Research Row
Get the latest on soybean research on pages 14–19.

High oleic soybean oil is about to make a splash for local restaurants. Learn why it’s a hit at fish fries, and be one of the first to get it on your menu.
Whether it’s improving soybean meal to outperform the competition or promoting the sustainability of U.S. soy, the soy checkoff has been working behind the scenes to help farmers satisfy their customers’ needs. We’re looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And for U.S. soybean farmers like you, the impact is invaluable.

See more ways the soy checkoff is maximizing profit opportunities for farmers at unitedsoybean.org
Here’s How It’s Been Growing

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Farmer checking for growth in a soybean field. Credit: Getty Images
INVESTING CHECKOFF DOLLARS

Note from the EXECUTIVE DIRECTOR

By Victor Bohuslavsky

The global soybean market has changed dramatically over the last year. It is important that soybean farmers understand these changes as they consider writing their new marketing plan for the next year. We have many new opportunities in the world to sell soybeans.

Today, we are faced with too many commodity soybeans. As soybean farmers, we must continue to find our niche and provide the customer with what he or she wants. I encourage you to search out other markets and requirements you have to meet to fill that demand. Generally, there is some premium available for making the required changes.

It is important the Nebraska Soybean Board also understands these changes for the organization’s strategic planning. Your Soybean Checkoff will continue to market the U.S. soy advantage—exceptional composition, sustainable growing practices and a consistent supply.

As I sit here writing the chairman’s report looking at snow drifts in the front yard, I’m sure all of you are thinking the same thing I am—spring cannot come fast enough!

I’m going to continue using the theme “Growing Agriculture and Growing Our Economy” in this article and focus on how the Nebraska Soybean Checkoff is utilizing Research opportunities to result in sustainable soybean production and increase demand. The overarching goal of the research committee is to maximize production and utilization of Nebraska soybeans through research. So how are we going to “Grow Agriculture and Grow our Economy” in the research areas?

1. **We will support proactive and deliberate production research projects.** The NSB works diligently with the University of Nebraska’s Agronomy department to support soybean breeding and genetic studies for Nebraska that bring new germplasm to the market. One new project I’d like to bring attention to is a production research project call Soybean Gall Midge. The Gall Midge became a problem in eastern Nebraska in 2018. The university is working on evaluating pest management tactics and plant disease interactions to help soybean producers understand how to manage the pest going forward.

2. **We will support research projects that find innovative soy utilization to identify new soy markets.** Within this target area, the Nebraska Soybean Board (NSB) is supporting research that improves soybean germplasm for soybean meal inclusion rates in aquaculture and livestock production. Animal agriculture in the U.S. consumes roughly 12.9 million metric tons of soybean meal or 600 million bushels of soybeans each year, and as soybean production increases, it is critical to find ways to utilize the supply.

On March 20, the NSB held our annual research meeting where current and new project proposals were presented to the board. It was exciting to see the new, innovative projects that have the potential to “Grow Agriculture and Grow our Economy” in the years to come. Nebraska is fortunate to have some of the brightest researchers in the industry tackling the problems that challenge Nebraska soybean production every year.

Tony Johanson
NSB Chairman
Greetings to all in the soybean industry:

As a soybean grower and president of the Nebraska Soybean Association, I realize the number of issues concerning the profitability of soybean production and agriculture as a whole is staggering.

Looking back at the 2018 crop season, we remember the challenges we were faced with. Weather and disease always seem to be an issue and in the last four or five years commodity prices have been a major concern. It is hard for me to believe that 2018 soybean acres actually surpassed corn acres in the U.S. Being the optimists that we are, I am sure we have been working on the planters getting ready for another crop. Hopefully there will be a chance to work on a marketing plan as well.

Every year before the planting season begins, we have the legislative season. We are currently in the 106th Nebraska Legislature. The unicameral convened on January 9 for the first session, one that lasts for 90 days. We have 13 new senators, many new committee chairs and committee members to get to know. As in previous years, the Nebraska Soybean Association (NSA) has made property taxes a priority. Along with property taxes is the school funding issue that demands 60%-65% of all property taxes paid in the state. NSA directors have always been willing to work with senators and present testimony during hearings. It seems with the property tax and school funding issues, the need to be at the state Capitol has escalated. Most of the testimony given the last three years has been a joint effort with other agriculture groups, called The Agriculture Leaders Working Group. I believe many senators now recognize the strength agriculture has when working together.

This year there were roughly 750 bills introduced. Out of those introduced, 100 or more bills had a property tax and/or school funding component. The ag leaders have and will continue to testify on many of these bills. We thank those senators that see an urgent need for property tax relief. We are hopeful some form of property tax relief will come out this session. Our work on property tax reform is never finished. I encourage you to contact your state senator, and let them know we need meaningful property tax and school funding reform now.

I hope you have a great 2019 planting season, and please be safe.

Robert Johnston
President
Nebraska Soybean Association

NSA Soybean Promoter Recognized

The Nebraska Soybean Association (NSA) Soybean Promoter Award was presented to Lisa Lunz of Wakefield during the NSA’s annual meeting in December. This award recognizes an individual who shows outstanding leadership of the soybean and agricultural industry in Nebraska.

Lunz and her family raise corn and soybeans on their farm near Wakefield. She is a graduate from the University of Nebraska Ag College and LEAD 17 class. For 12 years she served on the Nebraska Soybean Checkoff Board, assuming numerous leadership roles. Other activities include serving as a representative to the United States Farmers and Ranchers Alliance, the Nebraska Farm Bureau ag education committee and Common Ground consumer outreach. Her work with these groups has helped to provide the link in the chain between farmers and consumers. Lunz has hosted several soybean trade teams, participated in international soybean trade missions and advocated for soy education. The NSA salutes Lunz for her leadership in the soybean industry.
SOYBEAN FARMERS: YOU ARE THE VOICE OF YOUR DISTRICT.

LET IT BE HEARD DURING THE 2019 BOARD MEMBER ELECTIONS.

Nebraska Soybean Board (NSB) seats for districts 2, 4 and 8 are taking place in 2019. Eligible soybean farmers have the opportunity to toss their hats in the ring, representing their districts for our shared soybean industry.

You are an eligible candidate if you are a:

- Nebraska resident,
- District 2, 4 or 8 resident and a
- Soybean farmer for the past five consecutive years, aged 21 or older, and own or share ownership and risk of loss for such soybeans, by reason of being a partner in a partnership, or is a shareholder in a corporation, or is a member of a limited liability company.

To participate as an eligible candidate, a petition containing 50 valid soybean farmers’ signatures who reside in the election district must be submitted.

Nebraska Residents Cast the Deciding Vote

Our shared soybean farmer community determines electoral winners. These voters must be:

- Nebraska residents,
- District 2, 4 or 8 residents and a
- Soybean farmer who owns or shares the ownership and risk of loss for such soybeans, by reason of being a partner in a partnership, or is a shareholder in a corporation, or is a member of a limited liability company, during the current or immediately preceding calendar year.

Election Calendar:

**DEC. 1, 2018**
Candidacy petition period began

**APRIL 15, 2019**
Candidacy petitions due to NSB office

**JULY 11, 2019**
Ballots mailed to eligible voters

**JULY 31, 2019**
Final day to return ballots for consideration

**OCT. 1, 2019**
Newly elected board members’ terms begin

Reach out to the NSB team for more information at 402-441-3240.
RELATIVELY SPEAKING, THE BIODIESEL INDUSTRY IS STILL A YOUNG ONE, but Andrew Richard can tell it’s come a long way.

The CEO of Sapp Bros., Inc., and president of Sapp Bros. Petroleum, Inc., oversees one of the nation’s leading petroleum distributors with 17 travel centers peppered along 1,900 miles of Interstate 80 stretching from Clearfield, Pennsylvania, to Salt Lake City, Utah.

“It’s evolved at warp speed,” Richard said. “The product quality has come a long way, the distribution of it has come a long way and it’s definitely a big part of the diesel petroleum/diesel supply chain now.”

After attending the 2019 National Biodiesel Conference & Expo Jan. 21–24 in San Diego, he doesn’t see the industry slowing down with a continued focus on efficiency and innovation.

Neither does Bosselman Enterprises’ Zac Griess, a first-time attendee of the conference.

“The momentum seems to be swinging in favor of growth for the biodiesel industry which is great for Nebraska Soybean farmers,” said Griess, Bosselman’s director of petroleum.

The four-day event, sponsored in part by the Nebraska Soybean Board, featured Richard as a National Biodiesel Board panelist alongside counterparts from Casey’s General Stores and Valley Pacific Petroleum. He talked about why Sapp Bros. is a proud distributor of biodiesel and why more folks should be using it—including farmers.

“When biodiesel first came out about 25 years ago, there was a wide variety in product, and there’s also some nuance or know-how you have to have to use biodiesel in equipment,” Richard said. “Once you know how to handle the fuel appropriately, it’s a wonderful fuel. So it’s more of an education thing than anything else, and a lot of the discussion—as far as the soybean farmer went—revolves around how we get more soybean farmers to use it.”

The conversation on the panel centered around what soybean farmers can learn to increase their biodiesel usage, from keeping tanks cleaned to accommodate the fuel to how to use it during the winter months.

Griess too believes that increased use can only help the industry grow.

“From a consumer standpoint, there needs to be continued education on the benefits of using biodiesel to encourage people to seek it out and demand it at more locations,” Griess said.

High Oleic Hits All the
RIGHT NOTES

Thanks to high oleic soybean oil’s versatility and health benefits, this cleaner and healthier oil is a crowd pleaser.

Here’s something everyone who’s involved can agree on: High oleic soybean oil is a hit.

For the industry. For food manufacturers. For food-service professionals. For you!

Each pod packs a profitable punch with high marks for its nutrition, shelf life and versatility in the kitchen, but it also opens up an avenue for farmers.
High oleic soybeans can help recapture lost food-oil demand that began after trans-fat labeling became mandatory. According to the United Soybean Board, 9 billion pounds of soybean oil are needed to meet food, industry and export demand—so raising high oleic soybeans has never been a better idea.

**GOOD FOR FARMERS**

✓ **Good yields.** Growing high oleic doesn’t mean sacrificing performance for demand—farmers already growing the variety have seen as good or better yields.

✓ **Incentives available.** Because of the high value soybean oil packs for end users, some high oleic processors offer premiums to farmers.

**GOOD FOR MANUFACTURERS**

✓ **Shelf life.** More oxidation resistance means a longer window for consumption.

✓ **Neutral flavor.** Instead of overpowering the taste, it lets other ingredients’ flavors shine.

**GOOD FOR FOOD SERVICE**

✓ **Better for kitchens.** Say goodbye to excess build-up on high-heat equipment.

✓ **Better utility.** High oleic is great, no matter how you’re cooking from baking to frying to sautéing.

**GOOD FOR YOUR DIET**

✓ **Less bad fats.** Health-conscious consumers will appreciate the low cholesterol levels from lower saturated fats and 0 grams of trans fat per serving.

✓ **More good fat.** Tripling the monounsaturated fatty acids makes high oleic a heart-healthier option than conventional soybean oil.

Learn more about why farming high oleic soybeans could be a fit for you at SoyInnovation.com.

The soybean checkoff has been a big believer in promoting high oleic soy because of its nutritional qualities and added market for our soybean farmers. In Nebraska, we are giving consumers the opportunity to taste the difference in high oleic soy by promoting it at local fish fries and events. And now, restaurants have the opportunity to implement it into their system through our pilot test.

— CALE BUHR, NEBRASKA SOYBEAN BOARD MARKET DEVELOPMENT COORDINATOR

**High Oleic Availability by Pounds**

2017 243 million
2018 300 million
2019 437 million
2020 projection 1.058 billion

**Put High Oleic to the Taste Test**

The Nebraska Soybean Board (NSB) is looking for three local restaurants to experience the high oleic difference. Each collaborating restaurant will get to test high oleic soybean oil with guidance from the NSB to learn the logistics of using the product and how they can make it a part of their operation.

If you’re involved in a restaurant or know of one that could benefit from this, call the NSB at 402-441-3240.
Nebraska Soybean Board

FINANCIAL BREAKDOWN

A LOOK BACK AT FY18

FUNDING REVENUE

Checkoff Assessments
$7,723,053

Interest
$32,481

Miscellaneous
$180,509

Total
$7,936,043

NET ASSETS
Year Beginning October 1, 2017
$6,658,120
**FUNDING DISBURSEMENTS**

- **Producer Education & Communications**: $1,519,511
- **Research**: $2,170,302
- **Domestic Marketing**: $2,581,484
- **International Marketing**: $1,124,281
- **Administrative**: $408,511

**Total**: $7,804,089

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**NET ASSETS**

Year Ending September 30, 2018

$6,790,074
Nebraska’s lifeblood is agriculture, and to keep it pumping on all cylinders, the state’s flagship university invests in the men and women who will lead in the future.

The Nebraska Agricultural Leadership Council founded the Nebraska Leadership Education/Action Development (LEAD) program 37 years ago. Since then, the University of Nebraska–Lincoln brings together cohorts of the state’s promising young agricultural minds for two years of unforgettable learning.

“We’re here to help you become an informed, confident voice for Nebraska agriculture and to learn ways you can participate in the policy decisions that shape it,” said Dr. Terry Hejny, director of the LEAD program. “If you are chosen to be a participant, you will become a member of Nebraska’s premier agricultural leadership development program.”

Students complete 12 three-day seminars during their time in LEAD. The first year immerses the cohort in local, state and national ag issues, including a 10-day study/travel seminar in February. The second year gives the student group a global perspective, traveling outside of the country for 14–16 days and focusing on international issues.

UNL’s two-year leadership program gives the state’s best and brightest young ag leaders a launching pad for their careers.

The LEAD program has already made a huge impact in my professional and personal life and has allowed me to view some of our states’ most important issues. I have had the opportunity to participate in five seminars with my LEAD Class 38 fellows, and I can already see an improvement in our leadership skills and confidence as a group. If you are looking to improve your leadership skills and make an impact in your community, I would invite you to look into joining LEAD Class 39.

— CALE BUHR, NEBRASKA SOYBEAN BOARD MARKET DEVELOPMENT COORDINATOR AND LEAD CLASS 38 FELLOW

Interested applicants must be:

✔ Between the ages of 25-55.
✔ Residents of Nebraska for at least three years.
✔ Able to demonstrate leadership potential.
✔ Involved in agribusiness, farming or ranching.

The Nebraska Agricultural Leadership Council’s Board of Directors chooses the class, capped at 30 students each year.

Those interested in applying to join LEAD 39, need to submit their applications by June 15, 2019. To learn more or request an application form, visit lead.UNL.edu.
“THE CONSISTENT PERFORMANCE OF ASGROW® SOYBEANS GIVE US A LOT OF CONFIDENCE YEAR TO YEAR.”

Farmers like Terry Novak of Elgin, Nebraska stay out in front, with the consistent performance of Asgrow® – the highest-yielding soybean seed in the U.S. Offering 100% exclusive genetics for superior yields that help maximize profit potential. Ask your dealer how much further you can grow when Asgrow leads the way. ASGROW.COM

Data as of December 20, 2017. Includes all pre-commercial and commercial strip trial data. All head-to-head comparisons are within +/- 0.2 day maturity. Data represents Asgrow® vs. Alternative Platform (a minimum of 30 comparisons per product within a state). 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 local conditions on the grower’s fields. Always read and follow all grain marketing and other stewardship practices and profitable independent Agronomy, Agronomic and Agricultural practices. Bayer Group and Asgrow are registered trademarks of Bayer Group. All other trademarks are the property of their respective owners. ©2019 Bayer Group All Rights Reserved.
Chris Proctor, University of Nebraska–Lincoln Extension Educator and NCMC Coordinator, took a moment to update us on a few herbicide insights and encourage soybean growers to stick to fundamental best practices.

- **Timing**
- **Scouting**
- **Weed Identification**
- **Herbicide Selection**

### Glyphosate

“Glyphosate was a game changer when it came to market because it was so effective and really simplified our farming systems, which is outstanding. A study in Nebraska’s southwest corner is showing glyphosate resistance. With this new resistance, in a lot of ways, we’re going back to the more complicated days before things like Roundup were available,” explains Proctor.

### Dicamba

“In terms of application, Dicamba is a system you have to be top-notch in because soybeans are so sensitive to it. It’s an important tool in growers’ herbicide toolbox, so paying attention to foundational things like label requirements and making sure the tank cleanout are important,” notes Proctor.
Entomologists across Iowa, Nebraska, Minnesota and South Dakota are less than a year into research on the gall midge—a destructive insect negatively impacting soybean fields throughout the Midwest.

“We had two taxonomists identify it, and it was confirmed—we’ve never seen this insect anywhere on the globe before,” explains Justin McMechan, crop protection and cropping systems specialist for the Eastern Nebraska Research and Extension Center. “All the species in the particular genus are known, but none match the gall midge.”

As growers and producers prepare for spring planting, researchers and the Nebraska Soybean Board (NSB) continue dedicated efforts to understand its emergence and lifecycle patterns.

“The NSB, along with other soybean boards across the country, funded a project that allows us to track adults this spring, which will be the core principle for a lot of our research and spring grower management decisions,” said McMechan. Understanding the adult lifecycle and catching the adults as they’re moving continues to provide researchers with insights focused on the potential for control. The significant damage they’ve caused to soybean fields since their documented four-state immersion is just the beginning—researchers are quickly trying to understand and mitigate gall midge with the support of the entire soybean community.

“Collaborative efforts and roundtable discussion provided us with useful observational insights as we move into spring,” said McMechan. “We now better understand and see alignment with its significant yield loss impacts by distance. Growers, consultants—all of us—are learning a lot about the soybean gall midge as the season carries on. We’re realizing, especially through NSB support, that we can create a lot of really important connections with people and practically work side-by-side to further impactful research finding.”

If you suspect the gall midge has emerged in your soybean field, contact Justin McMechan at justin.mcmechan@unl.edu to document your observation and receive further information.
FOR PLANTING AND SEEDING SUCCESS

Follow these best practices—backed by University of Nebraska–Lincoln (UNL) Emeritus Professor Dr. Jim Specht’s research—for planting and seeding this spring, and you’ll set yourself up for a happier harvest.

1. Target May 1 for planting.

Research in Nebraska has shown that for every day soybeans are planted after May 1, a half bushel per acre is subtracted from the yield.

“Clearly, it’s a question of making sure you get the soybeans in early and capture the free sunlight that’s available,” said Specht. “Photosynthesis only works if you have sun and only for crops out there harvesting it. I recognize farmers have a lot of acres to give over, but they certainly don’t want to take too much time off before they start planting soybeans.”

As long as the soil is the right temperature, farmers should take advantage of the available sunlight to get their crop off and running. Many Nebraska soybean producers—particularly in the northwest part of the state—have started planting soybeans before corn because of how affected soybeans can be by delayed planting.

“We’ve discovered of course, too, that soybean producers in Nebraska have moved their planting ahead by half a day every year for the past 38 years,” Specht said. “Because of climate change or climate-temperature change, the springs are earlier and the falls are later. So, you’re able to squeeze some more days in for planting earlier than you used to be, say 20 years ago. Farmers are adapting to climate change in that respect by taking advantage of the little warmer temperatures in the spring and the free sunlight that’s available to get your crop humming along.”
Shoot for 125,000 seeds per acre.

Specht studied seeding rate in no-till and strip-till situations and determined planting and evenly distributing 125,000 seeds per acre will still net 100,000–150,000 seeds produced at the end of the year.

“You can find locations where you basically grow 100,000 seeds per acre and get 150,000 in the other fields,” Specht said, “so the recommendation is 125,000. In other words, you’re safer and you're probably right on what you’re going to get.”

“The prevailing wisdom used to be planting soybeans 1 and ¼ inches into the soil. However, in no-till soils or no-till practice fields—where corn residue can be significant—the seeds need to be further from the surface.

“You have to get the seed in a little deeper to avoid the trash that’s on the surface,” Specht said. “Before your wheels press the furrow tight, some of the residue can fall into the pearl and leave the seed exposed to less moisture from the dry-corn residue on the surface.”

Cold soil can be problematic when planting early (though good quality seeds can counteract that), but soggy soil is a bigger issue if you’re planting in late April or early May.

Slow spring rains that drag on for 3–4 days can hinder germination, so seeds treated with fungicide add a layer of protection.

“A good fungicide will help in case you get the slow, drizzly rains that keep the soil wet longer and give the pathogens a chance to attack the seed while it’s germinating,” Specht said. “If it’s after May 15, fungicides aren’t really worth it, but when you plant early, you need it.”

First to plant?

Use insecticide.

Bean leaf beetles are pesky for early soybean plantings. They come in early—typically on the first fields planted within a county—to feed on young seedlings and lay their eggs.

The beetles aren’t as problematic as what they bring with them: the bean pod mottle virus. Its damaging effects can be severe and rears its head come harvest time, cutting yields by as much as 20 percent.

“We’re not concerned about the beetle feedings so much as the beetle injecting the virus when it feeds on the soya bean,” Specht said. “There’s no way to get at that except by having an insecticide.”

Rain prevents herbicides from helping in the early spring because it washes from regular rainfall. Systemic insecticide treatment for the seeds works best.

For more crop news and research insights like this, subscribe to UNL Extension’s CropWatch at CropWatch.UNL.edu.
The soybean cyst nematode (SCN) is a pest worth guarding against—as of 2017, it devastated yields more than all other soybean diseases combined. Temperatures and moisture levels in the spring provide the pest with ideal conditions for the plant-parasitic roundworms’ eggs to hatch.

The Nebraska Soybean Checkoff and the University of Nebraska–Lincoln are helping farmers beat SCN to the punch through a free soil-sampling service, the best method to determine if the pest is in your fields.

The Checkoff-funded program is administered by UNL’s soybean pathology program. Farmers can find survey bags at their local county extension offices and send soil samples they think could be affected by SCN to the UNL Plant and Pest Diagnostic Clinic.

“If there are both good and bad yielding areas within the same field, send in one sample for each area,” said Nicholas Arneson, a research technologist with UNL Plant Pathology. “Soil sampling for SCN can be done any time of year, but an easy way to check would be to take twice as many soil cores during the soil sampling for nutrient analysis. Send half for nutrient analysis and other half to UNL.”

In each of the last two years, the number of submitted samples that were SCN positive has hovered around 30 percent. It’s best to nip SCN in the bud—as soon as it finds its way into your field, it can start affecting yield. In just one season, it’s capable of completing its life cycle 3–4 times. Once it’s in your field, rotating crops and using SCN-resistant soybean varieties can help mitigate the pest’s effects. Crop rotation can help, without soybeans in the fields, as populations of SCN’s natural predators can increase.

Beyond that, Arneson suggests keeping farming equipment sanitized.

“Whatever moves soil, will move SCN,” Arneson said. “As growers disk, plant, spray and harvest fields, they should be mindful of which fields have SCN. Power washing implements and machinery can help prevent the spread of SCN. If possible, move the SCN infested fields to the end of your planting list to further prevent the movement of soil on tractor tires and boots.”
Katja Koehler-Cole has spent the last five years studying what cover crops work best for Nebraska soybean farmers. The Nebraska Soybean Board and Nebraska Corn Board have funded her work at three research farms around the state since 2014, and it’s given her time to experiment with different cover crops for corn and soybeans, all of which have led to improved soil health before spring plantings.

“When we measured in the spring of 2018, after four years, we did find some increases in particular organic matter,” said Koehler-Cole, a researcher and professor in UNL’s agronomy and horticulture department. “We did find improved soil aggregation, so the soil is less vulnerable to erosion, and we also found more and more diverse soil microbial communities.”

These findings come even after experimenting with five different cover crops and comparing them to a control with no cover crop treatment at three different sites: Haskell Agricultural Lab near Concord, South Central Agricultural Lab outside of Clay Center and the Eastern Nebraska Research and Extension Center down the road from Mead.

Koehler-Cole has tested with:
- Cereal rye by itself.
- Radish by itself.
- A legume mix of hairy vetch and winter pea.
- A mix of cereal rye, hairy vetch, winter pea and radish.
- A mix of cereal rye, hairy vetch, winter pea, radish, balansa clover, oats and forage collards.

She’s been planting cover crops in two different ways: a broadcast planting in mid-September and drilling them following harvest. Each spring, she measures how much nitrogen is taken up by the cover crops, and the results have been positive.

“What we found is that the cover crops do take up considerable amounts of soil nitrate in the spring,” she said. “That’s an environmental benefit because that nitrate ends up in the groundwater or surface water, and Nebraska really has issues in several areas where there’s too much nitrate in the groundwater.”

When it comes to cover crop termination, Koehler-Cole has seen benefits by following the Natural Resources Conservation Service’s recommendation of killing them with glyphosate two weeks before planting. She said it’s been far easier to kill cereal rye than legumes like hairy vetch, which negatively impacted yield in the plots where it was planted.

By applying cover crops, soybean farmers can see benefits as soon as their next planting season as they immediately help pull nitrogen out of the soil and improve microbial communities beneath the surface.

While cover crops aren’t extensively used in Nebraska yet, Koehler-Cole says they’re a no-brainer if you have:
- Hilly or sloping plots as they help prevent runoff.
- Sandy soil where too much nitrogen leaches into groundwater.
- An irrigation system, making it easier to grow them.
- Cattle since cover crops can be used for forage as well.
EMERGING MARKETS FOR SOYBEANS
A Q&A WITH USSEC’S JIM SUTTER

Nebraska Soybean Board (NSB):
Given the current tariffs with China, what new markets are emerging for American soybeans?

Jim Sutter (JS):
Especially right now, we’re keenly aware of how important market diversification is for U.S. soy exports, and we’ve shifted our marketing efforts to a wider list of countries with the goal of “moving the pile” of U.S. soybeans. One of the regions where we’re focusing long-term efforts is the Asia Subcontinent market. Also, U.S. soybean exports to Europe and the Middle East-North Africa region are up this marketing year and have been a bright spot.

NSB:
What forces or trends are emerging in those places that make American soybeans desirable?

JS:
In the Asia Subcontinent, we’re emphasizing growing demand in current low-consumption areas. The work we’re doing in Bangladesh and Pakistan are good examples of this. In mature markets like the EU, our focus is on policy issues such as biotechnology.

NSB:
Are American farmers competing with other international farmers in these markets?

JS:
Sure, we are always competing. That’s why it’s important for us to create a preference for U.S. soybeans through relationships and education about the U.S. Soy Advantage. Recently, we held a major regional buyers’ conference in Spain, which was attended by 300 participants. We’re helping our customers with technical and trade assistance in all of the markets we’re in.

NSB:
Are the emerging markets using soybeans for food, animal feed, biodiesel or something else?

JS:
Especially in markets where protein demand is growing, we’re primarily seeing our soybeans used for animal feed. In places like Europe, which is a more mature market, in addition to animal feed, we are beginning to see some other uses. Biodiesel is one of these. At the end of January, the EU announced they’d accepted the SSAP-RED, which allows soybean oil from SSAP-RED certified soybeans to be used as feedstock for biodiesel production in the European Union.

NSB:
Do these markets have the potential to develop into a consistent importer of American soybeans?

JS:
Yes, definitely. While some of our immediate success in Europe took advantage of changing trade flows, we’re very focused on long-term strategy, which emphasizes maintaining market access and making targeted investments. We’re carrying out impactful activities in these markets to promote the intrinsic and extrinsic advantages of U.S. soybeans.

NSB:
To meet this demand, do soybean farmers need to be doing anything differently when planting or raising crops?

JS:
Our soybean farmers are doing a great job! One of the biggest advantages of U.S. soybeans is our great sustainability story. Sustainability and conservation have long been a focus for U.S. farmers—our job is to simply help connect importers and exporters of U.S. soybeans around the world.

Jim Sutter began his tenure as the U.S. Soybean Export Council (USSEC) CEO in 2010. He grew up on a crop and cattle farm in northeastern Colorado and earned a degree in agribusiness and economics from Colorado State University. He brought a wealth of industry experience to the USSEC after spending 30 years with Cargill, Inc. As CEO, Sutter keeps the Council focused on differentiating and building a preference for U.S. Soy while also ensuring market access. Recently, he took time to share insights on new markets for American soybeans.
Whether shipping by river, road or rail, the soy checkoff is committed to ensuring America’s infrastructure is a significant advantage for U.S. soybean farmers. We’re looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it’s helping make a valuable impact for soybean farmers like you.

See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at unitedsoybean.org
Together with Omaha-based Ag Processing Inc. (AGP), U.S. soybean farmers and industry members, including Nebraska Soybean Board (NSB) members, traveled to the Philippines’ region for a weeklong trade mission November 26–December 2, 2018.

They met with La Filipina, the nation’s leading soybean importer, amongst other major companies and several Filipino farmers. The travel group also mingled with Filipino buyers, livestock farmers and the U.S. Ambassador to the Philippines during the AGP holiday party in Manila.

Continuing to foster solid trade relations in areas like the Philippines counteracts the ripple effect volatile trade conditions with China have had on the U.S. soy industry. This extended focus has given way to new and lasting opportunities to do business the way we like to do it here in the Midwest—personally.

Chapman farmer and NSB ex-officio member Greg Greving has been going on these trade missions since 2003, and over the years, he’s developed genuine friendships.

“What’s neat about this program is it’s a reverse trade mission where, in the summertime and early fall, those same individuals will come back here to Nebraska,” Greving said. “They’ll actually be on Nebraska farms to see the soybean fields and harvesting and know it really is a family operation. Most of the businesses and feed mills we visit over there are also family businesses, which is great a hometown feeling.”

Anne Meis and her husband, farmers near Elgin, think these markets hold great potential for American soybeans.

“The Filipinos, in my assessment, have probably put the most emphasis on relationships in the all the mission trips that I’ve gone on,” Lammers said. “They like to put a face with the person they do business with, and they are very gracious people.”

The Filipino culture came through and through during the trip. The people are very personable, and they value getting to know us because they want to do business with growers they can trust.”

— ANNE MEIS, NSB DISTRICT 1 BOARD MEMBER

United Soybean Board Representative and Hartington Farmer Ed Lammers sees a bright future for farmers on both avenues.

“La Filipina imports more than 500,000 metric tons of soybean meal annually—that’s a significant amount,” said Meis, who also serves as a NSB district 1 board member. “I think that lets us know these markets are important and gives these countries an opportunity to buy trusted U.S. soy, where the prices are also down somewhat.”

International Marketing Goals

- Develop and sustain relationships with buyers while creating a preference for U.S. soybeans.
- Build demand for value-added products in the poultry and egg, livestock and aquaculture markets.
INVESTING CHECKOFF DOLLARS

INTERNATIONAL LIVESTOCK DEMAND AND AMERICAN SOYBEAN SUPPLY

Quality Partnerships Stimulate Shared Markets

Creating international demand for beef, lamb and pork is the U.S. Meat Export Federation’s (USMEF) big-picture goal, and the Nebraska Soybean Board (NSB) and United Soybean Board (USB) help fund its strategic promotions in key international markets.

Nebraska soybean and livestock producers also play an important role in growing global demand alongside NSB, especially when it comes to U.S. pork in Japan and Mexico.

U.S. Pork Promotions in Japan

The USMEF launched a Japanese marketing campaign last year—Mitsuboshi-Three-Star American Pork—focusing on U.S. pork’s superior quality in regard to juiciness, tenderness and umami.

Designed to set U.S. soybean-fed pork apart from the competition, the concept emphasized soybeans’ traditional role in Japanese diets and their synonymous association with health and wellness.

U.S. Pork Awareness in Mexico

Our neighbors to the south continue to receive ongoing marketing about American pork from the USMEF. Campaigns focused on providing chefs and food-service professionals with new and delicious ways to serve pork dishes while U.S. soy-fed pork’s nutritional benefits are also touted to consumers. Together, this helps raise positive awareness of U.S. pork exports and keep it top-of-mind in Mexican markets.

INTERNATIONAL LIVESTOCK DEMAND AND AMERICAN SOYBEAN SUPPLY

An increase in demand for U.S. beef, pork and lamb increases demand for livestock feed in the U.S., including feed made with Nebraska soybeans. Animal agriculture represents the largest domestic consumer of U.S. soybean meal, and that meal consumption makes up a huge chunk of soybean demand.

— DAN HALSTROM, USMEF PRESIDENT AND CEO
WHERE CHICKEN MARKETS PROSPER, SOYBEANS FOLLOW

With NSB funding, USAPEEC projects seek to find new inroads for poultry and soybean meal around the globe.

Speaking on behalf of the poultry industry, USAPEEC Director of Communications David Markiewicz said diversification is the name of the game.

“It is very important for us to continuously seek new markets for our products and not depend on just a few larger markets,” Markiewicz said. “We believe markets such as India, Sub-Saharan Africa and South America are the new frontiers and will provide our industry with huge growth potential, expanded production of the U.S. poultry industry and, in turn,

This increase in demand will open opportunities for U.S. poultry and eggs exports ultimately leading to greater use of soybean meal and profit potential for Nebraska soybean farmers.

— DAVID MARKIEWICZ, USAPEEC DIRECTOR OF COMMUNICATIONS

“Huge opportunities have opened up for U.S. poultry and egg exports to India,” Markiewicz said. “By educating the Indian population on the need for protein and the effects of protein deficiency, we are creating an avenue to then educate consumers on the nutritional benefits of protein-rich poultry.”

On a broader level, the NSB is funding a USAPEEC database project to improve market access for American poultry products everywhere. USAPEEC shares poultry-exporting requirements for major worldwide markets online—including government trade policies, the greatest obstacle to increasing exports. Funding these online databases helps the poultry industry avoid trade disruptions.

“If the U.S. can export just 1 percent more U.S. poultry and egg products due in part to this project, then 1.4 million more soybean bushels will be used in the U.S.,” Markiewicz said.

Chickens consume 55 percent of the world’s soybean meal, making it the product’s No. 1 livestock consumer well ahead of swine (25 percent) and cattle (12 percent).

Changing market conditions have forced the poultry and soybean industries to re-evaluate their footing around the world, but the Nebraska Soybean Board (NSB) is funding two upcoming projects with USAPEEC to help gain mutually beneficial footholds in new places.

Consumption of the world’s soybean meal supply.

Increased demand for more soybean meal and corn to meet our production needs.

India is the focal point of one of the NSB-backed projects. USAPEEC is taking a two-pronged approach to boost poultry consumption in the world’s second-most populated country: a protein-deficiency study to educate Indian consumers about the risks of a diet with insufficient protein as well as a project giving Indian chefs experience cooking with American poultry.
Biodiesel: The American Innovation Driving More Than 60,000 U.S. Jobs
INVESTING CHECKOFF DOLLARS

PLEASE DO FEED THE FISH

U.S. soybean meal continues to catch the aquaculture industry’s attention.

When it comes to soybeans, we all know how important it is to invest time and research toward diversification—by land and water. The soybean industry has made significant investments for domestic and international fish meal research to understand how much soy to introduce into fish diets and what sensitivities to be aware of by species.

Soybean meal makin’ waves.

Traditional bulk protein used in aquaculture diets falls under two categories: fish meal and fish oil. These resources commonly come from forage fish such as anchovies and sardines. As our oceans become increasingly overfished, prices for these types of less sustainable meal and oil also increase.

“Aquaculture creates a great diversification opportunity for U.S. soybean farmers, considering our current market,” explains Andy Tauer, Soy Aquaculture Alliance executive director. “If we can grow this domestic industry, the outcomes could be very reminiscent of what we’ve seen with U.S. pork and poultry for soybean farmers. This makes it a real benefit to invest time and energy into helping grow the aquaculture market and, ultimately, grow the U.S. soybean market.”

Despite regulatory issues damming up rapid aquaculture expansion, soybean farmers have provided the aquaculture industry with renewable, high-protein meal for decades. And the soybean industry continues to invest significant dollars toward soy-aquaculture research.

“Over the last 10 years or so, research has been conducted to figure out how much soy we can bring into these fish diets,” Tauer said. “A larger body of research around the nutritional requirements of fish is key. Globally, there’s more than 500 different species of fish being cultured—each with varying nutritional needs we’re not as familiar with as livestock, for example.”

Sustainable aquaculture efforts continue to have the potential to rise as the next major market for soybean meal to support, especially with the increased research and meal supply demand.

Catch up on Soy Aquaculture happenings and other soybean-related news by subscribing to CropWatch at CropWatch.UNL.edu.
Nebraska Soybean Farmers
Supporting Agribusiness Across the Nation

Referred to as “The Miracle Crop” because of soybean’s many uses, 97% of soybean meal is used to feed poultry, livestock and fish across the country.

Soybeans are comprised of two primary components: meal and oil. They’re classified as an oilseed and are the largest source of protein feed globally. Roughly 80 percent of the soybean by volume is made of protein-rich meal, 19 percent oil and roughly 1 percent hulls.

TASTE of the TAILGATE

PULLED PORK SLIDERS
Cook time: 6 hours

Ingredients
1. 1 4-lb. bone-in pork roast
2. 1 jar of Sparky’s Wing & Dippin’ Sauce

Instructions
1. Place the bone-in pork roast in a crock pot.
2. Cook roast on medium for approximately 6 hours.
3. Remove the bone, drain juices and shred meat with a fork.
4. Blend in 1 jar of Sparky’s Wing & Dippin’ Sauce.
5. Scoop meat on a roll or bun of your choice.
6. Serve with your favorite sides.

Thanks goes out to Sparky’s Wing & Dippin’ Sauce for this tasty tailgate dish.

Find more recipes at TasteOfTheTailgate.com/recipes.
IF YOU WANT
YOUR MONITOR TO SHOW
MORE YIELD

THE ANSWER IS

Pioneer® brand A-Series soybeans are raising more than expectations. They're raising yields by 2.1 bu/A on acres just like yours in Nebraska. Ask your local Pioneer sales representative how A-Series soybeans can put numbers on your yield monitor like you've never seen.