nebraska Soybean Farmer selected as “See for Yourself” Delegate for USB

— United Soybean Board

The road from the typical U.S. soybean farm to a major poultry, pork and dairy operation in western Mexico may not seem clear at first, but, as 10 U.S. soybean farmers are about to find out in the United Soybean Board’s (USB) “See for Yourself” program, it’s more direct than they may think.

The soybean checkoff selected the 10 farmers, who raise soybeans and other crops on farms from the Dakotas to Ohio, to take part in the fourth annual “See for Yourself” program to see their checkoff dollars in action, says Rick Stern, USB Audit & Evaluation program chair and a soybean farmer from Cream Ridge, N.J. “There’s no better way to show someone the value of their investment than to show them the results firsthand,” Stern says. The program will be held from July 25-30.

Participants will learn about the use of soy biodiesel at Lambert-St. Louis International Airport, travel on a barge that transports U.S. soy and visit a company that makes soy ink, before heading to the number one market for U.S. soybean meal – Mexico – to get a firsthand look at the massive PROAN farm in the western Mexican state of Jalisco. They will visit the state-of-the-art facility and hear why PROAN chooses to source soybean meal from the United States over other countries. They will also visit an aquaculture farm and a refinery that produces soy and palm oil.

These U.S. soybean farmers will participate in the 2011 “See for Yourself” program:

- Britt Anderson – Nebraska
- Gary Berg – Illinois
- Drew DeSutter – Illinois
- Timothy Dunn – Michigan
- Tim Even – South Dakota
- Mark Huseth – Minnesota
- Crystal Martodam – North Dakota
- Trent Profit – Ohio
- Fred Paul Robinson – North Carolina
- Jeffrey Sorenson – Minnesota

Selling Your Soybeans to the World!!

— USSEC Soynews

Selling your soybeans to the world takes a well planned marketing strategy.

The U.S. Soybean Export Council (USSEC) submitted for the Program Year 2012 to the Unified Export Strategy (UES) 155 projects totaling $36,684,709. Included in the request is $4,816,444 for 37 projects under the Market Access Program (MAP). The Foreign Market Development (FMD) share is $7,318,379 for 43 projects. United Soybean Board check-off funds would total $24,549,886 for 75 projects.

The UES is an application process developed by the Foreign Agriculture Service (FAS) to identify clear, long-term agricultural trade strategy by market or product and a program effectiveness timeline against which results can be measured at specific intervals using quantifiable product or country goals. Theses performance indicators are a part of FAS resource allocation strategy to fund application that can demonstrate performance based on a long-term strategic plan.

Your soybean leaders are committed to satisfying the world’s needs for soybeans and soybean products.
Terry Horky and Family
Sargent, NE
District 8 NSB Director

Agriculture for the Horkys is business, family business that is. Where you see one, you tend to see all four. Terry and Chandra, along with Tera (6) and T.J. (3), enjoy one another’s help in all aspects of their farming operation. “We love what we do and we wouldn’t have it any other way,” said Terry.

Together, Terry and his dad farm corn, soybeans, wheat and feed for their cattle. They also own and rent a few hundred acres of pasture land on top of that. “The land’s a little different out by Sargent,” says Terry. “You’ll tend to see hills and valleys, and a lot more pasture ground compared to what you would see in the eastern part of the state.” But that doesn’t bother them at all, because that pasture land means lots of attention to Terry and Chandra’s 120 head cow/calf operation. What started out as a FFA project in high school for him, has turned into a lifestyle for the Horkys. “I got involved at an early age and gained an appreciation for the time and hard work that is necessary to have a successful operation.”

Tera and T.J. are still young, but you can see that they are following that same path. Chandra, who grew up in the town of Fairbury, expressed much of the same views as Terry, “Terry and I both enjoy calving season and watching the calves run around. They’re just as curious as our kids. The best part of raising cattle is the excitement that we get to see on our kids’ faces when they’re helping.” And that help comes nearly every day. Whether it is fixing fences, moving cattle to a different pasture, late night checks during calving season, or pulling tabs off seed bags while Terry is filling the planter — a lending hand is always nearby.

The experience and knowledge the kids gain on the farm can only be measured one way — by seeing that nice wide smile on their faces at the end of the day.
We’re in it Together

Bill Miller
Upland, NE
District 7 NSB Director

When it comes to diversifying one’s self in agriculture, they don’t come much more diverse than Bill Miller. Farmer, seed salesman and livestock producer – Bill not only knows what the term agriculture means, but he also knows how to incorporate that meaning into his everyday life. “I take pride in how I manage my farming operation (corn, soybeans and wheat), how I treat my seed customers and how I take care of my livestock,” Miller added.

Miller’s cow/calf production has been a staple of his operation for years. He’s reduced the size of his herd by almost half, but the quality of care that he puts into his 55 pairs is tremendous. “We treat our cattle right by treating our grassland right. We’re lucky enough to be able to rotate pastures so that we can continually keep the animals on quality grass.”

Miller noted that they sell most of their calves when they get to the 650-750 pound range, but that they will keep a couple every year to feed out. “I know the quality and care that go into my cattle and it’s always good when you get repeat customers asking for a certain cut of beef. That’s when you know your operation is successful, when other people notice that same quality and care.”

Duane Lee
Albion, NE
At-Large NSB Director

Life on the farm is nothing short of paradise for Duane and his wife Sharon. Whether it’s managing CRP, cutting alfalfa and broom hay, planting corn and soybeans, or harvesting the crops in the fall – they love every bit of it. “I never saw myself as someone who worked on a time clock. Independence and the ability to do what I want to, when I want to, is just fine with me,” explained Lee.

When it comes to agriculture, it doesn’t stop with the crops and hay. “We stay busy with our cattle operation, which consists of 60 cow/calf pairs,” Lee adds. “Most are spring calvers, but we do have a few fall calvers. It keeps us on our toes and it keeps us busy year round.” Sharon is a big help, taking care of all the record keeping and helping out with chores during the day.

“My favorite part about raising cattle is the interaction that you get to have with the animals. Whether it’s something as simple as putting alfalfa in the round-bale feeder, or taking a daily walk through the heard to check for anything out of the ordinary.” Lee noted that they sell most of their calves when they get to 600 pounds, but they usually keep the heifers back to breed.

It’s farmers like Duane Lee who appreciate the opportunities they’ve been given and continue to support an industry they are so passionate for.
In any business, knowing your customer stands as one of the most important factors to remaining profitable. This remains true today in the business of soybean farming. Despite its importance, surveys show that a good portion of the United States’ nearly half-a-million soybean farmers don’t really know who their biggest customers are, or know about their changing needs. In fact, a study conducted by United Soybean Board (USB) and the soybean checkoff shows that 25 percent of soybean farmers still cite “the elevator” as their end customer, with another 10 percent unsure or declining to answer.

In June 2010, the USB conducted another survey among U.S. soybean farmers, examining their attitudes and knowledge about end-use customers and the importance of improving the quality of the soybeans they produce. The research yielded results that demonstrate a general lack of an ability to name the biggest end users of U.S. soy. The survey also shows that if the farmers identified major U.S. soy end users, such as livestock and poultry farmers, they did not understand their full value, either in the United States or abroad, to the future of U.S. soybean farmer profitability.

These surveys clearly point to a real disconnect between soybean farmers and their biggest customers – animal agriculture. Poultry and livestock consume 98 percent of all U.S. soy meal, including:

- 10.3 million tons of soybean meal to broiler chickens each year,
- 9.1 million tons for pigs,
- 1.9 billion bushels exported last year,
- 120 million bushels exported to Mexico and
- 825 million bushels to China.

Learning to better understand your biggest customers will go a long way in getting a lot more green per bean. Go to www.beyondtheelevator.com to learn more.
We all have heard of the food pyramid. The U.S. Department of Agriculture (USDA) has used this pyramid since 1992 to teach us what we should eat. The USDA changed the pyramid graphics in 2005 to include stairs and a stick person climbing them to encourage us to exercise more. Now, it’s out with the pyramid and in with a new graphic called “MyPlate.”

The USDA recently released this new image to teach children and adults how to eat more wisely. The most significant change is the simple recommendation: fill half your plate with fruits and vegetables. The other half of the plate should be filled with equal portions of grains and protein. The smaller circle above the plate represents dairy. In addition to the portion recommendations, the USDA encourages us to enjoy our food, but to avoid oversized portions.

Where do Soyfoods fit? The MyPlate graphic includes soyfoods in three groups on the graphic. The USDA includes calcium-fortified soymilk within the “Dairy Group.” Additionally, specific language separates soymilk from such calcium-fortified plant foods as cereals, orange juice, rice milk, and almond milk. They provide calcium, but may not provide the other nutrients found in dairy products such as soymilk.

Soyfoods can also be found in the new “Protein” food group, previously labeled the “meat group.” Here, soyfoods are included in two categories. First, soybeans are placed within the bean and pea group. A separate Processed Soy Products category lists specific types of soyfoods: tofu, white beans, bean burgers, veggie burgers, tempeh, and texturized vegetable protein. The USDA guidelines encourage consumers to make healthy choices by choosing beans, peas, or soy products as a main dish or a significant part of the meal.

Soyfoods are included again in the vegetable food group. Consumers are encouraged to select more potassium-rich vegetables as sweet potatoes, white potatoes, tomato products, soybeans, lima beans, and spinach. In all, soyfoods are mentioned in three of the five food groups represented on the plate.

What does all this mean to the consumer? “The new plate is much easier to understand and to follow than the old pyramid,” says Karen Kuzma, registered dietitian and wellness coach at Hy-Vee in Lincoln, Nebraska. “The USDA has several tips for consumers and most of them mention soyfoods,” she says. The tip she believes is most helpful is to make half your plate fruits and vegetables. “This is the area where I see the majority of people falling short on a daily basis, and it is precisely these foods that contain the powerful natural phytonutrients and antioxidants our bodies need to prevent disease,” she says. “Fruits and vegetables also tend to be low in calories, so filling half your plate with them is a good way to keep your portions of higher calorie foods in check.”

The Soyfoods Association of North America (SANA) has become a national partner with the USDA on this initiative. SANA plans to promote the MyPlate whenever possible. The USDA messages reflecting this new campaign are consistent with the SANA mission of increasing consumption of soy-based foods. Further detailed information about food groups and serving sizes is easily accessible on at www.choosemyplate.gov.
Aquaculture is the fastest growing form of food production in the world, accounting for 50 percent of all seafood consumed globally. Faced with gravely endangered wild fish stocks, aquaculture is increasingly bridging the gap between declining supply and growing global demand for healthful seafood.

Although aquaculture has become more eco-friendly due to advances in fish biology and operational technology in recent years, environmental concerns remain about the inclusion of fishmeal and fish oil from wild-caught resources in aquafeeds. Feed conversion ratios are a factor in determining an aquaculture product’s sustainability – how many pounds of wild fish in feed it takes to produce a pound of farmed fish.

Just a few years ago, most aquafeed consisted mainly of fishmeal and fish oil from wild-caught “reduction” fisheries – small ocean fish not commonly used for human consumption, such as anchovies and menhaden. Removing those small fish from the ocean food chain has not been well-researched in terms of impact, and the practice has raised questions among environmental groups.

With a commitment from the U.S. soy industry to research, develop, and promote specially formulated soy-based feeds, it is now possible to replace up to one-half of the fishmeal in feeds for many marine farmed species, and all of the fishmeal in many freshwater farmed species. Soy-based feeds are rich in the proteins and nutrients that grow fish efficiently. In fact, soy in aquafeed much more efficiently produces fish and seafood than other types of livestock, with 1 to 1.5 lbs. of feed producing one pound of fish. In comparison, it takes up to 1.9 lbs. of feed to produce one pound of poultry and 2.5 lbs. of feed to produce one pound of pork.

USB Director and Aquaculture Committee Member, Mark Caspers of Auburn sees real value in investing in aquaculture. “Investment of checkoff dollars into aquaculture research will allow U.S. soybean producers a tremendous opportunity to simultaneously increase the demand for soybean meal while also playing a part in providing a tasty protein source to feed an increasing world population. As the world supply of fish meal becomes more and more scarce, investment of checkoff dollars into aquaculture research becomes increasingly more vital in providing a protein rich nutrition source for human consumption while at the same time increasing the demand for U.S. soybean meal.”

As soybean meal has a significantly lower cost than fishmeal and fish oil, as well as consistent quality and availability, soy-based aquafeeds help to lower the overall cost of farmed seafood. This increases its affordability and availability to consumers.

Most importantly, soy in aquafeed reduces the pressure on wild fish resources, both at the bottom of the ocean food chain (by replacing wild-caught fishmeal/fish oil), and at the top of the ocean food chain, by increasing the supply of healthy, sustainably farm-raised seafood.

Mark Caspers of Auburn and Mike Thede of Palmer both serve as directors on USB’s International Marketing Committee.

For more information on how soy is helping to move aquaculture towards sustainability, visit www.soyaqua.org.
WHERE DID ALL THE ANIMALS GO?

Nebraska ranks first in the United States in commercial red meat production. The multiplied impact of an annual $6.5 billion in cattle sales totals over $12 billion contributed to our economy each year. Beyond the 20,000 beef cow ranches and the 4,570 feeding operations, cattle-related employment drives business up and down main street as well as in towns and cities across the state.

ESTIMATED ECONOMIC IMPACT: more than $8 billion
TOTAL PRODUCTION: 7,171,500,000 pounds of beef
TOTAL CATTLE FED AND MARKETED EACH YEAR: $5.1 million

Nebraska’s poultry industry provides employment for approximately 2,250 workers and pays nearly $44 million in wages and salaries. Directly and indirectly, the poultry industry supports 4,900 jobs that pay $119 million in wages and salaries.

POULTRY
ESTIMATED ECONOMIC IMPACT: $119 million
ESTIMATED SOYBEANS CONSUMED: 164,500 tons/yr.
ESTIMATED JOBS CREATED: 4,900

There are 350 licensed dairy herds in Nebraska, consisting of an estimated 80,000 cows. In 2009, total milk production was estimated at 1.3 billion pounds, or 139,534,883 gallons. Nebraska currently ranks 26th in total U.S. milk production.

DAIRY
AVERAGE HERD SIZE: 169 cows
VALUE OF MILK SOLD ANNUALLY: $148 million
TOTAL POUNDS MILK PRODUCED: $1.3 billion

Anyone who’s heard the story of “Old MacDonald” knows animals are a natural part of America’s farms – or at least they should be.

Animals not only consume approximately 98% of U.S. soybean meal, they generate around 76,600 jobs here in Nebraska and bring our state more than $8 billion dollars in economic benefits every year.

But like it or not, forces are threatening animal agriculture here Nebraska. That’s why the Nebraska Soybean Board has been educating people about the importance of animal agriculture to Nebraska and encouraging them to speak up in its defense.

Visit nebraskasoybeans.org to see how you can help.

INVESTING
CHECKOFF DOLLARS

Nebraska’s approximately 3.3 million pigs contribute to almost 5% of total U.S. hog sales, with export income reaching almost $83 million dollars. In total, pork production contributes around $34.5 billion to America’s Gross National Product.

PORK
ESTIMATED ECONOMIC IMPACT: more than $657.5 million
EXPORT JOBS CREATED: 2,230
ESTIMATED JOBS CREATED: 11,149

GET THE FULL STORY AT NEBRASKASOYBEANS.ORG – AND SEE HOW WE’RE SPEAKING UP FOR SOYBEANS’ BIGGEST CUSTOMERS.
A recent survey of U.S. soybean farmers showed less than one in six believe maintaining the poultry and livestock industries is most important to his or her long-term profitability. As a result, the United Soybean Board (USB) and the soybean checkoff launched a “Beyond the Elevator” effort designed to help soybean farmers recognize the importance of the poultry and livestock industries both here and abroad. To learn more about the effort, its goals and how these industries affect your profitability, visit www.BeyondTheElevator.com.
Farm Women and Consumer Women Finding CommonGround Engage in Real Conversations about Where Their Food Comes From

– by Drew Guiney

As the disconnect between farmers and consumers widens with every generation, so does their general lack of understanding about where their food comes from. This lack of understanding about modern agriculture and food production is further hampered by those who spread misinformation to consumers in an attempt to highlight a single type of food or farming. Luckily, farm women across the country are standing up to share their side of the story. The Nebraska Soybean Board (NSB) and the Nebraska Corn Board (NCB) are currently partnering on an initiative that aims to combat the many negative misperceptions about modern agriculture and today’s food system.

This initiative, known as CommonGround, aims to provide women, especially moms from who may not have a direct tie to agriculture, with an on-farm connection to Nebraska women who share their values and concerns.

According to Mary Lou Quinlan, CEO of Just Ask a Woman, women account for 85 percent of consumer purchases and 93 percent of all food purchases. Therefore, it is crucial to establish a connection with and to educate these women who are hungry for knowledge.

On Tuesday, May 17th, Nebraska CommonGround volunteer, Kristen Eggerling of Martell, did just that. Eggerling volunteered at the CommonGround booth during the Taste of Home Cooking School show at Pershing Auditorium in Lincoln, Nebraska. During the event, Eggerling passed out information, recipes and grocery bags to nearly 800 women. She was also available to answer any questions they had about where their food comes from or the practices she and her family use on their farm.

“I had a lot women ask me about organic farming and whether we farm organic,” Eggerling said. “It’s important to let them know that we support all types of agriculture. We want to supply them with the information they need to make the decision that is right for them and their families.”

Many women were excited when they heard Eggerling was a farmer. Some shared stories about how they grew up on a farm as children. “Overall, the women attending the Taste of Home show seemed to genuinely enjoy talking to a real farmer,” Eggerling said. “After taking a recipe card that I provided, one woman asked what I did for a living. When I replied that I was a farmer, she said, ‘Oh, I love farmers! I eat your food every day.’”

Eggerling said she enjoys participating in the CommonGround program because she likes being involved in an effort to educate people about agriculture. “It’s exciting and important to be a part of the effort to spread the word about what farmers and ranchers are doing. I’m a farmer. I don’t have another job. I’m a person who grows and raises your food. And I want to talk to you!”

And that’s the overall goal – to foster real conversations between farm women and consumer women about where their food comes from. It may take some time to bridge the gap created by the growing disconnect between farmers and consumers, but the solution starts with finding their common ground.
Your diesel engine works hard. Return the favor with the fuel that works harder for your engine – soy biodiesel.

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

Sustainable, renewable and brought to you with the help of soybean farmers and their checkoff. Soy Biodiesel – Fuel Made Better.
Soybeans have been called “the miracle crop” for its many uses and applications. And, in many ways, soybeans are living up to these lofty expectations.

Whether you realize it or not, you use or consume many products made from soybeans every day. Soybeans have been used in everything from edible fats and oils such as vegetable oil and margarine, to paints, stains and carpet backing. The Ford Motor Company has also started to incorporate soy foam into the seats of their vehicles and La-Z-Boy is using it in couches and chairs. Whatever their application, new uses for soy-based products are constantly being discovered.

On Friday, April 29, the Nebraska Soybean Board teamed up with the Clean Environment Company to show fans the value of bio-based products. The Soybean Board sponsored the Husker baseball game and used the opportunity to hand out soy-based product samples to the first 600 fans at the game. There fans learned about the value of bio-based products, like the fact that they are made from sustainable resources, like soybeans, grown right here in Nebraska. Bio-based products are also an innovative way to reduce our dependency on foreign petroleum.

The Nebraska Soybean Board is also taking its commitment to the future of bio-based products to the next level this summer by hosting a Bio-based Products Symposium in Lincoln on July 13th. The goal of the symposium is to educate opinion and thought leaders on the value of incorporating bio-based products into their home or office.

The Nebraska Soybean Association is currently lobbying for a bill (LB691), which will be the subject of an interim study following the end of this legislative session. The goal of the bill is to mandate state agencies to utilize sustainable, bio-based products at the state level when they are cost competitive to their petroleum-based counterparts.

The Nebraska Soybean Board hopes that the symposium will give consumers and opinion leaders alike the information they need to make the decision that is right for them on whether or not to incorporate bio-based products. Victor Bohuslavsky, Executive Director of the Nebraska Soybean Board, said that informing consumers is a crucial step in the incorporation of bio-based products. “Consumers have many choices every day to make our environment better,” Bohuslavsky said. “We hope that by sponsoring the Bio-based Products Symposium, consumers will see the benefits of incorporating bio-based products and start using them on a regular basis. We believe that this symposium can help them make decisions that can make a difference.”

Whether you’re running biodiesel in your pickup or combine, or painting your living room with one of Sherwin-Williams’ soy-based paints, bio-based products are yielding results and giving the soybean industry diversification and stability. And the market for these products will surely grow as we find more uses for this miracle crop.
In climates with high humidity like Nebraska, the storage of fuel can lead to the accumulation of water. Humid air is saturated with water vapor. At night when the air cools, it holds less water vapor, the water drops out of the air and into the bottom of the fuel tank. Water accumulates as this process occurs over time.

The presence of free water can lead to microbial contamination. Since the introduction of Ultra Low Sulfur Diesel (ULSD) in 2006, microbial contamination has become a more common problem linked to diesel fuel. Sulfur was a natural antimicrobial. When microbial growth is significant, it can cause filter plugging. Microbial contamination may or may not be accompanied by a brown/black/beige jelly-like byproduct created by the growth. If microbial contamination is suspected, it is recommended that you treat the fuel with a reputable universally soluble (works in the fuel and water).

Having excess headspace in storage tanks can also lead to oxidation of fuel which can reduce the shelf life of fuel. The air contains 21% oxygen which can cause oxidation of fuel. To reduce water problems and fuel degradation, it is highly recommended to top off the tank with fuel at the end of the planting season to reduce headspace.

We recommend utilizing a biodiesel blend of B20 during the summer months. Summer is a great time to utilize higher biodiesel blends. There is a dedicated ASTM fuel specification for biodiesel blends from B6 – B20 which has been endorsed by engine manufacturers so there are no warranty issues using B20. With current economics biodiesel should be priced at, or even below the price of straight No. 2 diesel. Ask for it. If you are having problems getting biodiesel blends from your fuel distributor or Co-op, contact MEG Corp at 877-646-3453, fuel consultant to the Nebraska Soybean Board.
The Nebraska Soybean Association, the American Soybean Association, and Pioneer, a DuPont Business are currently accepting applications for the 2012 ASA/DuPont Young Leader program. Interested participants should apply online at www.soygrowers.com/dyl.

The program is designed for soybean growers married or single, who are interested in developing their leadership skills. Spouses are included in all aspects of the program and the knowledge gained is beneficial in any setting — whether on the farm or off.

Young Leaders become valuable, active members of agricultural organizations and volunteer groups at state and local levels. Many graduates of the program go on to become officers of their State and/or National Soybean Association Board of Directors. Other graduates become membership recruiters, or key committee members. Spouses learn more about the farm operation, their personal leadership style, and how to achieve a greater level of success.

Networking and camaraderie developed with other growers representing 26 soybean producing states and Canada, helps build friendships and working relationships that last a lifetime.

“The Young Leader program provided us a great opportunity to network with other soybean leaders from across the U.S. as well as the opportunity to build upon our leadership skills for future roles both on and off the farm” said Joel and Krisit Lipp of Laurel, 2011 Nebraska Young Leaders.

Interested applicants must commit to attending two phases of training. Part I will be held Nov. 29-Dec. 2, 2011 at Pioneer headquarters in Johnston, IA, and Part II will be held Feb. 28-March 3, 2012 in Nashville, TN.

To see additional applicant requirements, please go to www.soygrowers.com/dyl or contact ASA at 314-754-1328 or msiegel@soy.org or the Nebraska Soybean Association at 402-441-3239. Deadline to apply is September 15, 2011.
Biodiesel: The Economics
– by Andy Chvatal

Going “green” always seems to come with a price tag. One could expect then, that filling up with a superior fuel would mean paying a premium price, right? Not necessarily.

On April 26th, the Nebraska Soybean Board hosted a group of 18 fuel managers/distributors, at Misty’s Steakhouse, in Lincoln, Nebraska. Presenting at the meeting was Hoon Ge, Biodiesel Consultant at MEG Corp. The topics of the meeting included the current blenders’ credit, RINs (renewable identification numbers), and how these two can be utilized in making biodiesel cost competitive.

RINs represent gallons of renewable fuel produced, and are transferred with the fuel until it is blended. With each gallon of biodiesel that is blended, one and a half RINs are generated. Current economics have RINs trading at over $1.30 per gallon, or $1.95 per one and a half RINs that are generated. Add that in with the $1 blenders tax credit, and you get a very affordable, quality diesel fuel.

One of the major advantages of biodiesel is the fact that it can be used in most existing diesel engines and fuel injection equipment in blends up to 20 percent with little impact to operating performance. In more than 50 million miles of in-field demonstrations, B20 showed similar fuel consumption, horsepower, torque and haulage rates as conventional diesel fuel. Biodiesel also has functionality benefits, adding nearly 65 percent more lubricity with just a 2 percent blend, which means extended engine life for your truck or tractor.

Biodiesel is proven, capable and affordable. Do yourself a favor and ask your local fuel distributor about using biodiesel. If you’re having trouble finding biodiesel in your area:

1) Go to www.biodiesel.org
2) Hover over the “Buying Biodiesel” tab and click on either Biodiesel Distributor Maps or Biodiesel Retailer Maps.
Dear Nebraska Soybean Producers:

I have met many of you over the years in winter and summer soybean research/extension meetings. My colleagues and I have conducted research for the past 35 years on Nebraska soybean cropping systems that has produced results and data that have helped Nebraska growers enhance their soybean yields.

Now, I and my colleagues need your help. We are embarking on a State-wide producer survey project, funded by the Nebraska Soybean Board, which will attempt to identify the key crop factors on Nebraska farms that limit the optimization of on-farm soybean yields. More about this research project in a moment.

For rainfed soybean producers, we know that the key limitation on soybean yield is summer rainfall, but management factors exist that can help you obtain more bushels per acre for each inch of rainfall that falls on your field during the soybean growing season. In effect, we want you to get more crop per drop of rain!

For irrigated soybean producers, a key factor in optimizing irrigated field yields is just-in-time irrigation scheduling that will synchronize water application with the key crop stages when the crop water need is the most critical. However, even with irrigation, the cost of irrigation application is such that producers want to minimize the total applied irrigation water to just the amount needed to optimize yields. Moreover, for those producers who must use deficit-irrigation amounts because of a limited water supply, effective use of that limited water is highly desired. In effect, we want you to be able to maximize the number of bushels per acre you get for each acre-inch of irrigation water you apply!

The research that we are starting this year is called the Nebraska Soybean Yield Gap Analysis Project. The first phase of the project involves obtaining crop management information on at least one 2010 soybean field from each Nebraska soybean producer willing to contribute that information to us. The information we need is indicated on the survey form that is printed on the next page. An important data input is the field location, which will allow us to identify your soil type information and the nearest weather station.

For those of you who have records of your prior year soybean fields, we would be very appreciative if you could complete the survey form for data on a 2009, 2008, and 2007 field, if at all possible. In any event, if the only data you can provide is for one of your 2010 soybean fields, or even just the starting data for one soybean field you planted this year (2011), we would be very much like to receive even that data.

Let me conclude by saying that your submission of a survey form with data will be very, very helpful to us in trying to establish a benchmark for the key factors influencing soybean productivity on Nebraska farms (like yours!). With that information, we intend to identify the soybean management factors that, going forward, will enable you and your neighbors to become the best Soybean Producers in the USA in terms of soybean yield per drop of water.

Keep in mind that any information you submit to us will be kept strictly confidential and will NOT be shared with anyone in the private or public sector. We only need your name, telephone, and postal and e-mail addresses for the purpose of keeping you updated on the progress and results of our yield gap analysis.

Please feel free to contact me if you have questions or desire more information.

Jim Specht

James E. Specht, 322 Keim Hall, University of Nebraska, Lincoln, NE 68583-0915.
Telephone: 402-472-1536, Fax: 402-472-7904, E-mail: jspecht1@unl.edu
SOYBEAN FIELD SURVEY

Summer 2011 - University of Nebraska - Lincoln Extension

Please mail this completed form to: Field Survey, James C. Specht 322 Keph Hall, University of Nebraska, Lincoln, Nebraska 68583-0915 (or FAX form to 402-472-7940).

Weather problems (e.g., frost, water-logging, lodging, hail):

Disease / insects observed in this field:

Is crop nematode present in field? (If 'Yes', any egg count data?)

Soy Herdlock Used (give name and rate/acre):

Other (state if 'Yes', state if applied & rate in lb/acre):

Emphasis Area (when soybeans were above soil surface):

Seeding rate (number of seeds planted/acre):

Planting date (month/day):

Variety/Allele Group No 2 & Hilbert number, example: 3/1:

Soybean variety planted (company, brand & brand number):

Tillage performed after crop? Before soybean planting:

Prior crop(s) planted (if 'Yes', N lb/acre applied to that crop):

CROP GROWTH SIMILARITY TO SOYBEAN IN THIS SPECIFIC FIELD YEAR:

Lowest / highest yields (bu/ac) on farm (only if fields listed):

Test weight (if available, this test should be on ticket):

Seed moisture (if available, should be on your weight ticket):

Seed yield (bu/acre) for the given field and year:

Fields, Insect/Rotation System (e.g., Center Pivot; tripod):

If field was irrigated, enter total inches applied:

Enter total rain (inches) for field from planting to maturity:

OR Interested farm (Or for field from planting to maturity:

2007 Soybean Field

2007 Soybean Field

2008 Soybean Field

2009 Soybean Field

2010 Soybean Field

Soybean Crop Year:

2007 Soybean Field

2008 Soybean Field

2009 Soybean Field

2010 Soybean Field

Please provide us with as much information as you can for the soybean crop you grow in one or more of your 2010 fields, and if at all possible, one of your fields in each year:

E-mail Address: 

Phone Number: 

Zip: 

City (in NE): 

Postal/Street Address: 

Your First Name: 

Your Last Name: 

www.ppecsn.unl.edu/soywater/fieldcropsurvey.php

Recall this form from you. Or, if you prefer to submit your field data via the Internet, go to this URL web site: www.ppecsn.unl.edu/sowater/fieldsurvey.php

If you wish to submit data for more than one field in any given year, print on xerox and we will mail you another form like this one when we receive this form from you. Or, if you prefer to submit your field data via the Internet, go to this URL web site: www.ppecsn.unl.edu/sowater/fieldsurvey.php

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SoyWater, an internet-based irrigation decision tool for Nebraska soybean producers, is available at www.hproc3.unl.edu/soywater/. You can Google™ the word SoyWater to quickly get this web-site, which we developed using your Nebraska soybean check-off dollars. Visit the website to acquire registered access SoyWater using your valid email address, and you will receive a 4-digit activation code in your email. Use that code to then get 24/7 access to SoyWater this crop year (2011), and in future years. About 240 users have registered to use SoyWater since its official launch on 1 May 2010. We invite you to join those SoyWater users this year to more effectively schedule soybean irrigation events to be just-in-time and just-the-right amount. Even if you are a rainfed producer, you can still use SoyWater to track and predict the calendar dates of your field’s soybean stages. Soybean disease and pest control is much more effective if the pesticide or fungicide is applied precisely at soybean stage researchers recommend as the most effective stage for application.

Before you can use the web site for a given field, SoyWater needs to know the field’s location. An easy-to-use Google™ map tool is provided for your use in showing (via an aerial view) SoyWater where your field is located. SoyWater will then identify the field’s GPS coordinates (even if you don’t know these numbers). SoyWater uses the field’s GPS coordinates to identify the nearest automated weather station that will be used to estimate your crop’s daily evapotranspiration (i.e., daily water use). SoyWater then needs only four additional items from you:

1) a field name of your choosing that you want SoyWater to use — choose something easy to recall (e.g., Smith Pivot 5) if you have many fields.
2) the predominant soil texture in your field — SoyWater provides you with a menu of choices, but also provides a Google™ soil texture map tool to help you if you do not have that information.
3) the date of seedling emergence, if you observed it, is the preferred input, or if not, then the date of planting.
4) the two-digit maturity group number (example: 3.1) of the variety you planted in the field — the MG number is typically embedded in the brand’s variety number (contact your seed dealer for details).

SoyWater uses a crop model (SoySim) to project a calendar date for each soybean vegetative and reproductive stage, from emergence to maturity, and provides you with a table showing this information along with the expected rainfall at this stage. Before you can use the web site for a given field, SoyWater needs to know the field’s location. An easy-to-use Google™ map tool is provided for your use in showing (via an aerial view) SoyWater where your field is located. SoyWater will then identify the field’s GPS coordinates (even if you don’t know these numbers). SoyWater uses the field’s GPS coordinates to identify the nearest automated weather station that will be used to estimate your crop’s daily evapotranspiration (i.e., daily water use). SoyWater then needs only four additional items from you:

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with daily and cumulative soybean crop water use values specific for your field. You simply log onto the SoyWater website any time, and after it recognizes who you are, it will display an updated table (your data are strictly confidential – no one else has access). You will have to logon periodically to input, in a timely manner, any date-specific rainfall amounts you measured at the field site, and if you are an irrigator, your datespecific irrigation amounts. SoyWater yellow highlights the next date when irrigation should be applied, depending on a soil water depletion percentage value you chose as an “irrigation trigger”. See Fig. 1, page 25, for a SoyWater crop water use table generated last year (2010), and Fig. 2 for graphical summary of that data in a chart SoyWater makes available to the user. Note in the Figures that this user applied irrigation on the precisely the dates recommended by SoyWater, so that the water was applied in a just-in-time-and-amount fashion! Become a UNL SoyWater User Today!

Fig. 2. SoyWater chart showing the cumulative daily crop water use (dark-blue line), local rainfall amounts (brown bars), irrigation amounts (green bars), and the effective total water inputs from rainfall +irrigation (light blue line). The dates of soybean stages R3 (begin pod) and R7 (physiological maturity) are shown as vertical lines. Irrigation was applied by the user on the SoyWater recommended dates – when the cumulative amount of rainfall +irrigation line fell about 2.2 inches below the cumulative crop water use line for the silty clay loam soil texture of this field. The user chose a 35% soil water depletion trigger (i.e., 2.2 inches of the 6.0 inches in the 3-foot soil profile).

Growing Your Bottom Line

A merican soybean farmers out produce every other nation in the world, both in bushels and acres. However global pressure, especially from South America, threatens our global leadership. Soybean quality is a key determining factor in where global purchasers buy their product. U.S. soybean farmers can impact soybean demand and value by keeping component quality (as well as yield) at the forefront of their planting decisions – which will in turn strengthen the bottom line.

Once your soybeans are delivered to the processor, they are crushed to produce meal, oil and hulls. Oil and hull values are based on volume and meal is based on volume and protein quality. The sum of the product values, along with a processing margin, results in the Estimated Product Value (EPV). This is important because the value of the components significantly impacts the price you receive per bushel. The graph below shows how EPV and price per bushel track together.

So what does it all mean?

Higher levels of protein and oil content in soybeans mean higher EPV. Improvements in protein and oil content will not only increase crop values and maximize incomes, but will also help U.S. soybeans maintain their competitive advantage on a domestic and global scale. As you make your seed selection, ask your dealer about varieties that will produce high-yielding as well as high-quality soybeans. Your seed dealer will be able to give you data on protein and oil levels for varieties they recommend. For more information and help selecting the best variety for your area, use the Soybean Quality Toolbox at www.SoyQuality.org.
It’s no secret that product recalls, undercover videos and the media have prompted consumers to question the safety of their food. Folks across the country are wanting to know more than ever about how their food is raised and where it comes from.

This desire for more knowledge is further hampered by the growing disconnect between people and the farm. Today, less than two percent of Americans are employed by production agriculture and most Americans are three generations removed from the farm. This gap has created a huge void of information between farmer and consumer.

The Center for Food Integrity (CFI), a Kansas City based non-profit organization established in 2007, has stepped up to fill that void by attempting to increase consumer trust and confidence in today’s food system. CFI has membership from all segments of the food chain and they focus on promoting dialogue, modeling best practices, addressing issues that are important to consumers and serving as a resource for accurate, balanced information about the food system.

CFI’s new research has a specific focus on building consumer trust, a topic that Terry Fleck, Executive Director of CFI says is extremely important moving forward. “The primary goal of CFI’s research in building consumer trust is to measure and track consumer attitudes toward the U.S. food system. We want to more accurately understand consumer attitudes to identify the challenges and develop solutions for food industry stakeholders to change those attitudes.”

Addressing the disconnect between consumers and the farm will be increasingly important in the near future. “Consumers are geographically and generationally removed from their food and that disconnect provides an opportunity for activists and detractors to challenge who we are and what we do in today’s food system,” Fleck said. “If consumer issues are not addressed, opinions form based upon inaccurate information. It is much more difficult to change a perception than it is to form one. CFI’s research indicates there is a need to fundamentally re-introduce today’s food system to a public that is disinterested and uninformed about food production.”

One of the early key findings of this research was that communicating shared values is three to five times more effective in building consumer trust than messages that focus on competency in areas like science and economics. Communicating your commitment to values that are important to consumers, like compassion, responsibility, respect, fairness and truth, establishes a solid foundation for communication that builds trust.

When asked what ways members of the food system can better communicate with consumers, Fleck said, “The food system should own the issues being discussed. We need to proactively and objectively address the latest food issues before others do so. Information about food insecurity in the U.S. and worldwide, for example, is important and we need to lead the discussion on these types of issues. Finally, we need to understand, and clearly and openly communicate, our values. Today’s food system has a lot in common with today’s consumer. We should be open, honest and candid with today’s consumers, demonstrating our commitment to doing what is right and our commitment to responsible production.”
Q: Why do your #1 customers act like a bunch of animals?

☐ It’s the only way to get some service around here.
☐ They specifically asked for the mayo on the side.
☒ Because your soybeans’ most important customers are animals.

Your soybeans travel a lot farther than just the local grain elevator. Go to www.BeyondTheElevator.com to learn more about your number one customers AND your operation’s profitability.