CUSTOMERS PREFER U.S. SOY BECAUSE IT’S SUSTAINABLE.

But as demands for sustainability continue rising, meeting those demands remains a journey of continuous improvement. Which sustainable practices do you do now? Which ones could you adopt to improve your sustainable footprint? Show your commitment to sustainability with a free truck magnet available at unitedsoybean.org/sustainability

SUSTAINABILITY NEVER GOES OUT OF SEASON

COVER CROPS

WATER MANAGEMENT

REDUCED TILLAGE

NUTRIENT MANAGEMENT

DECISION FARMING

PEST MANAGEMENT
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The poultry industry in Nebraska has been fortunate to experience not one but two new operations being established in Fremont as well as Grand Island in the past few years.

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A growing industry in which soybean can have a positive sustainable impact on is aquaculture, given the aquafeeds for farm raised fish are dependent on high quality protein and oil, for growth performance.

The Future is Now for CRISPR Technology .......................... 25
Until recently, CRISPR (clustered regularly interspaced short palindromic repeats) was a talking point; something explained to farmers at field days as the future of research.

U.S. Soy’s Evolving International Marketing Strategy .................. 27
Over the past 10 years, the United Soybean Board (USB) has dedicated 22 percent more funding to international marketing. In 2018 alone, $27 million is earmarked for international marketing.

Note from the Executive Director

We are all concerned about trade wars and tariffs that shut our products out of the market place. The goal of a level playing field is challenging for trade officials and farmer producers. Everyone has something they want to protect and lessen their dependence on imports.

The soybean checkoff works with the U.S. Soybean Export Council (USSEC) as the international marketing arm of U.S. soybeans. The goal is to build preference and demand for high quality U.S. Soy products by developing and maintaining relationships. This is achieved through trade and technical services and taking steps to ensure market access.

The Americas are the largest U.S. export market for soybean meal, soybean oil and soy ingredients. Also, growing with the increased demand of meat, poultry meat and eggs. Over 647 million people live in the Americas, where sustainability is deemed a product differentiator. Mexico, Canada and Columbia are some of the largest markets for U.S. Soy products. The high demand in this region allows USSEC to establish trade partnerships, U.S. preference and differentiation, and build demand for our country’s share in the region.

About the Cover

As things continue to stay busy on the farm, let’s not forget our farmers make up only two percent of the population and those are the lucky few.

“Not a moment of life is wasted on a farm. Others may have been more places but they haven’t outlived me.”

– Jim Fisher,
Texas Rancher
I know I probably say it every year, but it never ceases to amaze me how quickly and efficiently Nebraska farmers can put in a crop. I thoroughly enjoy this time of the year when all of the farmers get a new start on their operation and reflect on last year's challenges, trying to not repeat them this year.

With the soybean crop in the ground, what things can you do to ensure that you correctly put the pieces of the soybean puzzle together?

1. Crop Scouting: I cannot stress how important it is to continually check up on your field. I often tell growers to treat their crop like a child and constantly keep watch over it.

2. Eliminate Weed Competition: As herbicide resistance continues to increase each year, have a plan to incorporate multiple modes of action and remember that when a label says to not let the weeds get 4” tall, that is the height of a pop can.

3. Control Insect Pressure and Diseases: Letting insects and diseases get above economic thresholds can have devastating consequences to both yield and quality of your crop.

4. Irrigation Management: Irrigating soybeans continues to be the biggest challenge to soybean growers. Irrigating too soon can cause excess vegetative growth that tends to lead to lodging and stopping the pivots too soon can leave bushels on the table. Consult your local agronomists and university experts about when is the right time to stop watering soybeans.

As the summer progresses and you have a few questions, don’t forget to refer back to the Nebraska Soybean and Corn Pocket Field Guide which was mailed to every soybean producer last year. There is excellent information packed into that book and if you need another one, please contact the soybean board office.

The Nebraska Soybean Board will be sending out ballots for Districts 1, 3, and 6 this summer. I highly encourage each of you to take the time to learn about the candidates running for these positions and mail in your ballots. These candidates are the voice of the Nebraska soybean industry who are charged with the task of “Putting the Pieces Together” of the challenges facing our soybean future.

Lastly, thank you to all who continue to make Nebraska agriculture what it is today. The future is bright as the industry continues to grow.

Tony Johanson
Chairman
Greetings soybean growers:
– by Robert Johnston, President

I hope your spring planting went well. We had several set-backs with the snowy, wet weather early on but we always seem to be able to forge through the challenges, adjust our plans and get our crops in the ground.

The Nebraska legislative session did not go quite as planned. The unicameral adjourned the 60-day session on April 18th. This was the second session of the 105th Legislature. Once again, property taxes were the top priority of the Nebraska Soybean Association (NSA) and other agriculture groups.

There were five property tax and/or school funding bills that the NSA testified on this session. Much of the testimony was given with a combined effort of the Ag Leaders Working Group. Our goal is to have the ag groups join together to have a stronger and unified voice on issues. I do believe it made an impact because property tax and school funding gained a lot of discussion and attention on the floor of the legislature. The discouraging fact is that the legislative body did not come to an agreement or act on anything to address these issues. The legislative bills of greatest interest concerning property taxes were Senators Erdman's LB829, Smith's LB947, Groene's LB640, Briese's LB1084, and Friesen's LB1103. We thought this was the time we would see meaningful tax relief even though the state of Nebraska is showing a reduction in revenue receipts. It is obvious that when the number one industry in our state, agriculture, is not showing a profit, the entire state suffers. Any one or combination of these legislative bills would have helped. The ag sector has to be viable for the state to be viable.

Just as we were able to adjust to the spring weather conditions and get our crop in the ground, we adjust our plans to begin tough work this summer with other ag groups and state senators to craft meaningful property tax and school funding legislation for the upcoming session. The time is now to get it done. We all need to remind our elected officials that we need meaningful policy now. At the national level we have experienced some disappointment as well. We continue our efforts to push for enactment of a new Farm Bill and are staying engaged in what the impact trade tariffs could have on our industry.

Rest assured that the NSA is working on your behalf in Lincoln and in Washington, D.C., it is through your membership that this is made possible. Thank You. If you know of any producers that are not members please encourage them to join. The NSA is stronger with more members. You can call the Lincoln office at 402-441-3239 or join online at www.soygrowers.com.

Join me in being engaged in the process and make yourself heard on these important issues. Wishing you all receive the timely rains this growing season.

I Believe, I Belong...
I am a member of the Nebraska Soybean Association because I value the work the NSA does to advocate for issues important to soybean farmers in Lincoln and Washington, D.C. As a farmer I see and benefit from the progress made by soybean farmer leaders advocating on my behalf when I need to be on the farm. By banding together as a group of soybean farmers, our united voice is heard loud and clear by lawmakers due to the strong backing of our many members. It has the power to encourage lawmakers to listen to our issues.

That's why I belong to the Nebraska and American Soybean Association.

– Wade Walters, Shickley, District 7 NSA Director
Terry Horky
Farming Operation:
My wife Chandra and I farm approximately 900 Acres of irrigated and non-irrigated corn and soybeans. We also have a cow-calf operation. My wife along with our kids Tera - 13, TJ -10, Tallie-3 and Toby-1, help on the farm with planting, irrigating, driving grain cart and moving equipment at harvest. They also help with calving, branding, checking cows, giving salt and mineral and moving them in pasture rotations. Tallie really just likes to see the cows and Toby is along for the ride.

Industry Involvement:
I am a USMEF representative for the Nebraska Soybean Board. I have been on the Nebraska Soybean Board since 2010. I also am a volunteer fireman and EMT in my community.

What are the main benefits of the Nebraska Soybean Checkoff?
We continue finding new uses for soybean meal and oil. Here in Nebraska we have gotten good at raising more than we can use locally so we need to continue to find ways to use the excess we grow.

Talk about NSB funded projects that have made a significant impact for soybean farmers.
One project area that makes a big difference to soybean farmers is the United States Meat Export Federation, this is not solely funded by soybean checkoffs, but is a project where soybean dollars are combined with dollars from other groups like corn, cattle and pork to name a few. Pork exports have helped add value to the pork industry by then being able to export approximately 28 percent of the pork raised in the U.S. in 2017. Being able to feed soybean meal to the pigs in the U.S. helps our local economies by sending a higher value product out of the country.

As a Nebraska Soybean Board Member, what is a goal that you want to achieve through the checkoff?
This seems to be a loaded question, because everyone wants to say profitability! For me personally, my goal has been to help increase education and show how the research projects bring value to every farmer. My proudest moment as a board member was last year when I spearheaded an effort to create the Nebraska Soybean and Corn Pocket Field Guide and then, get it into the hands of every Nebraska soybean producer. The information in that guide is all Nebraska based.
2018 SOYBEAN MANAGEMENT FIELD DAYS

Aug. 7  Jean Jacobitz Farm
near Kenesaw
From Hastings: From Hwy. 28 L Hwy. 34, go West 13 mi. or Hwy. 34, turn South and go 0.7 mi. onto S. Holstein Ave. From Minden: Go 17 mi. Northeast on Hwy. 34, turn South and go 0.7 mi. onto S. Holstein Ave. Field site is on West side of the road. GPS users: 40.55.985°, 98.64.874°

Aug. 8  John and Mike Frey Farm
near Albion
From Albion: From the 4 way stop sign of Hwy. 14 and Hwy. 91 in Albion, go West on Hwy. 91 for 6 miles. Turn South and go 0.2 mi. onto 190th Ave. Field site is on West side of the road. GPS users: 41.67.975°, 98.11.931°

Aug. 9  Ed Lammers Farm
near H Artington
From Hwy. 81/ Hwy. 80: Go 1 mi. North on Hwy. 81. Turn East and go 0.7 mi. on 883 Rd. Field site is on South side of the road. GPS users: 42.62.703°, 97.41.198°

Aug. 10 Ray Jr. and Kevin Kucera Farm
near Cedar Bluffs

Unbiased, research-based information from
University presenters and industry consultants

1 Day Events at 4 Locations
Rotating Field Stops
- 1-hour presentations rotate from 9:30 a.m. to 2:30 p.m. (Register at 9 a.m.)
- Field tours and presentations in tents
- Complimentary admission and lunch

Marketing, Risk Management and Farm Policy
- Austin Duerfeldt, Nebraska Ag Economist/ Educator
- Jessica Groskopf, Nebraska Extension Educator, Ag Economics
- Jim Jensen, Nebraska Extension, Agricultural Economist

Weed Management:
- Cover Crops and Weed Control
  Conventional vs. Treated Soybeans Variety Production
  - Chris Proctor, Nebraska Weed Management Extension Educator
  - Rodrigo Worle, Extension Cropping Systems
  - Weed Scientist, University of Wisconsin

Management of Cover Crops and Soybean Insects and Pathogens
- Nic Arneson, University of Nebraska
  - Lincoln Plant Pathology Research Technologist
  - Loren Giesler, Nebraska Extension Plant Pathologist
  - Tom Hunt, Nebraska Research & Extension Entomologist
  - Justin McGeehan, University of Nebraska Crop Protection and Cropping Systems Specialist

Cover Crops and Soybean Production
Irrigation Management, Soil Fertility, and Cover Crop Research
- Leonardo Bastos, UNL Soil and Water Sciences PhD Graduate Student
- Steve Marvin, Extension Educator, Cropping Systems Aaron Nygren, Extension Educator, Irrigation and Cropping Systems
- Roger Elmore, Nebraska Extension Cropping Systems Agronomist

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CCA Credits available
Election ballots for the Nebraska Soybean Board (NSB) Districts 1, 3 and 6 will be mailed on July 11, 2018 to soybean farmers that reside in those districts. Farmers eligible to vote in the election must produce soybeans, be a resident of the district, and pay the soybean checkoff. Qualified farmers who do not receive a ballot by July 16, 2018 may call (402) 564-5827 to request a ballot. The voting farmer must sign and print their full name and hometown on the return ballot envelope for their vote to be valid. Ballots must be postmarked by July 31, 2018.

The elected board members will serve a three-year term for these seats beginning Oct. 1, 2018 and ending Sept. 30, 2021.

Meet the candidates interested in representing the soybean farmers in their district!

Anne Meis
Elgin, Neb.
Antelope County, District 1

Anne joined the Meis farm operation in 1987 with her husband, Jim, and his brother, Joe, and his wife, Pam. Their operation consists of a 60 percent corn and 40 percent soybean rotation, and they also feed cattle and raise alfalfa. They practice no-till farming to conserve moisture and enhance soil quality, use soil moisture probes to manage water, and use the latest technology such as precision planting and variable rate fertilizer.

Comments by Anne: I believe the soybean checkoff has increased profits for soybean producers and should continue to open markets and support research. We need to support international markets, the livestock industry, the biodiesel industry, and gain consumer trust in farming and food. As a soybean industry, we have become more efficient and can raise more bushels per acre with improved genetics and farming methods, but the constant challenge is developing and growing markets to sell this increased production of soybeans.

Ron Stech
Osmond, Neb.
Pierce County, District 1

Ron began raising corn and soybeans 35 years ago, and has also been active in beef and pork production. He graduated from Northeast Community College in 1982 with an Associate’s Degree in Agribusiness, and is a Class 29 graduate of the Nebraska LEAD program. Ron is a member of the National Corn Growers Association (NCGA), Nebraska Corn Growers Association (NECGA), American Soybean Association (ASA), and is currently enrolled in the United Soybean Board (USB) Leadership Program.

Comments by Ron: After taking part in the Heartland team to Tokyo in 2016, I became more interested in the activities of the Nebraska Soybean Board (NSB) and the USB. I believe that one of the most important issues facing Nebraska soybean producers today includes the expansion of soybean usage both domestically and abroad. Additionally, I think it’s important to convey the demands by the consumer back to the producers in order for an ongoing conversation on what sustainability means.

Bret Wallin
Madison, Neb.
Madison County, District 1

Bret began raising soybeans on hilly dryland, flat irrigated land, and wet lowlands in the early 1980’s. He graduated from the University of Nebraska-Lincoln (UNL) College of Engineering with a Bachelor of Science in Mechanical Engineering in 1983. He started farming while working full-time in Columbus, Neb. Bret began using maximum tillage in his farming operation and has transitioned to no-till with various row widths since then. Over time, he has progressed with the evolution of weed control, and continues to adjust his operation accordingly.

Comments by Bret: I would like to learn about current world markets and potential new markets, domestic usage, yield technology and genetics, and new production techniques. I believe my experience in ethanol production and the economic analysis of new products and procedures can contribute to the NSB. I think an important issue facing Nebraska soybean producers today include some of the tariff changes, and I believe new markets should always be welcomed.
Richard Bartek
Ithaca, Neb.
Saunders County, District 3

Richard has farmed his whole life in addition to working at the local grain elevator in high school, and managing the University of Nebraska Beef Experimental Unit for several years after graduating college. He is a past director and chairman of the Saunders County Soybean Association, past director and chairman of the Saunders County Livestock Association, and a past state director for the Nebraska Soybean Association. He continues to be an active member for these associations, as well as the ASA, NECGA, and Nebraska Cattlemen’s Association.

Comments by Richard: I feel that it’s important for farmers to continue investing their checkoff dollars in research, education, communication, and marketing to make our industry better and more profitable. I am in a position to continue to host foreign and domestic trade missions, as well as making wise decisions while representing the soybean producers and the investment of their checkoff dollars.

Rebecca Kreikemeier
Bellwood, Neb.
Butler County, District 3

Rebecca has been farming the past 38 years, and has been involved in a cattle operation for the past 28. She was a member of the Nebraska LEAD 30 class, where she was trained for two years to acquire the skills to be involved in our communities at all levels to make a difference. As a mother of five and grandmother of seven, she believes that the hard work of making the operations profitable have been the best teaching tools for her family.

Comments by Rebecca: I believe that marketing is the most important issue facing Nebraska soybean producers today. As a much more connected world, it’s important to know how to communicate soybean importance by embracing technology on and off the farm to be profitable. As a Nebraska Soybean Board member, it will be my job to make soybeans the most important commodity to serve the needs of our communities, our state, and the world we are connected to by using my training in financial planning, journalism, and natural science education.

Nathan Dorn
Firth, Neb.
Gage County, District 6

Nathan produces corn and soybeans, feeds cattle, and has a cow-calf operation with his dad, two uncles, and two cousins. He is a director for the NSA, an NECGA member, a Gage and Lancaster Farm Bureau member, and was a member of the Nebraska LEAD 33 class. Nathan is also a past recipient of the DuPont Young Leader award.

Comments by Nathan: I would like to serve on the NSB to work for soybean farmers in the future. Nobody knows what the future holds, and we need strong leadership to help us work through challenges as they arise. I would like to have a greater understanding of how our soybean checkoff dollars are spent so that they benefit everyone who produces soybeans. We need to advertise ourselves and our products so that in the future we don’t have to seek other markets, but instead we have buyers lining up to do business with us.

Larry Tonniges
Utica, Neb.
Seward County, District 6

Larry farms near Utica and Gresham with his wife, Susan, and brother, Doug. He started farming in 1982 and has seen many changes since then. He raises soybeans, corn and seed corn, and has done custom harvesting for the Pioneer York growing area since it opened in 1992. Larry’s operation is 75 percent irrigated, and he tries to be a good steward of the land. He primarily using ridge-till. Larry is the Chairman of the Research Committee for the NSB, and the Nebraska representative on the twelve-state North Central Soybean Research Program (NCSRP).

Comments by Larry: I think our board and staff have accomplished a lot over the last few years, but we have to continue looking forward for new uses and markets for our soybeans. Outside of farming, I like to focus a lot of my time on research, trade, exports, and new effective uses of your checkoff dollars.
Avalanche® Grain Carts

That’s what growers say when asked to describe the Brent® Avalanche® 96-Series dual-auger grain carts. Built to handle even the biggest operations, the most powerful Brent product offering features our trademarked pivoting auger and the unique ability to discharge grain straight down during the unloading process. The result is a bigger, faster grain cart, designed to handle your harvest with maximum efficiency. For more information, see your nearest Brent dealer or visit brentequip.com.


2,000 to 1,100-bushel capacities
Unload up to 1,000 bushels per minute
Standard two-way downspout for in- and-out control
Optional four-way downspout with joystick controller
Standard rubber-cushioned tongue suspension
All-welded construction makes this the most durable grain cart on the market
Available with 42” wide Equalizer or 36” wide tracks, steerable or walking tandems or high-flotation single tires depending on model

Raise your Voice for Agriculture

Apply for the 2018-2019 Young Leader Program

The American Soybean Association (ASA) Nebraska Soybean Association (NSA) and Corteva Agriscience™ Agriculture Division of DowDuPont are seeking applicants for the 2019 Young Leader Program. For more than 30 years, the Young Leader Program has identified and developed grower leaders that truly shape the future of agriculture. The program provides industry lead training in an environment that fosters collaboration between farmers throughout the U.S. Participants not only gain ‘real-world’ experience but build lifetime friendships.

The Young Leader program is a challenging and educational two-part training program for actively farming couples or individuals 21 years or older.

Phase I of the training will take place in Johnston, Iowa Nov. 27 – 30, 2018. The program continues Feb. 26 – March 1, 2019 in Orlando, Fla. with training held in conjunction with the Commodity Classic Convention and Trade Show.

Applications are being accepted online through Sept. 21, 2018. One couple or individual will be selected to represent Nebraska in the program.

Apply online at https://soygrowers.com/learn/young-leader-program/ or contact the NSA at 402-441-3239 for more information.
If someone were to ask what Nebraska’s top export commodity is, beef or corn would likely be the first two which come to mind. After all, Nebraska once had “beef state” on its license plates, and the university teams are known as the “Cornhuskers.” But, when it comes to agricultural exports, international sales of soybeans bring home the greatest value for Nebraska. That’s the finding of a recent report released by the Nebraska Farm Bureau. The report, *Nebraska Agriculture & International Trade*, highlights the importance of agricultural trade to Nebraska farmers and ranchers as well as the state’s broader economy.

Nebraska was the fifth-largest agricultural exporting state in 2016, exporting $6.6 billion in agricultural goods. Nebraska topped the nation in beef exports, was the third-largest exporter of corn, and the fifth-largest exporter of soybeans. However, in terms of total export value for the state, soybeans topped the list generating more than $1.6 billion in sales in 2016, followed by sales of corn ($1.1 billion), beef and veal ($1 billion), and soybean meal ($297 million).

The export value of soybeans and soybean meal were also top exports for 42 counties across the state (See Figure 1).

Soybeans’ prevalence is somewhat surprising given corn production in the state was 5.5 times greater than soybean production in 2016. Each year nearly one-half of the soybean crop is exported, whereas, more corn stays in Nebraska and is fed to livestock or is feedstock in ethanol production. Because a greater share of soybean production is exported, it’s importance in terms of export value is magnified.

The report also outlines the per county implications of international trade (See Figure 2). Platte County relies more heavily on international trade than any other county. Roughly $148 million of Platte County agriculture commodities were exported in 2016. In total, 28 counties derived more than $75 million in value from export sales.

The importance of trade to Nebraska can’t be understated. The Farm Bureau report reinforces its importance to the pocketbooks of Nebraska’s farm and ranch families. It is these families that will be the first to feel any harmful effects of a trade war with China, a withdrawal from NAFTA, or retaliatory tariffs in response to U.S. trade actions. The full report can be found at [www.nefb.org/images/FEDeration/PDFs/NE-Agriculture-International-Trade.pdf](http://www.nefb.org/images/FEDeration/PDFs/NE-Agriculture-International-Trade.pdf).

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**FIGURE 1.** ESTIMATED TOP EXPORT COMMODITY BY COUNTY, 2016

**FIGURE 2.** ESTIMATED TOTAL AGRICULTURAL EXPORT VALUE PER COUNTY, 2016
The Nebraska Soybean Board (NSB) hosted the Pacific Northwest 2018 See For Yourself Tour from March 4-8, 2018. Participants included soybean farmers from each of the eight NSB districts as well as contacts from AGP and the Rural Radio Network.

Each year, the NSB holds a See For Yourself tour to give Nebraska soybean farmers and industry contacts a chance to see the impact that our local soybeans have around the world. This year, one of the highlights of the tour took place in Aberdeen, Wash. at the AGP Terminal 2, which is a bulk loading facility that is frequently used to export soybean meal originating from Nebraska. Dale Blum, a soybean producer from Hildreth, Neb., talks about his experience at the terminal. “It kind of amazes me how everything has to work in conjunction to keep rails going, to keep ships loaded, to keep enough soy product to fill the ships, Blum said. “After talking to some of the people who are handling and selling the soybean, they recognize that we consistently produce a pretty good product out here.”

The group also visited the National Oceanic and Atmospheric Administration (NOAA) Northwest Fisheries Science Center in Seattle, Wash. NOAA staff spoke about their current research projects and discussed the aquaculture industry. Notably, soybeans are one of the main plant proteins being tested in the alternative feeds research at the science center. Although the aquaculture industry is still developing, the global footprint that it has could be a valuable marketplace for U.S. soybeans in the future.

Representatives from BNSF spoke to the group about its current infrastructure for hauling grain to the coasts to be exported, which transitioned into two other stops. The group toured the SSA Marine Terminal 18 in Seattle, Wash., which handles 20 and 40 foot containers of product such as soybeans that are exported overseas to end users. Much like the AGP terminal at Grays Harbor, the group visited with staff from the Tacoma Export Marketing Company (TEMCO) grain terminal to hear how Nebraska soybeans are loaded and exported. “It really hit home when we were at the [TEMCO] terminal, and the staff informed us that the very next train was less than 12 hours away, coming from Nebraska,” says Ron Stech, a soybean farmer from Osmond, Neb.

If you or a soybean farmer you know would be interested, please contact the Nebraska Soybean Board office at 402-441-3240 or visit our website at nebraskasoybeans.org.
Mid- to late-season management can be key to producing high-yielding soybeans. That’s why farmers in the north central part of Nebraska rely on DEKALB® Asgrow® Technical Agronomist Kevin Kowalski for advice. He’s been working in the region for five years and is a great source for local knowledge. Here he addresses some of this year’s pressing management questions.

**KEVIN KOWALSKI**
DEKALB Asgrow Technical Agronomist
Norfolk, Nebraska

**HOW DO SUMMER TEMPERATURES AFFECT SOYBEANS?**

Soybeans are plants that like an ideal temperature of 85°F. Anything that exceeds this temperature will cause heat stress to the plant, which can impact yield potential. When soybeans suffer heat stress, yield reductions can begin and can be larger when soil moisture is limited. Temperatures over 85°F can result in a decreased number of pods, while temperatures above 99°F can reduce pod formation. Heat stress at the R5 growth stage (beginning seed) has the greatest impact on soybean yield. During seed fill, daytime temperatures in the 90s could result in fewer seeds per plant. Daytime temperatures greater than 85°F during seed fill can result in decreased soybean weight.

**WHAT ARE YOUR SOYBEAN IRRIGATION RECOMMENDATIONS?**

Soybean plants can endure some water stress early in the growing season without large effects on yield potential. However, consistent reduction of soil moisture throughout the soil profile may become difficult to counteract with irrigation if you wait too long, as soils may not contain enough water for soybean plants later in the season. We typically like to recommend that you wait to irrigate soybeans until the reproduction stages. If you water too much early in the season, you will have excessive vegetative growth, lodging and a higher risk of disease.

**HOW CAN FARMERS PROTECT SOYBEAN PLANT HEALTH?**

Every summer we run the risk of soybean diseases. Each year is a bit different, and with the stresses a soybean plant has to incur throughout the growing season, I usually like to recommend a fungicide during the reproductive stages for multiple reasons. A fungicide will keep the plant healthy and protect it from diseases, while also helping with water and heat stress. Also, we typically recommend a residual insecticide with our fungicide to help control any insects that may be clipping pods during this reproductive stage.

We typically like to recommend that you wait to irrigate soybeans until the reproduction stages. If you water too much early in the season, you will have excessive vegetative growth, lodging and a higher risk of disease.

**FIND MORE AGRONOMIC UPDATES AND TIPS AT ASGROW.COM/AGRONOMY**

Performance may vary, from location to location and from year to year, as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible and should consider the impacts of these conditions on the grower’s fields. Always read and follow IRM, where applicable, grain marketing and all other stewardship practices and pesticide label directions. Asgrow and the A Design®, Asgrow®, DEKALB and Design® and DEKALB® are registered trademarks of Monsanto Technology LLC. All other trademarks are the property of their respective owners. ©2018 Monsanto Company All Rights Reserved.
Nebraska State Fair
August 24-September 3

Visit Raising Nebraska located in the Nebraska Building!

HUSKER HARVEST DAYS. 2018

September 10, 11, 12 & 13

Hours:
Tuesday & Wednesday: 8 am to 5 pm
Thursday: 8 am to 4 pm

Location:
9000 W. Husker Highway
Wood River, Nebraska

Stop by the Nebraska Soybean Board booth in the Ag Commodities Building on Main Street.
Customers prefer U.S. soy because it's sustainable. But demands for sustainability continue rising. Carefully managing crop protection technologies increases their long-term effectiveness and decreases your need for additional pest control. Adopting this practice is another step forward in improving your sustainable footprint. Show your commitment to sustainability with a free truck magnet available at unitedsoybean.org/sustainability.
THE HISTORY OF U.S. SOY

1851
Soybean seeds are distributed to farmers in Illinois and the cotton states.

1858
Soybean seed from China is planted by a colonist in the colony of Georgia.

1860-1865
Civil War soldiers use the soybean to make a version of coffee.

1862
President Abraham Lincoln signs into law an act of Congress establishing the U.S. Department of Agriculture (USDA).

1898
The USDA begins importing soybean varieties to the United States.

1904
George Washington Carver discovers that soybeans are a good source of protein and oil at Tuskegee Institute in Alabama.

1919
William Morse co-founds the American Soybean Association and becomes its first president. At the time, farmers used only 20 proven varieties of soybeans.

1928
Dr. Hugh Hammond Bennett’s highly influential 1928 publication “Soil Erosion and National Morale” influences Congress to create the first federal soil erosion experiment stations in 1929.

1932
With the election of Franklin D. Roosevelt as President, conservation of soil and water resources becomes a national priority in the New Deal administration.

1941
Henry Ford develops soybean-based plastic and uses it for automobile trunk lids.

ASA president William Morse imports 10,000 soybean varieties from China for U.S. researchers to study. The findings help the United States quickly become the world’s leading producer of the oilseed.

The Soil Conservation Act is passed by Congress, aimed at combating soil erosion leading to creation of the Soil Conservation Service (SCS) now NRCS.
Fleets Rank Biodiesel Number One Alternative Fuel – by the National Biodiesel Board (NBB)

Nebraskans know that diesel-powered fleet vehicles heavily travel I-80, the second longest Interstate Highway in the U.S. and a popular east-west route. No doubt, America’s Advanced Biofuel – biodiesel, powers many of those fleets. And that number is likely to grow, according to a recent survey of North America’s top fleets who identify biodiesel as the number one alternative fuel choice for greening their operations. Biodiesel also took top honors in projected growth, with more fleets planning to acquire or continue using biodiesel than any other alternative fuel option.

“The findings of this survey validate what we hear anecdotally all the time. While other technologies may get more attention, biodiesel is consistently the best way to store solar energy for transportation use,” said Don Scott, Director of Sustainability for the National Biodiesel Board (NBB). “Nothing beats the power and performance of a new technology diesel engine to get the job done in heavy haul or high mileage operations. And when fleets learn that they can immediately reduce their greenhouse gas emissions by using biodiesel blends in their existing diesel equipment, it is truly a win-win.”

The 2018 Fleet Purchasing Outlook study conducted by the NTEA – The Association for the Work Truck Industry – shows 18 percent of fleet participants use biodiesel now – up from 15 percent in 2017. Seventy-five percent of fleet respondents planning to acquire trucks in 2018 also said they plan to maintain or increase the use of diesel technology, showing that the powertrain is here to stay for work truck fleets.

“Nearly 40 percent of respondents indicated they currently operate alternative-fueled trucks in their fleets, up four percent from 2017, and interest is at the highest recorded level since 2014,” said Steve Latin-Kasper, NTEA director of market data and research. “While interest in alternative fuels may wax and wane a bit due to the inherent volatility of oil prices, it will likely rise steadily across time. Most fleets are well aware of the need to keep exploring clean energy solutions.”

Nebraska soybean farmers’ investment in biodiesel is paying dividends and the outlook for continued growth is bright. For more than two decades, NBB has led industry efforts focused on fuel quality, OEM development, and targeted outreach. As a result, the vast majority of new diesel engines now have full OEM support for B20 and forward-looking fleets are increasingly using biodiesel blends as an easy, cost-effective way to reduce their carbon footprint.
As families across the country take to the roads and airways during vacation season, it’s good to know that biodiesel is helping to clear the air in some of the most popular summer destinations – America’s National Parks. From the Desert Southwest, to the Canadian border, to the Mid-Atlantic, America’s Advanced Biofuel is helping a number of parks maintain their pristine natural beauty and reduce their environmental footprint.

“At Great Smoky Mountains National Park we have implemented a comprehensive strategy to limit our environmental impact and reduce carbon emissions,” said Brian Bergsma, deputy chief of facility management at the nation’s most visited National Park. “Biodiesel is front and center in that effort.”

Located in Eastern Tennessee and Western North Carolina, Great Smoky Mountains National Park first began using biodiesel to power park-owned diesel vehicles and equipment in 2003 and it has been used park-wide since 2006. Today, numerous locations in the park use B20 to power heavy equipment such as dump trucks, graders, front-end loaders, a bucket truck and more. Additionally, Bioheat® fuel is used to heat the park’s headquarters building.

In 2017, the park used 43,085 gallons of biodiesel (B20) resulting in a 15 percent reduction in carbon dioxide, 12 percent reduction in carbon monoxide, 20 percent reduction in both hydrocarbon and sulfur dioxide, and a 12 percent reduction in particulate matter.

In Virginia, Shenandoah National Park’s Fleet Manager Stan Cockrell says biodiesel has served them well for almost nine years. The park powers 100 diesel vehicles and equipment with 25,000 gallons of B20 annually.

“It is important for the National Park Service to set an example of being good to the environment and using biodiesel is one way we can do that,” said Cockrell. “Simply put, it’s the right thing to do.”

Voyageurs National Park in Minnesota relies on blends of up to B20 year-round, despite winter average low temperatures of minus seven degrees. The park typically uses a B20 blend in every diesel vehicle in the park, and runs a few smaller units on B100 during summer months. Vehicles range from backhoes to bobcats to plow trucks and a barge, which use five to six thousand gallons of biodiesel a year. Voyageurs is unique in that they also power a tour boat with biodiesel, which uses an additional 1,500 gallons per year. The park’s biodiesel use dates back to 2000.

Grand Canyon National Park, Richmond National Battlefield Park in Virginia and Assateague Island National Seashore off the coast of Maryland and Virginia are some of the other parks that power their vehicles with biodiesel. So, if you’re heading to one of America’s national treasures this summer, keep an eye out for America’s Advanced Biofuel doing its part to clear the air!
The soy checkoff is looking for farmers from diverse backgrounds to get involved in the United Soybean Board or in one of the 31 state or regional soybean boards across the country. There are a variety of opportunities to serve, and your talent and input can make a difference.

Help to lead the U.S. soybean industry into the future. Contact your state checkoff and get involved today, or visit www.UnitedSoybean.org/GetInvolved.
Nebraska Poultry Kicks Off 2018 Annual Convention
- by Kylie Schildt, Nebraska Poultry Industries

Nebraska Poultry Industries kicked off 2018 with their annual convention in the newly renovated River’s Edge Convention Center in Columbus, Neb. This was their first year hosting at this location and attendance was high. Poultry producers and industry partners enjoyed presentations from a range of poultry-industry experts including Dr. Stephen Goff, USDA, APHIS, Dr. Don Reynolds, DVM, Ph.D., and Amy Millmier Schmidt, Ph.D., P.E. Topics ranged from Building Relationships in Your Community, Developing a Biosecurity Plan, and even a Change and Stress Management course by humorist, Devin Henderson.

The conference also hosted their annual banquet and honored the 2018 Hall of Fame recipient Bob Storant with the Nebraska Department of Agriculture. A Friends of the Industry award was also awarded to the Alliance for the Future of Agriculture (AFAN) and executive director, Kristen Hassebrook accepted on their behalf.

The poultry industry in Nebraska has been fortunate to experience not one but two new operations being established in Fremont as well as Grand Island in the past few years. Hendrix ISA opened their $18.5 million facility in Grand Island last year. The plant produces enough chickens to produce 10 billion eggs and serves around 10 percent of the U.S. market demand. This new development has provided the state and the Grand Island region with economic development growth, an increase in job opportunities and possible genetics research projects for the University of Nebraska’s Animal Science program.

Lincoln Premium Poultry has most of the grower construction slots filled for 2018 for their project located in Fremont. They will begin their 2019 grower construction plan and continue to have a great deal of people, who have expressed interest in growing. They are still taking applications and meeting with anyone who may be interested.

Construction has started on two locations and as they get barns up and going, they hope to hold some open houses to share the great story of these facilities with people around the region. There will be three meetings in the month of June to share more about this opportunity with local farmers.

Finally, the Nebraska College of Technical Agriculture (NCTA) and Mississippi State University (MSU) signed a cooperative agreement this past February designed to train those interested in a career in poultry.

The newly developed program includes three semesters at NCTA in Curtis, Neb. and a semester at MSU’s Department of Poultry Science. Upon program completion, students will earn an Associate of Applied Science in Agricultural Production Systems, with a concentration in poultry science. This will be the first undergraduate poultry science degree program offered in Nebraska.

Our state currently produces about one million broilers per year. At full operation, the industry expects expansion will allow production of more than 100 million broilers per year. Nebraska poultry hopes to take advantage of more educational and growth opportunities in the future and hopes to expand. Nebraska Poultry Industries is excited to market our commodity to the state, throughout the U.S., and overseas.
Since 1995, global aquaculture production has grown at an average annual rate of 10-11% and is projected to double in the next 30 years to help meet growing demand. With wild-caught fishmeal and fish oil sources already at capacity, soy has become a dominant protein ingredient in aquafeeds. And with U.S. SOY now making up nearly 40% of the soy used, the U.S. is a dominant player.

## AQUAFEED SOY INCLUSION RATE BY TOP FARMED SPECIES

<table>
<thead>
<tr>
<th>/species</th>
<th>GLOBAL PRODUCTION</th>
<th>MAX SOY INCLUSION</th>
<th>FOOD CONVERSION RATIO</th>
<th>TOTAL VOLUME OF SOY PRODUCTS (MMT/BUSHELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRESHWATER FISH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARP</td>
<td>25 MMT</td>
<td>Up to 50%</td>
<td>1.7:1 (1.7 lbs food to make 1 lb fish)</td>
<td>21.25 MMT 578,389 Bu</td>
</tr>
<tr>
<td>TILAPIA</td>
<td>4.8 MMT</td>
<td>Up to 50%</td>
<td>1.5</td>
<td>3.6 MMT 97,986 Bu</td>
</tr>
<tr>
<td>CATFISH</td>
<td>4.2 MMT</td>
<td>Up to 26%</td>
<td>2.1</td>
<td>2.2 MMT 80,828,000 Bu</td>
</tr>
<tr>
<td><strong>MARINE FISH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHRIMP</td>
<td>4.7 MMT</td>
<td>Up to 26%</td>
<td>1.6:1</td>
<td>1.96 MMT 53,217 Bu</td>
</tr>
<tr>
<td>SALMONIDS (Salmon and Trout*)</td>
<td>3.1 MMT</td>
<td>Up to 13%</td>
<td>1.5:1</td>
<td>604,500 lbs 30,225 Bu</td>
</tr>
<tr>
<td>MILKFISH</td>
<td>1.04 MMT</td>
<td>Up to 40%</td>
<td>1.9:1</td>
<td>790,400 MT 36,300,000 Bu</td>
</tr>
<tr>
<td>SEA BREAM</td>
<td>1.025 MMT</td>
<td>Up to 25%</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>SEA BASS</td>
<td>636,138 MT</td>
<td>Up to 25%</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

*Most trout are freshwater fish but are categorized with salmon.*

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IN 2015

13,500,000 MT TOTAL SOY PRODUCTS USED IN AQUACULTURE FEEDS

620 MILLION BUSHELS SOYBEANS

5,000,000 MT OF THIS TOTAL WAS

U.S. SOY

230 MILLION BUSHELS SOYBEANS
Soy Protein and Oil for Aquafeed

by Tom Clemente, Eugene W. Price Distinguished Professor of Biotechnology, UNL

Soybean (Glycine max (L.) Merr.) is a major contributor to the bioeconomy of the USA, with an annual farm gate value of approximately $38 billion dollars. The primary drivers of the demand for soybean are its two valued co-products, protein and oil, which are utilized in many food, feed and industrial applications. With the former being primarily consumed for inclusion in poultry and swine feeds, while the latter co-product is the major vegetable oil for the food industry, with multiple industrial uses, including biodiesel, lubricants, and heating oils. A growing industry in which soybean can have a positive sustainable impact is aquaculture, given the aquafeeds for farm raised fish are dependent on high quality protein and oil, for growth performance, along with nutritional value of the fish flesh for food use. To this point a recent FAO report has estimated that fish consumption accounts for 6.7 percent of protein consumed by humans, with the enriched omega-3 fatty acid oil providing additional dietary benefits. Currently, the major sources for protein and oil for aquafeed formulations are predominately secured through wild caught harvest of anchovies, sardines and menhaden, from which fish meal and fish oil are produced. These fisheries are well maintained, and relatively stable, but are not expected to meet the future demand by the aquaculture industry. Hence, the rationale to target soybean as a terrestrial-based feedstock for the two critical ingredients, protein and oil, for inclusion in aquafeed formulations, a market soybean can be seamlessly integrated.

To address this opportunity the soybean checkoff program has been investing in a research effort targeting the development of a soybean-based feedstock for aquaculture. To this end, a multi-disciplinary team of researchers with expertise in aquaculture, feed formulation, biotechnology, and biochemistry has been assembled with the goal of developing an aquafeed formulation, wherein the marine-based protein and oil are displaced with soybean products. The team is a public/private partnership, with aquafeeds being formulated at Prairie AquaTech (Brookings, S.D.), feeding trials being conducted at Kampachi Farms (Kona, Haw aii) and novel genetics being introduced into soybean for further refinements.

To date a formulation, that exploits a soybean enriched with omega-3 fatty acids has been developed, in which approximately 80 percent of the fishmeal and 50 percent of the fish oil of the diet, used for the production of the high-end fin fish Kampachi (Seriola rivoliana), is displaced with soybean-based protein and oil. Importantly, this novel aquafeed formulation is estimated to be cost competitive with commercial aquafeeds.

More recently, further genetic designs have been introduced into soybean to further improve the oil component of soybean for aquaculture. Here the team has built and introduced into soybean genetic elements that lead to the co-synthesis of an oil that mirrors the fatty acid profile of fish oil, along with production of a high value carotenoid ($500 to $1500 per kilogram) called astaxanthin, which when added to aquafeed provides the reddish coloration to farm raised shrimp and salmon.

The technology is in-hand for the development of a soybean-based feedstock, that can sustainably meet the future demands for protein and oil by the aquaculture industry. The hurdles that must be addressed to translate a soybean-based feedstock for aquaculture research and development to the marketplace include an identity preservation model for the product and overcoming the global regulatory issues that govern utility of such innovations by society.
T here are a few wives’ tales about forecasting weather: snow sticking to the north side of a tree signals the last of the season, a large brown band on a wooly caterpillar indicates a long winter and, for farmers, a cooler July means more soybean disease. Rather than rely on folklore, researchers funded by the North Central Soybean Research Program (NCSRP), put the last wives’ tale to the test.

Researchers participating in the NCSRP project worked to determine several factors to soundly predict white mold development. The group found the following factors to be predictors of white mold:

- July rain between three-quarters of an inch and 4.5 inches.
- Average July temperature of less than 67 degrees.
- Narrow row spacing.

“Weather predictions typically aren’t good for more than three days,” said Marty Chilvers, an assistant professor in the department of plant, soil and microbial sciences at Michigan State University and principal investigator on the project. “We were able to identify specific environmental parameters that drive disease so we have a better idea of the factors that create white mold to potentially predict severe outbreaks in the future.”

This year, work continues to test new transgenic soybean plants resistant to white mold in greenhouses and fields, create updated, grower-centric and economic outreach materials and develop a new smart phone application for farmers to assist in timely fungicide spraying.

There are a couple models that have attempted to predict when white mold will appear based on the weather, but they have been met with limited success. In order to better help farmers predict potential white mold issues, researchers in the North Central region have developed a model based on fungal development.

“What’s different about our model is that we’re trying to model the fungal biology,” said Damon Smith, project lead and associate professor at the University of Wisconsin-Madison. “We’re using remote-accessed weather information to predict the development of the mushroom like structure. You need the presence of that little mushroom in fields to have white mold develop so if we can accurately predict that event we can predict when a fungicide needs to be applied in real-time.”

The model has been tested in Iowa, Michigan and Minnesota as well as Wisconsin and developers believe it will be applicable for all 12 NCSRP states. To get the model into the hands of farmers, Smith and his team turned it into a phone app. “Sporecaster” is available for both iPhone and Android devices.

Editor’s Note
This article is brought to you by NCSRP. NCSRP is a farmer-led organization that invests soybean checkoff dollars in regional research. Twelve state soybean boards actively participate and fund NCSRP including Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. For more information about research funded by NCSRP visit soybeanresearchinfo.com or soybeanresearchdata.com.
By now the majority of the farming community has heard of CRISPR, the latest gene editing technology expected to save researchers and farmers time, money and regulation. Until recently, CRISPR (clustered regularly interspaced short palindromic repeats) was a talking point, something explained to farmers at field days as the future of research.

In 2016 and 2017, the Soybean Checkoff funded research at Iowa State University (ISU) with the goal of improving plant disease resistance and protein levels in a non-transgenic way using CRISPR technology.

“We worked on a project to develop a non-transgenic approach to decrease the cost and time of the regulatory process to commercialize the transgenic product,” said Ling Li, principal investigator. “We used this approach to overexpress certain genes that can increase protein levels and soybean disease resistance.”

Saving time during the regulatory process is one of the key benefits of CRISPR technology. In November 2017, the USDA announced that some gene edited plants will be treated similarly to crops bred through conventional practices, rather than treated like transgenic (“GMO”) plants. Plants bred through the transgenic modification process are subject to a variety of regulations, which costs production companies a great deal of time and money. These costs are then passed to the farmers through the sale of the product. Eliminating some of these costs would make producing quality seed quicker and cheaper.

With her project, Li’s team wasn’t just interested in reducing the costs for farmers, they wanted to add value to the end product as well.

“I used CRISPR as a tool to target and delete portions of the genome that repressed the genes we were looking at,” Li said. “Then the genes could be overexpressed, increasing protein accumulation and broader disease resistance.”

Through overexpressing certain genes, Li could increase the protein levels in soybean by 15-20 percent, increase disease resistance against sudden death syndrome and increase resistance against pests such as soybean aphids. The genes also showed improvement in the plants’ susceptibility to additional viral, bacterial and fungal diseases as well as other pests such as soybean cyst nematode.

“The results of this research demonstrate how basic research with a focus on potential applications can bring big dividends,” said Ed Anderson, North Central Soybean Research Program executive director and Iowa Soybean Association (ISA) senior director of research. “ISA is proud to partner with ISU to fund these innovative projects.”

While Li is now an assistant professor at Mississippi State University, the project is ongoing. The materials utilized to increase protein content and disease resistance have been submitted for sequencing to identify what other factors might play a role in the effectiveness of these genes.

“This has been a team project,” Li said. “I’ve worked in collaboration with Drs. Daren Mueller, Gustavo MacIntosh, Gregory Tylka and Steven Whithams’, groups from ISU for pathogen and pest assays, Dr. Dan Voytas’ group from the University of Minnesota for CRISPR construct and Dr. Kan Wang from Iowa State University for soybean transformation.”

Li is just one of many graduate students who have benefitted from funding by the soybean checkoff. She is very appreciative of ISA for giving her this opportunity.

“I am grateful for the checkoff support, which enabled me to work on such an interesting project,” Li said. “Without it I couldn’t have learned about this useful technology and applied it to the soybean industry.”

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So far in 2018, the U.S. is exporting a strong share of its beef and pork production at higher prices — a clear sign of solid international demand. During the first quarter of the year, beef exports were nine percent ahead of last year’s pace in volume (318,073 metric tons) and jumped 19 percent in value ($1.92 billion). On the pork side, volume increased one percent in the first quarter year-over-year to 636,297 mt, while value was up eight percent to $1.7 billion.

Nebraska’s soybean producers, who help fuel the increase in U.S. red meat exports by growing soybeans that serve as a feed source, also help fund marketing activities by the U.S. Meat Export Federation (USMEF). With contributions from the Nebraska Soybean Board and other state grain and livestock associations, USMEF works in nearly 100 countries to create demand for U.S. red meat through pork and beef workshops, educational seminars, retail promotions and consumer events.

At this point, USMEF is right in the middle of a year packed with activities designed to grow exports in several key international markets. Among the activities that have taken place this year:

• USMEF introduced an “American pork low-temperature cooking” concept in Japan and distributed tasting samples of “low-cooked” tonkatsu, shabu-shabu, ginger pork and pork steaks made with U.S. pork.

• With a goal of increasing the volume of U.S. beef sold at the retail level in Japan, USMEF this year introduced a new merchandising idea during a seminar for foodservice buyers and restaurant owners. The “pound steak” campaign focuses on thick-cut steaks.

• Sharing attributes and advantages of U.S. pork with future chefs and restaurant managers in central America, USMEF organized a workshop at the University of Francisco Marroquín in Guatemala. The workshop provided students with information on the U.S. pork industry, as well as pork cutting and cooking lessons and demonstrations.

• USMEF, for the first time ever, organized a U.S. pork and beef cutting and cooking seminar in Puebla, the fourth largest metropolitan area in Mexico. The seminar, attended by distributors, foodservice companies and processing facilities, was designed to promote U.S. pork and beef through product education and sharing of information on how to purchase various cuts.

• Promoting thick-cut and dry-aged steaks while offering new ideas for preparing U.S. beef, USMEF partnered with the largest grocery chain in South Korea to conduct a series of educational sessions for retail meat department managers. With plans to further expand steak offerings in 2018, E-Mart turned to USMEF for help educating the chain’s meat department managers.

• USMEF conducted training sessions in Guangzhou, China to help educate food importers and hotel, restaurant and institutional (HRI) clients about the quality of U.S. pork and its availability in China. Two separate workshops were followed by a U.S. red meat culinary application seminar, which focused on several U.S. beef and pork dishes suitable for China’s HRI sector.
Soybeans are the largest agricultural commodity exported from the United States, representing more than $28 billion in export value in 2017, making export markets hugely important to U.S. soybean farmers’ profitability. This marked the second year in a row that exports exceeded 60 percent of U.S. soybean production.

The U.S. Soy industry is keenly aware of the importance of export markets. Over the past 10 years, the United Soybean Board (USB) has dedicated 22 percent more funding to international marketing. In 2018 alone, $27 million is earmarked for international marketing.

In 2017, a study through USB researched the most impactful global soy markets. This international marketing analysis, carried out by the firm Context, will help the U.S. Soy industry identify how it reprioritizes and defines target markets. Because markets change, it is imperative to make investments in the right places through a two-pronged approach.

1. U.S. soybeans are exported to more than 100 markets. USSEC’s market access efforts ensure that all markets remain “open for business.”

2. Targeted program investments will focus on high priority markets where we can have a meaningful impact. In select markets, there will be early stage development efforts.

The recommendation, accepted by USB, is a revised international marketing (IM) strategy that addresses “Where,” “What,” and “How.”

First, the study asked, “Where are the U.S. Soy industry’s market priorities? The next question was, “What impactful activities can be carried out in these markets?” The last piece focused on how the U.S. Soy industry can carry out promotional or marketing work in the identified markets.

There were two phases to this study.

Phase one took place in July and August 2017. Approximately 90 market interviews provided insights into needs and opportunities. The market opportunity assessment scored 232 markets, prioritizing 39 of them. The second phase spanned July through October of 2017. A series of 20 workshops and one-on-one sessions were held to collect stakeholder input. More than 80 stakeholders provided perspectives on priority markets. As the U.S. Soy industry engaged others, it used a market stage spectrum to help inform the “Where?”

Markets were assessed in four categories:

- Immature – examples: Ethiopia, Liberia
- Basic “open” – examples: Pakistan, India
- Expansion “grow” – examples: China, Mexico
- Mature “maintain” – examples: EU, Japan, South Korea

Currently, 98 percent of U.S. soybean exports go to basic, expansion, or mature markets, and 93 percent of U.S. Soy-related trade value is in its expansion and mature markets.

In basic markets, the U.S. Soy industry strives to introduce world-class technology, while in expansion markets, the industry works to create a preference for U.S. Soy. In mature markets, work focuses on policy issues such as biotechnology. In all markets, the competitive advantage of the great U.S. sustainability story provides a marketing point of difference.

Dividing markets in this manner is a fresh, innovative way to think about international marketing.

The revised international marketing strategy shifts more funding to invest in new markets (basic) with increasing emphasis on growing demand in those currently low consumption areas. If the U.S. Soy industry could close existing gaps in this per capita consumption growth by 50 percent, that would provide an additional $10 billion in export opportunity annually.

Market access will be supported in all market stages. Market access is both proactive and reactive engagement that ensures markets are open, including relationship management, crisis management, and policy advocacy. Market access maximizes the U.S. Soy competitive advantage and minimizes potential trade barriers.

The revised strategy’s four focus areas, Animal, Aquaculture, Human, and Sustainability, will provide program direction in the priority markets.

In 2018, soybean plantings are projected to surpass corn, reaching an estimated 89 million acres. The U.S. Soybean Export Council (USSEC) is up for the challenge for finding markets for this record crop.
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