FALL TRADE TEAMS
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Commodity Classic

The Sky’s the Limit

Kissimmee 2013

Commodity Classic

February 28 - March 2

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Along Greg’s Gravel Road: A Look Behind the Scenes
Behind the scenes commodity organizations help build demand for soybeans both at home and abroad.

From the Association: The holidays are upon us.
Research has proven vitally important in providing the tools and resources that we use to try and grow our businesses.

Call for Candidates in District 2, 4 and 8
Please consider serving as a Director for your District.

Lisa Lunz Awarded for Service and Dedication to Agriculture
Among Lisa Lunz’s many accomplishments is her passion for youth and agriculture education.

Fall Trade Teams
Soybean buyers, commodity brokers/merchandisers, feed mill operators, and livestock producers came from both China and the Philippines.

NSA selects Merrick County soybean growers as 2013 Young Leaders
Shane and Nicole Greving of Chapman, NE have been selected as the Nebraska Soybean Association’s 2013 Young Leaders.

Organizations Aim to Help Build Trust through Research and Outreach
The focus was on building trust by developing models that help define consumer trust.

Long Tail?
There is an adage in marketing circles that a short crop has a long tail.

Help Grow Your Farm Future
Make a positive impact in your community by taking part in the Census of Agriculture.

Weed Control Issues in Soybeans
There are number of challenges for weed control in soybeans.

Interested in Learning More About the Soybean Checkoff?

Come See for Yourself this year!

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

See for Yourself is designed to include opportunities 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 currently planning its visit to the Port of New Orleans as a part of this year’s international tour. The Port of New Orleans is a vital shipping area for soybeans with nearly 60% of all U.S. soybean exports traveling through the port. The Port of New Orleans tour aims to give Nebraska soybean farmers a better understanding of the logistical chain soybeans go through on their way to some of our international customers.

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!
Although this harvest was not ideal for most Nebraska farmers, it has left us with plenty of time to get our chores done before the winter. Whether it’s turning cows on stocks and repairing fence, watching the wheat come up or applying fertilizer for next spring, there is no shortage of things to be done.

We, as farmers, are concerned with all the decisions and factors that affect our farming operation. We have to juggle input costs, the elements, and watch markets along with all of our other duties. Sometimes it’s very easy to get caught up in the day-to-day operations of our own operation and forget that there is a much larger picture, especially in today’s global economy.

Due to its favorable location, as the westernmost soybean growing state, Nebraska soybean growers enjoy large export numbers. In recent years, over half of our soybean crop has gone to export markets such as Mexico, and through the AGP terminal in the Pacific Northwest to China and the Pacific Rim.

During my time on the Nebraska Soybean Board, I have come to appreciate all of the work that goes on behind the scenes by commodity organizations to help build demand, both at home and abroad. I have also been able to take part in many trade missions to foreign countries and host foreign buyers on reverse trade missions. I believe these trade missions go a long way in building demand for Nebraska soybeans as many of our foreign customers value a contact as much as they value a contract.

Our international customers also have a large impact on the domestic market. By crushing soybeans within the U.S. and exporting meal, we are able to keep the oil portion and use it domestically for biodiesel and human consumption. We feed soybean meal to our own livestock and export the meat to foreign countries as value-added product. And, as the demand for high quality protein continues to increase across the world, so will demand for U.S. soybean meal and U.S. beef, pork and poultry.

During this next year, I encourage you to get more involved and grow your knowledge. The Nebraska Soybean Board provides farmers with many opportunities throughout the year to get more involved and learn about the checkoff through the “See for Yourself” program. See for Yourself is a program designed to get you out and experience how your soybean checkoff is working for you both domestically and internationally. This year’s program even includes a trade mission to the Port of New Orleans to see how soybeans are processed and shipped to our international customers.

Take it from me, you’d be amazed at how much you can learn if you take the time to broaden your horizons.

Wishing you and your family a joyous holiday season,

Greg
The holidays are upon us
– by Geoffrey T. Ruth, Rising City, NSA President

The holidays are upon us, and to my children that means Santa Claus, presents under the tree, more food than anyone can eat, and time to spend with family and friends. While these things bring warm feelings to me as well, it also is the time of year where I get stuck in my office to do the things that harvest and the beautiful fall weather have allowed me to neglect for the past few months.

Top of the “to do” list is yield reporting, locking down inputs for the 2013 crop, writing planting prescriptions, pouring over yield maps, and generally trying to get a grasp on what I can do to raise a better crop next year. Somewhere along the way, I like most of you have relied upon research conducted by our university systems, private business, and government entities to help guide us down the path to growing better, higher yielding crops. This research has proven vitally important in providing the tools and resources that we use to try and grow our businesses.

As soybean farmers your checkoff dollars have gone a long way in supporting the research that is conducted. These dollars matched with private funds and government grants have helped to develop new traits in plant products, healthier oils from soybeans, greater markets for the raw soybeans that we produce and ultimately have helped to increase yields on our farms.

At the Nebraska Soybean Association we benefit greatly from the research done by our checkoff dollars. The materials and findings from all these studies make our jobs much easier when heading to Lincoln or Washington D.C. to discuss issues. That’s why your membership in ASA and NSA is important. What isn’t always discussed in why your membership in ASA and NSA is important. What isn’t always discussed in Washington D.C. and even locally is how much research funding is within the Farm Bill. The importance of a new Farm Bill for the interest of agriculture research cannot be overstated. As farmers we strive for that goal of 300 bushel corn and 100 bushel soybeans, however without research funding our goal will more than likely remain a goal and very seldom a reality. As always we appreciate the on going support this past year from our current members. If not a member, we encourage you to join us at nebraskasoybeans.org/ne-nsa or call us at 402-441-3239.

I hope everyone has a wonderful holiday season and a great start to a New Year.

I Believe, I Belong...

Government policies and regulations impact all farms. The Nebraska and American Soybean Associations serve soybean farmers to maintain and increase market value and opportunities for soybeans. Their work on Nebraska and national issues plus international marketing is vital to the success of our family farms. That’s why I believe and belong to NSA and ASA.

– Steve Wellman, Syracuse NE
American Soybean Association
Director
Call for Candidates in Districts 2, 4 and 8

There are three district seats on the Nebraska Soybean Board (NSB) eligible for election this year. Soybean producers in Districts 2, 4 and 8 are invited to run for election to the Nebraska Soybean Board by filing a candidacy petition by the April 15, 2013 deadline. The election of board members 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.

NSB Directors receive no salary but are reimbursed for expenses incurred while carrying out Board business and will serve a three-year term that begins October 1, 2013.

District seats open are:

- **District 2** – Counties of Burt, Cuming, Dakota, Dixon, Stanton, Thurston and Wayne.
- **District 4** – Counties of Boone, Hamilton, Merrick, Nance, Platte, Polk and York.
- **District 8** – Counties of Arthur, Banner, Blaine, Box Butte, Brown, Chase, Cherry, Cheyenne, Custer, Dawes, 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.

Candidates for the NSB seats must be:

- A Resident of Nebraska
- 21 years of age or older
- Soybean producers in Nebraska for at least five previous years

Prospective candidates must collect the signatures of 50 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 April 15, 2013, 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.

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.

Seeking Candidates for Position on the United Soybean Board

The Nebraska Soybean Board (NSB) is seeking candidates to fill a United Soybean Board (USB) Member position. If you are an interested soybean farmer please contact the NSB office.

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

USB Members receive no compensation but are reimbursed for expenses incurred while carrying out Board business. USB Directors serve three-year terms.

This position is open to all soybean farmers in Nebraska. NSB will nominate two candidates and the appointment will be made by the USDA Secretary of Agriculture. The USDA has a policy that membership on USDA boards and committees is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation and marital or family status.

Anyone interested in applying needs to meet the following criteria:

1. Be involved in a farming operation that raises soybeans.
2. Be a resident of Nebraska.
3. Be at least 21 years of age.

For more information please contact Victor Bohuslavsky at 402-432-5720, before the March 1, 2013 deadline.
INVESTING CHECKOFF DOLLARS

Nebraska Soybean Board Re-Elects Officers

The Nebraska Soybean Board (NSB) re-elected officers for Fiscal Year 2013. This election was conducted by NSB directors at their November meeting. The following officers were re-elected to serve another one year term: Greg Greving of Chapman, NE – Chairman; Ed Lammers, Hartington, NE – Vice Chairman; Lisa Lunz, of Wakefield, NE – Secretary and Greg Peters of DeWitt, NE – Treasurer.

Committee members and committee chairman were also appointed as follows:

Research Committee:
Chairman Lisa Lunz and committee members Richard Bartek of Ithaca, NE; Scott Houck of Strang, NE; and Greg Peters.

Domestic Marketing Committee:
Chairman Ron Pavelka of Glenvil, NE; and committee members Mark Caspers of Auburn, NE; Greg Greving; Terry Horky of Sargent, NE; and Ed Lammers.

All board members serve on the Communications/Producer Education committee and the International Marketing committee of which Greg Greving is the Chairman for both.

“The Nebraska Soybean Board knows firsthand the importance of farmer profitability. NSB serves our state’s soybean farmers representing you on the soybean checkoff. They are working hard to invest your dollars wisely to increase profitability, grow opportunities and defend your freedom to operate,” said Victor Bohuslavsky, NSB executive director.

USDA Announces
16 USB Farmer-Director Appointments
Ten returning, six new Directors will be sworn in at Annual Meeting

– by Drew Guiney

Sixteen farmer-leaders will be sworn in as directors of the United Soybean Board (USB) in December, after their recent appointments by U.S. Agriculture Secretary Tom Vilsack.

The 16 soybean farmers from across the United States include six new appointees and 10 returning directors. These volunteer farmers invest soy checkoff funds on behalf of all U.S. soybean farmers in projects to increase the value of U.S. soy meal and oil; ensure U.S. farmers and their customers maintain the freedom and infrastructure to operate; and meet the needs of U.S. soy’s customers.

“We look forward to welcoming the new and returning directors to our board,” says USB Chair Vanessa Kummer, a soybean farmer from Colfax, N.D. “We are confident they, like the others on the board, are committed to leveraging checkoff dollars for projects that maximize the profit potential of all U.S. soybean farmers.”

Mark Caspers, a soybean farmer from Auburn, Nebraska, was one of the directors recently appointed to USB. Caspers has shown strong leadership through his dedication to service on both the Nebraska Soybean Board (NSB) and the United Soybean Board. Caspers is currently serving in his fourth term as NSB director and will begin his second term on USB at the December meeting.

Victor Bohuslavsky (executive director, NSB) commended Caspers’ dedication to the soybean industry. “Mark has always done a good job of representing the interests of Nebraska soybean farmers. He brings a wealth of knowledge and business sense to our meetings, and I am confident that he will continue to be a valuable part of USB.”

All appointees will serve three-year terms, beginning December 6, when they’ll be sworn in at USB’s annual meeting in St. Louis. Qualified State Soybean Boards (QSSBs) nominated all of the appointees.

The 69 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy’s customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.
The United Soybean Board (USB) continues to drive demand for U.S. soy, thanks to a partnership with Goodyear Tire & Rubber Co. Goodyear recently announced field tests for a new tire featuring U.S. soy that the company says may offer consumers increased tread life and a greener alternative to those manufactured solely with petrochemicals.

Goodyear’s announcement marked the public unveiling of a two-year, ongoing collaboration between the soy checkoff and the Akron, Ohio-based company.

“The soy checkoff welcomes the opportunity to partner with Goodyear in bringing this tire to the market,” says Russ Carpenter, a soybean farmer from Trumansburg, N.Y. and chair of the USB New Uses program. “The checkoff constantly looks for ways to improve the value of soy oil to U.S. soybean farmers and this new tire highlights soy’s versatility in the marketplace.”

The partnership began two years ago, after the 2008 spike in crude oil prices prompted Goodyear to evaluate petrochemical alternatives and propose research exploring soy oil’s potential in its products. In full production, Goodyear estimates that it could use 7 million gallons of soy oil annually.

Goodyear’s testing found that using soy not only lowered petrochemical amounts from the tire’s manufacturing process, but also increased its efficiency by reducing energy and greenhouse gas emissions. Additionally, soy oil’s increased performance may yield up to 10 percent longer tread life.

“Goodyear is committed to caring for the environment and communities, and use of soy oil proves to be another way to accomplish this goal,” said Jean-Claude Kihn, Goodyear’s chief technical officer. “Consumers benefit through improved tread life, Goodyear gains with increased efficiency and energy savings and we all win whenever there is a positive impact on the environment.”

If real-world testing runs smoothly, Goodyear expects the new soy-based tires to be available for purchase as early as 2015.

Goodyear is one of the world’s largest tire companies. It employs approximately 72,000 people and manufactures its products in 53 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.

For more information about Goodyear and its products, go to www.goodyear.com/corporate.

Bridgestone Americas unveiled a new concept tire this fall. The Firestone tire contains more than 10% soybean oil, which amounts to 90 lbs. soy oil in the 900-lb. tire. Because one bushel of soybeans yields about 11 lbs. of soy oil, about 8 bu. of soybeans were used to produce the concept tire. The soy tire pictured is an 800/70R38 radial deep tread 23 tire designed for large 4-wd tractors where eight tires are used. The soy oil replaces all of the different petroleum-based processing oils used in tire compounds. Expect to start seeing the soy tires in 2013 and marketed under the Firestone brand of agricultural tires.

Visit bridgestone.com/responsibilities/environment or freeproductinfo.net/fin.

Credit: Farm Industry News – Nov 2012
U.S. soybean farmers, through their checkoff, support the National Tractor Pullers Association (NTPA) to promote biodiesel among pulling fans. The NTPA plans to return the favor by allowing the use of 100 percent biodiesel fuel, or B100, in all diesel pulling classes beginning next season. This could increase biodiesel demand by putting its performance benefits on display for the farmers, truck drivers and other diesel users who make up a large portion of the NTPA’s fan base.

“The NTPA has been a good partner with the soy checkoff,” says United Soybean Board (USB) Director Jim Willers, a soybean farmer from Beaver Creek, Minnesota. “We are pleased that tractor pullers will be able to use B100 and show off what biodiesel can do for their engines.”

A recent study by the Minnesota Soybean Research & Promotion Council (MSR&PC) and the United Pullers of Minnesota (UPM) found that using B100 in a pulling tractor can add up to 4 percent more horsepower and torque compared with traditional diesel.

Minnesota soy checkoff board helps drive NTPA’s acceptance of B100.

Previously, NTPA fuel regulations limited the use of biodiesel to lower concentrations. This season, the NTPA and UPM allowed the use of B100 on a trial basis. The overwhelming success of the trial led the NTPA to adopt the policy permanently.

“We now have a reliable test to make sure it’s B100, so pullers can use it right out of the pump,” says Gregg Randall, NTPA office general manager. “The biggest thing is that this will be the ultimate proof that biodiesel performs well, which is what our partnership with the soy checkoff is all about.”

The United Soybean Board has partnered with the NTPA for the past six years to help increase biodiesel availability and use among pulling fans. And for the third year in a row, the checkoff sponsored the NTPA’s “Powered by Biodiesel” Light Pro Stock class, in which all competitors use biodiesel blends.

Biodiesel offers excellent horsepower, mileage, cetane and lubricity. It’s also recognized as America’s Advanced Biofuel due to its ability to reduce greenhouse-gas emissions. And since biodiesel’s an American-made fuel that can be made from U.S. soy oil, it can help Americans declare freedom from foreign oil.

Finding biodiesel has never been easier. The Environmental Protection Agency recently announced it will require the use of 1.28 billion gallons of biodiesel next year under the Renewable Fuel Standard. That’s an increase over this year’s requirement of 1.1 billion gallons.

The soy checkoff funds biodiesel research and promotion efforts through the National Biodiesel Board to help increase the use of U.S. soy oil. Soy oil remains the dominant feedstock for U.S. biodiesel production.
Lisa Lunz Awarded for Service and Dedication to Agriculture by Nebraska Agribusiness Club
— by Diane Muehlhausen

Nebraska Soybean Board (NSB) member, Lisa Luza, was awarded for her service and dedication to agriculture at the Nebraska Agribusiness Club’s 46th annual awards banquet on November 1st at the Hillcrest Country Club in Lincoln. Lori Luebbe, Executive Director of the Nebraska Soybean Association, presented the award to Lunz. Also receiving awards were Alan Tiemann of Seward, and Dawn Caldwell of Edgar.

Lisa and her husband, Jim, farm north of Wakefield where they grow no-till corn and soybeans. Lisa is a graduate of the University of Nebraska, College of Agricultural Sciences and Natural Resources and a member of LEAD XVII. Lisa is serving her final term on the Nebraska Soybean Board, with a total of 12 years served. She has served as the Research Committee Chairman, NSB Secretary and NSB Chairman from 2010-2011.

In addition, Lunz is the NSB representative to U.S. Farmers and Ranchers Alliance and the Alliance for the Future of Agriculture in Nebraska (A-FAN) communications committee. Over the years, Lisa has often shown her passion for youth and agriculture education. She has served as her community 4-H leader and is involved with the NSB soy educators, Ag Sack Lunch program, UNL Soybean research projects, CommonGround, and Ag Pen Pals. In addition, Lisa is very involved with the Wakefield School Board and her church. Lisa and Jim are also the proud parents of three children: Kristina, a recent graduate of Doane College; Keri, a sophomore at Midland College; and Jacob, a senior at Wakefield High School.

National Biodiesel Board Members Elect Governing Board
— by Andy Chvatal

On November 13th, National Biodiesel Board (NBB) members selected their trade association leadership, electing three returning governing board members and four new members to serve on the leadership committee to lead America’s advanced biofuel.

Officers elected to lead the board are:
• Gary Haer, Chairman, Renewable Energy Group, Inc.
• Ed Ulch, Vice Chairman, Iowa Soybean Association
• Ron Marr, Secretary, Minnesota Soybean Processors
• Steven Levy, Treasurer, Sprague Operating Resources

Biodiesel board members also voted to fill seven board member spots. Board members elected to the Governing Board included treasurer Steven Levy and:
• Greg Anderson, Nebraska Soybean Board
• Jennifer Case, New Leaf Biofuels
• Mike Cunningham, ASA
• Brandon Foley, Sanimax
• Tim Keaveney, HERO BX
• John Wright, Owensboro Grain Company

Greg has experienced every aspect of production agriculture in relation to soybeans, corn, grain sorghum, alfalfa hay and registered and commercial Angus cattle. In 1990, soybeans became his only row crop and he currently farms soybeans and alfalfa hay.

He was elected to the Nebraska Soybean Board as the “At Large Member” in 1993 and served 12 years. Offices held: Treasurer (1995 - 1999); Vice Chairman (2000 – 2003) and Chairman (2004 – 2005).
He has served on the Nebraska Soybean Board’s Domestic Marketing, New Uses/Industry, International Marketing and Producer Education/Communications Committees. Gregg is currently serving as an Ex-officio for the board.

Greg was appointed by the Secretary of Agriculture to the United Soybean Board (USB) in 1998 and served through 2007. During his time with USB, he had duties of Chairman and Vice Chairman of the Board and Chairman of the Communications, Audit and Evaluation and Qualisoy Committees.

This brings him to his current role, Technical Committee Chairman for the National Biodiesel Board. Greg has held this role for four years now and continues to do so with a passion for selecting programs that will be a good fit for, not only the biodiesel industry, but the soybean oil interests for the farmers in our state.

“Every soybean farmer in Nebraska should be proud of the fact that their farmer-driven checkoff has been effective in establishing the biodiesel industry in the U.S.,” Anderson states.

Anderson was also a key driver in the implementation of a new heating oil mandate in the northeast United States, a mandate that began this fall. “We’ve come a long ways since I’ve been involved with NBB. Now the farmer leaders of the Nebraska Soybean Board are taking that success to the next level by helping to open a market for hundreds of millions of gallons of biodiesel each year with bioheat.”
NEW YORK, NY – As New York City residents prepare for another winter, they can take comfort in knowing their oilheat is among the cleanest in the nation. Starting Oct. 1, every gallon of oilheat in the city will contain at least 2 percent biodiesel. The blend is known as Bioheat® fuel, a greener heating oil that is gaining popularity in Northeastern and Mid-Atlantic states.

In 2010 New York City Mayor Michael Bloomberg signed an air quality bill that included the Bioheat provision for heating homes and buildings. A New York State bill also required a switch to Ultra Low Sulfur Heating Oil, which took place in July.

“In passing this legislation, we set the stage to prevent the burning of 20 million gallons of petroleum each year,” said City Councilman James F. Gennaro, who sponsored the legislation. “This is the carbon equivalent of taking 30,000 cars off the road in New York City. But it’s only the first step. Between the statewide requirement for ultra-low sulfur heating oil and this landmark Bioheat mandate, we are really starting to see the green future of home heating.”

Biodiesel is a renewable fuel made from agricultural byproducts and co-products such as soybean oil, and other fats and oils, including at least one abundant resource in New York City: recycled restaurant grease. It is the only domestically produced, commercially available advanced biofuel in the U.S., and supports 39,000 American jobs.

“Our members truly recognize Bioheat as the evolution of oilheat,” said John Maniscalco, CEO of the New York Oil Heating Association, which strongly supported the Bioheat mandate. “NYOHA has worked closely with the National Biodiesel Board in ensuring that our member companies and their customers recognize the many environmental and other benefits of Bioheat and we are proud to say that Bioheat usage has already increased dramatically. We are just getting started.”

Maniscalco points out that many pioneering New Yorkers have used even higher blends of biodiesel in their heating oil for years.

The National Biodiesel Board hailed the groundbreaking municipal legislation.

“The consumer is the ultimate benefactor of this law, now having access to truly 21st Century heating oil,” said Paul Nazzaro, who spearheads the Bioheat education program for the National Biodiesel Board. “The entire petroleum supply chain deserves credit for making the changes needed to embrace blending biodiesel with heating oil to deliver Bioheat.”

Biodiesel used in Bioheat fuel is eligible to meet the federal Renewable Fuels Standard, which requires 1 billion gallons of biomass-based diesel be blended into the fuel supply in 2012.

No other city has a Bioheat requirement in place, but several states have passed requirements that will go into effect when contingent states pass similar laws.

About the National Biodiesel Board:

The National Biodiesel Board is the national trade association representing America’s first Advanced Biofuel. The group works to create sustainable biodiesel industry growth through education, communication, governmental affairs, technical and quality assurance programs. Serving as the coordinating body for research and development in the U.S., the National Biodiesel Board is comprised of state, national, and international feedstock and feedstock processor organizations, biodiesel suppliers, fuel marketers and distributors, and technology providers.

About the New York Oil Heating Association:

NYOHA, which was founded in 1939, is the primary trade association representing heating oil terminals, retailers and associated businesses operating in the five boroughs of New York City. NYOHA advocates on behalf of New York City’s heating oil industry on the federal, state and city levels and has been a national leader in adopting sensible energy policy that has resulted in the promotion of renewable energy as well as cleaner burning fuels and equipment. For more information, please visit www.nyoha.org.

For more on Bioheat, visit bioheatonline.com. For more on biodiesel, please visit biodiesel.org.
INVESTING CHECKOFF DOLLARS

FALL TRADE TEAMS

– by Andy Chvatal

This fall marked another successful year of trade team visitors from abroad. Four trade teams visited Nebraska in a month and a half time-span, all of which were guided by AGP. The first tour brought us visitors from September 21st to September 25th. Among this group of Chinese visitors were soybean buyers, commodity brokers and livestock producers. To our foreign customers, yields matter, but quality trumps yield. Irrigated soybeans in Nebraska looked great for the most part, but dryland soybeans were very sporadic when it came to shape, color and protein and oil content. Some of the beans looked more like raisins than they did beans, but our customers weren’t turned off when it came to the visual checklist. They realized that a dry year was going to knock quality slightly, but they had seen enough farms and covered enough highway to realize that the bulk amounts that they were going to receive were going to be better than the handful they randomly grabbed out of the wagons. See the map above that shows the route they had taken over the duration of a few weeks.

The second and third trade teams came in the first and third weeks of October. These visitors were primarily from the Philippines and represented much of the same occupations as the first group – soybean buyers, feed mill operators, commodity merchandisers and livestock producers. By this point in the harvest season, most of the soybeans were already combined in the eastern part of the state. The highlights of these two groups was taking them to Gregg Fujan’s farm near Prague, and also to Frontier Cooperative in Brainard. As most of you can think back and remember, not only did temperatures dip at this time, but the wind gusts stayed abundant for quite a while. Getting a group of soybean buyers out of a warm bus and into a frigid soybean field proved to go better than we had thought. Mind you, at home in the Phillipines the high that day was roughly 95 degrees.

The fourth trade team came into our office in early November to learn more about the Nebraska Soybean Board. This team was also from China and included many of the same occupations as above, but also included an aquaculture farm owner who purchases soybean meal to feed his fish. We put a presentation together to give them a feel for what it’s like to be a Nebraska farmer and how that differs from other states. Farming in Nebraska is unique. Our rainfall difference from Omaha to Scottsbluff is roughly the same as the rainfall difference from Omaha to New York City. Besides the weather, the soil types vary just as much. Fertile, silty loam in the east, turns to sand as you head west. With this soil change, we have adopted irrigation practices. Without irrigation, high yields wouldn’t be nearly as common and in some places, unachievable. We have a unique cooperative network which also ties in well with our ability to load our soybeans and meal onto rail and send it to the Pacific Northwest. The most interesting observation from them was the fact that we have such detailed organization. In their country, there are no commodity groups and their cooperative structure is quite different. That’s why they send their individual organizations over to the U.S., to see what quality of product their company is purchasing. All of the trade teams left Nebraska with firm handshakes and an excitement to come and see our crop again next fall.
Today I want to share good news and a thank you with you. First, the good news: In November we broke ground for a new building on Nebraska Innovation Campus (NIC), and announced ConAgra as the first partner to be a major tenant in our Phase I of NIC development.

NIC’s vision is to provide a dynamic environment where university and private sector talent transform ideas into innovation that impacts the world. It connects the talent and abilities of individuals, companies and the university to help grow ideas, possibilities and our state.

With NIC’s major themes of food, fuel and water, it is so fitting that ConAgra, a Nebraska company with its multinational headquarters in Omaha, is an NIC partner for food science innovation.

The opportunities Nebraska Innovation Campus offers both Nebraska and our students in the College of Agricultural Sciences and Natural Resources in IANR are exciting. We foresee student opportunities will include internships and employment, as well as studying with faculty who, with their partners at NIC, are working to advance knowledge and business in Nebraska that will reach around the world. There is individual and collective benefit in that.

More good news is that, thanks to you, in fiscal year 2012 the Nebraska Soybean Board provided IANR faculty $1,752,778 in support of research and extension education of benefit to Nebraska and its soybean growers.

Examples of that work include soybean breeding and genetic studies for Nebraska, identifying soybean susceptibility and resistance factors important for biotic stress and plant health, benchmarking on-farm soybean water productivity in Nebraska, and much more.

Commodity board funding allows us to connect to and address soybean farmers’ research and educational needs as you define those needs. Your input is valuable and vital.

Funding you provided the North Central Soybean Research Program returned to Nebraska as $163,920 in support of IANR work of benefit to you. An additional $351,832 from funding you provided the United Soybean Board also came to IANR scientists for work to benefit Nebraska soybean farmers.

Such public/private partnerships as we share with the Nebraska Soybean Board and other commodity groups are extremely vital. Their importance will continue to grow as state and federal funds become more challenging and the world’s food needs grow.

We thank you for your input and support. It is a pleasure to work with you in growing a healthy future for Nebraska and the world.

Ronnie D. Green, NU Vice President and Harlan Vice Chancellor, IANR

Data Could Unveil Crop Rotation’s Role in SCN Populations

— by Sandi Alswager Karstens

A University of Nebraska-Lincoln research project funded by the Nebraska Soybean Board continues to uncover the effects of crop rotation patterns and irrigation on soybean cyst nematode populations.

Results so far have been all over the board, but the findings from this long-term study should give soybean growers answers when it comes to SCN management, said Loren Giesler, UNL Extension plant pathologist.

Management recommendations for SCN are centered on the use of not only resistant soybean varieties, but also rotation to a nonhost crop like corn. “Depending on the findings of this study, we may change how rotation is recommended and we will all be better informed of what is happening in the corn year in SCN-infested fields,” Giesler said.

UNL doctoral student Oscar Perez-Hernandez, who has been assigned to this project, has completed three years of data collection from over 80 locations across Nebraska. Now Perez is analyzing the data in relation to moisture and soil type.

So far, it is unknown how dryland or irrigated fields affect population reductions during rotation years. However, Perez has found a tremendous variation in the level of reduction of SCN happening in the year of corn rotation.

The preliminary results suggest the traditional corn-soybean rotation resulted in SCN populations decreasing significantly. Before the project started, researchers used an average estimate of a 25 percent reduction for SCN populations in the corn year of rotation.

“We have observed a much larger range in reductions and the average reduction has been over twice that amount with some fields seeing reductions in the 90 percent range,” Giesler said.

These results raise more questions about what is going on in fields with high mortality.

Researchers hope to be able to identify the factors responsible, which in addition to rotation includes things like soil moisture, soil type and soil pH. For example, a sandy, irrigated field could have higher densities than a clay, dryland field.

Giesler and others also are studying these factors so that soon soybean growers will have a complete management package to combat SCN, one of the most yield-limiting soybean pathogens to strike the United States.

Each year, SCN causes millions of bushels of yield lost which translates into billions of dollars lost. See next page for more on SCN
Drift and efficacy are two important factors in applying pesticides. Unfortunately, those two factors often are in conflict, so University of Nebraska-Lincoln experts are studying how best to balance them to ensure success.

When pesticides are applied, smaller droplets generally are more efficient. However, smaller droplets are more likely to drift to unintended sites, said Greg Kruger, UNL Extension cropping systems specialist.

Kruger is leading Nebraska Soybean Board-funded research at UNL’s West Central Research and Extension Center at North Platte. There, two wind tunnels are being used—one is a low-speed tunnel built to replicate conditions for ground sprayer applications, the other a high-speed tunnel built to replicate aerial application conditions.

The UNL team tested several types of herbicide using different nozzle settings. "As
There aren’t many better places to research drought tolerance in soybean lines than Chile. Of course, Nebraska wasn’t a bad spot for such research this year, either.

The University of Nebraska-Lincoln uses test plots both here and in Chile — also Puerto Rico and Argentina — to conduct research year-round. Drought tolerance certainly is among the characteristics scientists are studying, said George Graef, UNL soybean breeder.

Chile, which gets very little rainfall, is an ideal spot for testing drip irrigation, Graef said. Both there and elsewhere, scientists use the SoyGro crop growth model for limited irrigation devised by Graef’s UNL colleague, Jim Specht, and others.

“It’s a very controlled environment in Chile since they get no rain during the growing season in the region we are in,” he said.

Graef said scientists have a couple of years’ data from Chile. “We do have some lines that seem to do better than others with limited irrigation,” he said. “What we want to identify are soybean lines that yield well when there is sufficient water, and also can withstand water stress at critical times.”

Graef indicated that with Nebraska data from the past three years and the Chile drip study data, scientists are seeing some new soybean lines that yield well under all those conditions.

Further study is needed to determine what specific traits are responsible for that performance. Root depth is likely one factor, but others may be at play too.

Meantime, Graef is awaiting 2012 results from soybean-research plots throughout this region of the United States. That data will be analyzed and added to scientists’ growing body of knowledge to develop new soybean lines, a process that can take years.

Graef’s work is supported by the Nebraska Soybean Board. The board’s top priority is yield. Other goals include:

- Developing germplasm and cultivars for use in specialty and food-grade markets.
- Developing germplasm and cultivars with improved compositional quality, including increased crude protein content, increased total oil content, modified sugar composition and modified protein/oil/carbohydrate ratios in the seed, and specific meal and oil traits for improved end use quality for food, feed and industrial uses.
- Evaluating and developing germplasm and cultivars that are resistant to biotic and abiotic stresses, including iron deficiency chlorosis, soybean mosaic virus, bean pod mottle virus, soybean aphid, phytophthora root rot, sclerotinia stem rot and soybean cyst nematode.
U.S. SOY USE: MEAL

SOY KEY: 🌍 Domestic Use 🌍 Global Use 🌍 International Use

All numbers of soybeans consumed are presented in millions of metric tons (MMT).

POULTRY

32.55 MMT
12.86 MMT (Domestic Use) 19.69 MMT (Global Use)

SWINE

14.33 MMT
6.78 MMT (Domestic Use) 7.55 MMT (Global Use)

BEef

3.78 MMT
3.27 MMT (Domestic Use) 0.51 MMT (Global Use)

AQUACULTURE

3.81 MMT
0.25 MMT (Domestic Use) 3.56 MMT (Global Use)

DAIRY

3.53 MMT
2.28 MMT (Domestic Use) 1.27 MMT (Global Use)

OTHER SPECIES

1.63 MMT
0.84 MMT (Domestic Use) 0.79 MMT (Global Use)

PET FOOD

1.08 MMT
0.66 MMT (Domestic Use) 0.42 MMT (Global Use)

HUMAN CONSUMPTION

0.81 MMT
0.31 MMT (Domestic Use) Data Not Available (Global Use)

TOTAL MEAL CONSUMPTION

27.79 MMT
61.57 MMT
33.78 MMT
Is your fuel ready for winter? We all know that diesel has more challenges than gasoline in the winter. But with proper storage and handling techniques, you too can enjoy trouble free operation of your diesel vehicles this winter.

Without a proper fuel winter strategy diesel fuel will gel in cold temperatures. No. 2 diesel typically has a cloud point anywhere from 0°F to 12°F. The cloud point is the temperature at which wax crystals can be seen in the fuel with the naked eye. No. 1 diesel usually has a cloud point of -40°F. However, during winter months, No. 1 can cost 20-50 cents more per gallon than No. 2. Sometimes it is hard to get a hold of No. 1 during winter months and it has lower BTU content resulting in lower fuel economy. For these reasons it is often more cost-effective to utilize cold-flow additives. The use of additives will not completely replace the need to use No. 1 diesel, but can save you money by using less No.1.

There are different types of cold flow additives, including cold-flow improvers, de-icers and WASA. Cold-flow improvers help improve low-temperature operability of fuel by a process called “wax crystal modification” by inhibiting wax crystal growth and agglomeration. De-icers help keep water in the fuel system from freezing. WASA (Wax Anti-Settling Agent) is an important component to a winter additive package. WASA keeps naturally occurring paraffins’ in diesel suspended in the fuel, preventing them from dropping to the bottom and plugging fuel filters. A combination of these cold flow additives may give the best results for diesel and biodiesel blend winter operability. Biodiesel blends up to 5% will behave the same as straight No. 2 diesel and can be treated as such. Using higher biodiesel blends is possible in winter but requires higher additive treat rates or greater percentage of No.1 blending.

Besides blending fuel for winter, the elimination of water is the key to avoiding fuel related problems. Water is caused by condensation of air in warm weather and hot engines. When temperatures are consistently below 32°F, the water droplets will cause filter plugging and can damage injectors. It is important to check for water in your storage and vehicle tanks before the cold weather sets in. Because the viscosity of fuel increases in the winter months, it is recommended to install a new 20-100 micron dispenser filter on your storage tank at the beginning of winter.

For questions about diesel, biodiesel and additives, MEG Corp Fuel Consulting, at 800-929-3437.
Nebraska Soybean Association Selects Merrick County Soybean Growers as 2013 Young Leaders

Shane and Nicole Greving of Chapman, Nebraska have been selected as the Nebraska Soybean Association’s (NSA) 2013 Young Leaders.

The Young Leader Program is sponsored by the American Soybean Association and Pioneer Hi-Bred a DuPont business. It is designed to recognize and strengthen leadership in the agricultural community, as well as cultivate producer leaders who are shaping the U.S. soybean industry.

The Grevings are involved in the family farming operation in Merrick County where they raise irrigated soybeans, seed corn, commercial corn, winter wheat and operate a custom seed corn harvester. Shane and Nicole’s two young children Bailey and Braiden enjoy the farm life. Shane holds a degree in Agronomy from Northeast Community College. The Greving’s are involved in the Merrick county Farm Bureau and Relay for Life of Merrick County.

Shane says, "the top issues to address are agricultural regulation, world hunger and public awareness of the agricultural industry. Consumers need to understand where their food comes from and it is up to us to share our story. We also need to stay connected with our government officials so our voice can be heard on issues that affect agriculture."

The Grevings joined the 2013 class of Young Leaders, which is made up of selected leaders from each soybean producing state, and participated in a challenging and educational leadership experience in late November at the Pioneer headquarters in Johnston, Iowa. They will complete the second part of training February 26 – March 2, 2013 in Kissimmee, Florida in conjunction with the annual Commodity Classic. This seminar offers the opportunity for participants to enhance their leadership skills, as well as meet and learn from other Young Leaders from around the United States.
Two leading agriculture research and communication organizations came together in late October to help stakeholders gain insights into consumer opinions of farming and where their food comes from.

The Center for Food Integrity (CFI) held the initial meeting – their annual Food Integrity Summit – which was a forum on ethics, values and trust in today’s food system. Afterwards the United States Farmers and Ranchers Alliance (USFRA) held their Food and Agriculture Messaging Summit, which aimed to bring industry and stakeholders together to discuss research and communications.

CFI is a non-profit organization that was founded in 2007 whose members represent each segment of the food chain, including farmers and ranchers, universities, food processors, restaurants, retailers and food companies. They focus on building trust by developing models that help define consumer trust, researching and developing messaging, conduct speaker training sessions and develop programs that build consumer trust.

The Food Integrity Summit featured several key speakers including Emeritus Professor David Hughes who teaches food marketing at Imperial College in London. Hughes shared insights on the globalization of food and how food trends have spread and are affecting different countries at different times. The conference also featured Bob Langert, who leads McDonald’s global sustainability efforts. In his speech, Langert spoke about the importance of making sustainability a priority on every level of your organization.

In their previous research, CFI demonstrated the importance of starting conversations with consumers that engaged their values as opposed to first demonstrating our technical competencies with scientific facts. In fact, CFI found in their research that shared values are 3-5 times more important in building trust than demonstrating technical competence. This belief is encapsulated by President Theodore Roosevelt’s quote “People don’t care how much you know until they know how much you care.”

CFI also shared their newest round of research, which utilizes Cultural Cognition theory, or the exploration of Values Orientation. Values Orientation can be thought of as an individual’s view of society that influences the perception of self and others. The key behind Values Orientation is that it defines for the individual what self and others should do, which provides us with a crucial link in better understanding how to build trust.

By learning how consumers align themselves on certain issues and topics, we can better understand how to craft messages that will resonate with them. If consumers believe today’s practices are aligned with what they believe those in the food system should do, they will be more likely to trust those practices. It is important to remember, however, that Values Orientation is issue-specific. Just because someone is progressive on one issue, doesn’t mean they won’t be conservative when it comes to another.

Although the Values Orientation model is new when being applied to the food system, it has previously been applied to help study other issues on which the public is divided, such as global warming and the use of the HPV vaccine.

Values Orientation revolves around placing people in one of six groups based on their attitude and behavior towards the topic at hand: Traditionalists, Progressivists, Individualists, Collectivists, Fatalists and Socially-Disoriented. (The picture to the right describes these groups in more detail)

In their new research, CFI applied the Values Orientation model to five topics in order to help better understand how people make choices about food and what we can do to reach them effectively. The five categories were the use of genetically modified crops, the use of hormones to produce leaner beef, the raising of animals in indoor production systems, the use of antibiotics in meat-producing animals and the use of crop protection products.

The survey was based on polling participants about their attitudes toward the given topics to get a benchmark and then
providing them with educational statements explaining the practices in a way that would appeal specifically to Early Adopters – those who generally are higher educated, more favorable toward change and, most importantly, are information seekers.

One key insight from the research was that by giving consumers these targeted messages; CFI was able to increase the overall acceptance of certain practices by as much as 16 percent.

During the conference Arnot stressed that we need to do a better job of explaining what we do and why we do it. “We need consumers to understand that while our systems have changed and our use of technology has increased, our commitment to do what’s right has never been stronger,” Arnot said. “It’s less about trying to convince someone that they should change their values and beliefs and more about helping people understand that what we’re doing is already better aligned with their expectations than they may have thought.”

Based on previous research on Cultural Cognition at Yale University, we were able to segment the population into six Values Orientations.

<table>
<thead>
<tr>
<th>TRADITIONALISTS</th>
<th>INDIVIDUALISTS</th>
<th>COLLECTIVISTS</th>
<th>SOCIALLY-DISORIENTED</th>
<th>FATALISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a traditional world view</td>
<td>Have a progressive world view</td>
<td>Have an individualist world view</td>
<td>Have a collectivist world view</td>
<td>Have a fatalist world view</td>
</tr>
<tr>
<td>Think life was better the way it “used to be”</td>
<td>Embrace change and are open to new ideas</td>
<td>Believe society works best when people take responsibility for their own lives</td>
<td>Believe people should be able to count on other people and the government for help</td>
<td>Are resigned to the fact nothing they do is likely to change their circumstances and certainly not the world</td>
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“People don’t care how much you know until they know how much you care.”

– President Theodore Roosevelt
INVESTING CHECKOFF DOLLARS

Winter 2012

Beginning in January, a handful of agricultural organizations will kick off “Farmers Feed Us.” The three month sweepstakes has been completed in other nearby states, but this is the first go-round for Nebraska. The purpose of the campaign is to build trust and confidence in contemporary agriculture by creating a platform to better tie in the relationship between today’s consumers and the men and women who produce their food. Besides the Nebraska Soybean Board, other groups coming together include the Midwest Dairy Association, the Nebraska Corn Board, the Nebraska Pork Producers Association and the Alliance for the Future of Agriculture in Nebraska. Nebraska was also the first state to have a grocery store included in the campaign, B & R Stores (Russ’s Supermarket).

The biggest draw to the sweepstakes is that one lucky consumer will win free groceries for a year! Once it begins in January, www.farmersfeedus.org will house a separate webpage for our seven Nebraska-based farmer videos. The videos will show a soybean farmer, corn farmer, dairy producer, turkey producer, veterinarian, pork producer and a grocery store manager. Videos and profiles will walk you through each producer’s daily routine and give you a tour of the farm. Once the consumer is done taking the tour, they answer a few trivia questions and sign-up for the grocery giveaway. It doesn’t stop there, consumers are invited to view the six other profiles and farm tours as well. This will give them as many as seven chances each day to register. Once 2013 begins, be sure to check out www.farmersfeedus.org and register for the prize!

Film director going over plans before filming the soybean portion of Farmers Feed Us with Chad Bartek near Ithaca, NE.

Chad Bartek, soybean farmer, doing some scouting in his field while the film crew gets ready for the shoot.

**Soybean Management Field Days - Research Results Meetings**

Many Nebraska soybean farmers attended the annual Soybean Management Field Days this past August, and many were also wondering how the different research trials faired throughout harvest. Here’s your time to find out! The Nebraska Soybean Board and UNL Extension Researchers will be back on the trail, providing research results at all four of this August’s field day locations. The program isn’t limited to those who attended the field day. If you couldn’t make the field day but still want to see research results in your area, then be sure to attend.

For more information on the details of the events, visit cropwatch.unl.edu. Please RSVP to Keith Glewen at 402-624-8030 by January 23, 2013. Meals will be served at each location, followed by reports of soybean research conducted at each of the Soybean Management Field Days.

**Locations and times are as follows:**

- **Tues., January 29**
  - 12 noon - 3 pm
  - Extension Office – O’Neill
- **Wed., January 30**
  - 12 noon - 3 pm
  - Fairgrounds – Lexington
- **Thurs., January 31**
  - 12 noon - 3 pm
  - Wunderlich – Columbus
- **Thurs., January 31**
  - 6 pm - 9 pm
  - Hruska Memorial Public Library – David City
Long Tail?

— by Roy Smith

There is an adage in marketing circles that a short crop has a long tail. What is meant by that is that prices rally because of reduced supplies. However, at some point they reach levels that are not sustainable. When that happens prices drop. The time it takes going up is usually much faster than the time it takes to drop back.

The highest price in history for November soybean futures came on September 4 this year. Prices started going lower soon thereafter. With the exception of one minor bounce in October, they have been going down ever since. 2012 appears to be a year when the long tail theory could be expected to materialize. Sharp drops in prices such as that which took place in early November are common. They also come at unexpected times as the “free fall” did this year.

A key question is to understand what to expect going into 2013. To answer that question I plotted the price action of November soybean futures for six years following years of low production and high prices. I compared those prices to twenty years from 1992 to 2011. From January 1 to May 1 graphs of both sets of years show a good probability of a rally. Prices for both sets of years were similar. In both sets of years the price patterns and levels depend heavily on the South American crop. The spring high that many farmers use as a target time to make sales came on May 1 in the drought years but not until one month later, June 5, in the normal years. The high price in both groups of years was $7.35.

In the group of normal years the price trended down gradually with normal peaks and valleys until October 15, roughly the time of the next harvest low. Prices during the years following drought years dropped very quickly after May 1 until early August. They were then in a trading range until October 15. By the next harvest low the average price for normal years was $7.05. The average price for the target group of six years was $6.16.

The conclusion from this study is that there is incentive to get soybeans sold no later than May 1 in years such as 2013 is likely to be. At this point waiting until harvest to sell 2013 soybeans will probably not be a profitable strategy.

Roy Smith raises soybeans and corn and lives with his wife Sharon on a 1,000-acre farm near Plattsmouth, Nebraska. Roy is past president of the Nebraska Soybean Association, and past vice-president of the American Soybean Association. He’s also represented the ASA on the agricultural advisory committee of the Commodity Futures Trading Commission, which regulates the Chicago Board of Trade, the Chicago Mercantile Exchange and other commodity exchanges.

Roy advocates the use of seasonal price charts and the development of “farmer-friendly” marketing strategies. Roy says that, above all, as a producer, “you need to set your farm and family goals and measure your success in marketing against those goals. Be sure that everyone in the family shares those goals. Don’t let minor setbacks in markets distract you from the really important things in life."

Pay a visit to Roy’s Web site, soyroy.com.
The 35th annual Husker Harvest Days took place September 11-13, 2012. This event welcomed visitors from all over the world, as it is the largest totally irrigated farm show in the world. The Nebraska Soybean Board (NSB) participated with a booth in the Ag Commodities Building showcasing biodiesel, animal agriculture, and bioproducts.

On Wednesday, September 12, Governor Dave Heineman visited Husker Harvest Days and declared September as Renewable Fuels Awareness Month in Nebraska. The proclamation was coordinated by the Nebraska Soybean Board and the Nebraska Corn Board (NCB) to acknowledge the contributions of Nebraska farmers and agribusinesses to the nation’s renewable fuel supply.

"Renewable fuels are a contributor to the Nebraska economy. The production of these fuels provides marketing options for our crop farmers, creates key feedstuffs for our livestock producers and helps create a more sustainable rural economy by providing jobs and contributing to local and state revenue," Gov. Heineman said. "Renewable fuels like ethanol and biodiesel help diversify our nation’s energy portfolio. We are fortunate to have such a strong biofuels industry right here in Nebraska, with thousands of Nebraskans helping fuel America."

Greg Greving (NSB Chairman) and Tim Scheer (NCB Chairman) also addressed the crowd. Greving said, "This is good for farmers and good for the United States by helping provide alternatives to a growing number of petroleum-based products."

Biodiesel also helps livestock producers. A United Soybean Board study found that the increased industrial demand for soybean oil used for biodiesel, Bioheat, and soy-based products helps to lower the relative price of soybean meal.

Last year, renewable fuels reduced the nation’s need for imported oil by over 480 million barrels of crude oil, and 1.1 billion gallons of imported petroleum diesel.
Pioneer® brand soybeans demonstrated record-breaking high yields in grower trials across Nebraska this year due to smart management practices and powerful genetics.

“Our Nebraska agronomist team collected 89 high-yield soybean checks throughout the state and we were very pleased to see the average was 83.4 bushels per acre. This is compared to a 71.4 bushel per acre average when compiling all 2,204 DuPont Pioneer irrigated soybean trials conducted across Nebraska that included those high yield checks as well as a broad range of performance outcomes,” said Matt McKenzie, DuPont Pioneer Western Business Unit technical product manager.

“The high yield checks were taken to measure specific agronomic practices intended to increase yield. In these checks, producers implemented items above and beyond their normal management practice such as planting the newest Pioneer Y Series soybeans, increasing plant populations, using fungicide and insecticide seed treatments and increasing soil fertility,” McKenzie added.

“When it comes to high yields, the real differentiator begins at the farm level,” said Bob Liska, DuPont Pioneer product agronomist. “In order for us as agronomists to explore the genetic potential of soybeans we like to find those operators that are willing to explore the possibilities that exist and those that have a passion around profitability. It’s somewhat like a jigsaw puzzle. It’s never one thing that directly drives these high yields. It’s a combination of numerous factors such as cultural practices, growing conditions, seed treatments, herbicide and insecticide applications and genetics.”

“DuPont Pioneer is helping producers achieve high yields through their genetics and the endless coaching the sales representatives and agronomists provide,” said Marv Stech, an Osmond producer who reported 81.5 bushels per acre in his on-farm trial. “DuPont Pioneer provides plant knowledge and data to support each decision we make from planting to harvest. They help us with timing of plant protection products like fungicide, insecticide and herbicide as well as assist with irrigation scheduling. This service helps us obtain the highest profitability possible from the resources we have to work with.”

“I am always excited about trying anything new and our Pioneer sales rep is a great source of information for our operation. He has state-of-the-art equipment to treat all our seed and will do what it takes to get the producers he serves to the next level,” said Ron Olson, a producer from Fairbury, after his reports of 85.5 bushels per acre in his on-farm trial. “Sometimes as producers we can get caught up in what everything costs per acre. It’s important to invest in each acre and incorporate new things into our operations. There really is a lot of top-end yield potential when you embrace some new strategies on the farm.”

To find out more visit www.pioneer.com/soybeans
In just a few months, America’s farmers and ranchers will have the opportunity to make a positive impact on their communities by taking part in the Census of Agriculture. Conducted every five years by USDA’s National Agricultural Statistics Service (NASS), the Census captures a complete count of all U.S. farms, ranches and those who operate them.

Here are some Frequently Asked Questions

1. What is the Census of Agriculture?
The Census of Agriculture is a complete count of U.S. farms and ranches and the people who operate them. The Census, taken only once every five years, looks at land use and ownership, operator characteristics, production practices, income and expenditures. For America’s farmers and ranchers, the Census of Agriculture is their voice, their future and their responsibility.

2. Why is the Census of Agriculture important?
The Census provides the only source of uniform, comprehensive and impartial agricultural data for every county in the nation. Through the Census, producers can show the nation the value and importance of agriculture, and they can help influence the decisions that will shape the future of American agriculture for years to come. By responding to the Census, producers are helping themselves, their communities and all of U.S. agriculture.

3. Who uses Census of Agriculture data?
Census data are used by all those who serve farmers and rural communities – federal, state and local governments, agribusinesses, trade associations and many others.
- Farmers and ranchers can use Census data to help make informed decisions about the future of their own operations.
- Companies and cooperatives use the facts and figures to determine the locations of facilities that will serve agricultural producers.
- Community planners use the information to target needed services to rural residents.
- Legislators use the numbers from the Census when shaping farm policies and programs.

4. How is the Census conducted?
NASS will mail questionnaires for the 2012 Census of Agriculture to farm and ranch operators in late December 2012 to collect data for the 2012 calendar year. Completed forms are due by February 4, 2013. Producers can return their forms by mail or can fill out the Census online via a secure website at www.agcensus.usda.gov.

5. Is the information an individual provides kept confidential?
Yes. Respondents are guaranteed by law (Title 7, U.S. Code, and CIPSEA, Public Law 107-347) that their individual information will be kept confidential. NASS uses the information only for statistical purposes and publishes data only in tabulated totals. The report cannot be used for purposes of taxation, investigation or regulation. The privacy of individual Census records is also protected from disclosure through the Freedom of Information Act.

6. Must I respond to the Census of Agriculture?
Yes. United States law (Title 7, U.S. Code) requires all those who receive a Census report form to respond even if they did not operate a farm or ranch in 2012.

7. What if I only have a small operation or do not participate in government farm programs, do I have to fill out a Census form?
The Census of Agriculture is the responsibility of every farmer and rancher, regardless of the size or type of operation. For Census purposes, a farm is any place from which $1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the Census year.

8. What if I did not receive or I lost my Census of Agriculture form?
If you need more information, or need help completing your Census form, call toll-free (888) 424-7828 or visit www.agcensus.usda.gov.

9. When will 2012 Census results be released?
NASS will release Census data, in both electronic and print formats, beginning in February 2014. Detailed reports will be published for all counties, states and the nation.

10. Where can I find Census of Agriculture data?
Census of Agriculture data is available through the local NASS field office in your area and at many depository libraries, universities and other state government offices. It is also available online at www.nass.usda.gov or www.agcensus.usda.gov. For additional information on the Census of Agriculture and other NASS surveys, call the Agricultural Statistics Hotline at (800) 727-9540.
Weed Control Issues in Soybeans

by Dr. Amit Jhala - New Weed Scientist at the University of Nebraska – Lincoln

The Department of Agronomy and Horticulture, University of Nebraska-Lincoln is pleased to announce the appointment of a new weed scientist, Dr. Amit Jhala. Prior to joining the University of Nebraska-Lincoln, he was a weed scientist at the University of California-Davis and the University of Florida. UNL has one of the best weed science research and extension programs in the nation and I feel fortunate to be a part of that. It is rare to be at an institution where you can meet with academics with whom you share subject matter and I feel UNL really has that critical mass that allows us to collaborate effectively to solve new challenges in weed science.

When asked which are the weed control issues in soybeans, Amit says there are number of challenges for weed control in soybeans. For example, glyphosate-resistant giant ragweed, horseweed (marestail), and some putative population of common waterhemp that needs to be confirmed for glyphosate resistance. There are at least 12 weed species resistant to some herbicide in Nebraska and the numbers are increasing rapidly.

A rapid dissemination of herbicide-resistant trait is in part due to movement of pollen and cross-pollination from glyphosate-resistant weeds to non-resistant (susceptible) weeds. All of the weed species mentioned above have a greater genetic diversity. For example, giant ragweed is a monoecious species, meaning that separate male and female flowers are found on the same plant. A single plant of giant ragweed can produce an estimated 10 million pollen grains daily and more than a billion pollen grains during its life cycle. Therefore, it also increases chances of cross-pollination from glyphosate-resistant giant ragweed to other ragweed plants that are non-resistant. Another example is common waterhemp, an obligate outcrossing species, meaning male and female plants are separate. Therefore, movement of pollen and cross-pollination will be for longer distances due to activity of pollinators and wind. These weed species can also cross-pollinate with their wild species. For example, common waterhemp can hybridize with Palmer amaranth and can transfer herbicide resistant traits among susceptible populations.

Therefore, in my opinion there is an urgent need to study the gene flow and possibility of cross-pollination of weed species such as giant ragweed, marestail, and common waterhemp. In addition, a survey to determine occurrence and distribution of glyphosate-resistant weeds in soybean fields in Nebraska is required.

One more problem I came across during travelling and visiting soybean fields in Nebraska is volunteer corn. There are several soybean fields in Nebraska that are badly infested with volunteer corn and Roundup will not control them because they are coming from harvest loss that occurred from previous year’s Roundup Ready corn. There is a need to work on biology and control of volunteer corn in soybeans and to solve weed control issues for profitable and sustainable soybean production.
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