

MISSOURI

Soybean Farmer

FEBRUARY
2016

50 Years and Growing

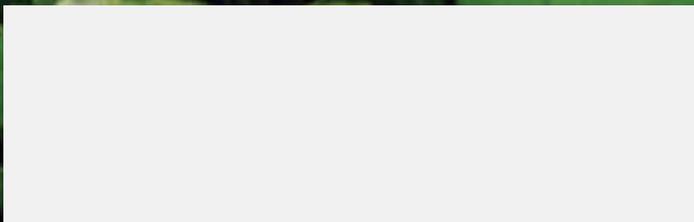
The Missouri Soybean Association celebrates a golden anniversary

Onward and Upward

Soybean industry study says growers are seeing the payoff of investments in the soybean checkoff, policy

Come On Over

What you need to know about inviting consumers onto your farm, straight from the hosts



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« Cover Shot

This field shot comes courtesy of the United Soybean Board and soybean checkoff.

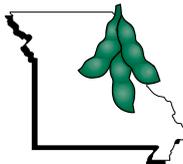
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From The Field

Notes from Missouri Soybeans' leadership team

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The president of the Missouri Soybean Association serves a maximum of two years. By some measures, that's quite a long time. By others, it passes extremely quickly. Depending on the day and the topic, I'm feeling both as we prepare for the transition to a new president.



Looking back, we've faced some rather high hurdles. There has been drought and flooding, even new records set on our river gauges. There was the challenge of protecting Missourians' right to farm and of addressing crumbling transportation infrastructure. Over the past two years, we've seen countless examples of regulatory overreach from the EPA – including WOTUS, which became such a part of the conversation that even those outside agriculture were talking about whether we were really going to regulate ditches. We've seen soybean prices drop by a quarter and fuel prices yo-yo by 100 percent or more. Herbicide resistant weeds have moved to the forefront rather than the fringes, and we continue to face delays in approval of new seed and input technology. We've put many hours toward preserving navigation in our rivers, state and federal support for biodiesel and ensuring agriculture doesn't bear the brunt of higher taxes.

Yet, we continue to raise the bar. We've set new records for soybean yields and harvest, pushed our biodiesel production higher than it's ever been, and engaged our elected leaders at every level. We're active in Washington, D.C., in Jefferson City and in counties across our state. We're stronger than ever, and I look forward to seeing that continue. Thank you for the opportunity to serve!

Tom Raffety - Missouri Soybean Association President

It's been said many times that what is good for the farmer is good for those around the farm too, good for schools, good for local businesses and good for rural communities. Everything we do, from supporting local businesses to lending a hand, sharing a piece of equipment or just a hot meal when a neighbor is in need, goes back to the principle of working together. Not long ago, I had the opportunity to see that same spirit during a trip to Africa.

When I joined a group from the U.S. Soybean Export Council and the World Initiative for Soy in Human Health (WISHH) program in Ghana I saw the people working together to improve not only their own lives, but those of everyone in their community. They support one another's small businesses, including the local feed mill that is now using U.S. soybean meal to improve nutrition for poultry. They are coming together to implement what they are learning. And with that, their economy is rising.

I am very optimistic that we can take the spirit I see in my hometown and that I saw in Ghana, and bring them together for the greater good. I am optimistic that we can work with other local businesses, besides the feed mill, to not only support them as they grow, but to also put our soybeans to work around the world. Ghana is at the start of a 5-year program made possible by the USDA and the soybean checkoff, and I believe there is a lot of good ahead of us through working together.



David Lueck - Missouri Soybean Merchandising Council Chairman

Letter from the Executive Director

February 2016 brings us to the Missouri Soybean Association's golden anniversary – 50 years.

In that time, we've seen the average price for soybeans go from \$2-3 per bushel, to a high of \$14.50 in 2012. We've seen production increase more than four-fold, and the total value of our soybean production grow by more than 1,000 percent. We've also made great strides in efficiency as we've grown. Today, one bushel of soybeans can be produced with less than half the energy, half the emissions and half the land. We've increased use of reduced tillage practices by more than 70 percent, and reduced water needs by more than 40 percent. Our average yield has gone from 20-25 bushels per acre in the mid-1960s to more than 40 bushels per acre today.

Soybean farmers didn't make those incredible advances by chance.

“ Today, we're reaping the rewards of investments made over the past five decades. ”

-Gary Wheeler

Missouri is an agriculture state, and Missourians have a strong history of investing in agriculture.

Today, we're reaping the rewards of investments made over the past five decades. Without those, we wouldn't be in a place where Missouri's soybean industry accounts for more than \$1.6 billion in exports and more than \$4.2 billion in total economic impact today.

The key to continuing that level of success is to keep up that culture of investing in ourselves.

Some of those investments come through the soybean checkoff. In the early 1990s, Missouri farmers invested in biodiesel – supporting research, testing and the development of quality standards for a renewable fuel made from soybean oil. Today, that investment is beginning to pay real dividends.

Missouri's investment into the Qualified Biodiesel Producer Incentive Fund has been a true success story for rural economic development. In the last decade alone, the biodiesel industry



Gary Wheeler with a sample of biodiesel-based heating oil, which is being used to heat homes and businesses across the northeast, including the New York City metro area.

has added \$1.17 billion to our state's gross domestic product, and provided as many as 2,570 jobs each year. Accounting for the investments in the Biodiesel Incentive Fund, Missouri has already received a net benefit of more than \$1.05 billion.

There's certainly work yet to be done to make the most of that production investment and to strengthen our infrastructure for getting the 200 million gallons of biodiesel we produce each year to consumers, but the ROI for biodiesel has strong potential to carry us forward many more decades.

Without a doubt there will be challenges ahead, from managing herbicide resistant weeds to addressing transportation infrastructure and ever-changing global markets, but I have no doubt we are well-positioned to meet each of those head-on, so long as we continue to invest with the long game in mind.

I hope you'll join us in that effort now, and for many years to come.

Gary Wheeler

Executive Director / CEO
Missouri Soybean Association
Missouri Soybean Merchandising Council
Mid-America Research Development Foundation

50 Years of MSA

The Missouri Soybean Association celebrates its golden anniversary February 1, 2016. With that milestone at hand, now is as good a time as any to get to know your Association a little bit better.

By Christine Tew

The Missouri Soybean Association (MSA) was founded February 1, 1996 to represent the interests of soybean producers to lawmakers in Jefferson City and Washington, D.C. The Association provides a collective voice in representing interests specific to the Missouri soybean producer through legislative advocacy, influencing public policy, providing networking and continuing education opportunities for members, and communicating directly with growers.

It was a Tuesday when Missouri farmers came together to form the Missouri Soybean Association, creating an organization to bring their collective voice to elected officials. With that mission in mind, the Association was founded as a not-for-profit organization. It continues that way today.

Likewise, the Missouri Soybean Association was formed as a grassroots organization to be led by a board of directors made up entirely of farmer leaders. The state is divided into seven districts, with directors representing each district – ensuring all Missouri farmers are represented by their board members. All Missouri soybean farmers, as well as those with an interest in the soybean value chain, are eligible to participate in MSA.

Board members are elected by their peers. Farmers on the board of directors serve three-year terms, and may be reelected by their peers during regional meetings held each winter. To serve on the board, farmers must be members of the Missouri Soybean Association. Each MSA member must pay dues. Revenue from membership dues provides for policy efforts to address issues facing soybean farmers, including bringing those issues to lawmakers in Jefferson

City and Washington, D.C.

The Missouri Soybean Association was established as state affiliate to the national organization, the American Soybean Association (ASA). ASA was organized in 1925. Members of the Missouri Soybean Association are automatically afforded membership in the American Soybean Association and receive full benefits of such membership.

Through contractual agreements, the Missouri Soybean Association facilitates research, promotion and education projects on behalf of partners, including the Missouri Soybean Merchandising Council, Mid-America Research Development Foundation and the soybean checkoff.

Two of the strongest avenues through which the Missouri Soybean Association fulfills its mission outside the capitol buildings today are focused directly on connecting with soybean farmers and bringing growers together: Missouri Soybean Farmer magazine and the Bay Farm Research Facility.

When it was launched in the 1980s, this magazine, Missouri Soybean Farmer, was a newsletter, usually four pages long, and printed four times per year. The issue dates varied as the publication grew. Most years the first issue arrived in March, followed by issues during the summer and early fall. The fourth issue typically arrived in mailboxes in November or December. The earliest issues focused on an emerging soybean pest, Soybean Cyst Nematode and potentially resistant soybean varieties, as well as research into varieties with greater resistance to protect soybean yields.



Missouri Soybean Farmer grew over the years, adding colored ink in the summer of 1994 and, in December 1995, switching from the four page newsletter format to the full-color magazine style in use today. New for 2016, the magazine brings a fresh look to the 50th anniversary celebrations.

In 2012, the Missouri Soybean Association officially opened the Bay Farm Research Facility in Boone County, just east of Columbia. The facility, which includes nearly 300 acres of agricultural land, as well as office and meeting areas, generous laboratory and seed storage space, and a separate large equipment shed. The Bay Farm, known by the name of the farm family who cared for the land for so many years, is now home to research partnerships with the University of Missouri and other stakeholders. Applied research leads the way on the farm, which houses among other projects, a breeding plot for soybean varieties specific to northern Missouri.

Today, the Missouri Soybean Association operates from its home base in an office building in Jefferson City, built and owned by the Association. Completed just before the turn of the century, the Missouri Soybean Office provides a comfortable place for growers to gather during their visits to Jefferson City.

To learn more about the Missouri Soybean Association and its efforts, visit mosoy.org or stop by the office. ■



Photos (clockwise from top left): The Missouri Soybean Association office in Jefferson City; a shot of the original sign welcoming guests to the current office building; The Bay Farm Research Facility main building, housing offices, meeting and laboratory space; The original biodiesel pickup “Brownie” used for grower events; and an early issue of Missouri Soybean Farmer during its days as a four-page newsletter.

Please Join Us:

SAVE THE DATE

SOYBEAN GROWERS' MEETING
JEFFERSON CITY
FEBRUARY 1-2, 2016

Join the Missouri Soybean Association for an annual meeting and celebration of 50 years 1966-2016

Event is free to members of the Missouri Soybean Association, all growers welcome.



Soybean Industry Study

In addition to providing a snapshot of the soybean industry from farmers to end-users, the report provides an outline of opportunities to enhance the profitability of Missouri soybean growers. Other sections of the report break down and analyze each sector of the value chain such as supply, distribution, demand and financial flows.

By Adam Buckallew

Photography courtesy of the
United Soybean Board

The Missouri Soybean Merchandising Council (MSMC) recently received a valuable report that will help it prioritize checkoff investments for the future. The report, Missouri's Soybean Value Chain, provides a comprehensive overview of the varying factors that influence the state's soybean supply chain, including an analysis of producing, transporting, processing and marketing Missouri soybeans.

"My first reaction to this report was 'Wow' because I started flipping through the pages and I was thoroughly impressed with all the information it contains," says David Lueck, chairman of the MSMC. "This report is going to be an important resource for the Merchandising Council as we evaluate and plan checkoff investments moving forward."

The report starts with the basics, tracking acreage, yield and production trends, before moving into an assessment of the state's grain storage and transportation resources. Additional sections explore the processing industry and the financial considerations associated with the Missouri soybean industry.

Ray Massey, an agricultural economist with University of Missouri Extension's Commercial Agriculture Program, contributed to the writing of the report alongside Ryan Milhollin and Joe Horner. He notes that while soybeans are already Missouri's top commodity in terms of cash receipts, there's room for soybean farmers to generate even bigger returns.

"Overall, I'd say our findings should be seen as encouraging for Missouri



Ray Massey is an Extension Professor, working with the Commercial Agriculture program at the University of Missouri.

soybean farmers,” Massey says. “They are in good position to capture additional value from their soybeans due to the many opportunities that exist to make improvements throughout the value chain.”

Production Improvement is Key

A list of 14 value chain opportunities were identified by Massey and his fellow researchers. Each opportunity was ranked by the authors based on their importance in the value chain and the ability of Missouri soybean farmers to influence potential improvements. Enhancing yield was the top opportunity.

While Missouri ranks as the fifth-largest soybean producing state in terms of harvested acres, its relatively low average yield is the reason why the state ranks seventh in bushels of production. During the past 10 years, Missouri soybean yields have averaged 38.5 bushels per acre, which ranks 16th among U.S. states.

Like any competitive business, soybean farmers work hard to manage the cost of each bushel of production. According to the report, Missouri farmers can expect average input expenses of \$449 per acre and a return of \$465 per acre on average. This results in average margins of \$16 per acre. Maximizing yield would allow soybean farmers to improve their margins and overall profitability.

Factors such as shallow soils and the prevalence of soybean cyst nematodes contribute to lower yields. According to the report, efforts to overcome inherent Missouri soybean production problems and enhance managerial efficiency are critical to improving Missouri value chain opportunities.

“The need to improve yield has been a focus of our state checkoff board for many years,” Lueck says. “We’ve funded research aimed at developing better soybeans for Missouri farmers and the results we’ve seen thus far are encouraging.”

Since private seed companies have largely focused on creating the latest GMO seed, the MSMC board has decided to support breeding efforts with non-GMO soybean lines. Lueck says the MSMC’s investment into non-GMO breeding research is important because of the need for competitive alternatives.

“We want to help ensure that Missouri farmers have options when it comes to seed selection,” Lueck says. “The private research has moved away from non-GMO seed but our breeders have been able to find and develop some exciting traits such as soybeans that produce high-oleic oil. We’re funding efforts to develop salt-tolerant soybeans, drought-resistant soybeans and, of course, beans that will yield better.”

Taking Advantage of Opportunities

In addition to yield, some of the other opportunities for soybean farmers in Missouri to capture additional value include: optimizing quality, supporting animal agriculture, building biofuels markets, additional processing, traceable supply chains, improving transportation and infrastructure, international markets-focused processing and developing new uses.

“Our findings should be seen as encouraging for Missouri soybean farmers.”

-Ray Massey

Lueck says the state checkoff has made investments into most of these opportunities in one form or another.

“We usually concentrate on the areas where we feel we can create the biggest impact,” Lueck says. “Our efforts to-date have been most heavily focused on production research (breeding), generating end-user demand and processing but we’re always looking for new opportunities to increase soybean farmer profitability.”

Some opportunity areas outlined in the report such as transportation are harder for farmers to influence than others. Transportation and infrastructure system health play an important role for soybean farmers and other value chain stakeholders to access markets and fulfill orders. Most soybeans are often transported using multiple modes of travel such as truck, train and ship to reach their final destination. Yet rail transportation in the United States is privately controlled and any decisions to build new tracks or upgrade existing infrastructure are at the discretion of the individual railroad companies.

Quality Matters

Yield and production efficiency are critical factors that affect soybean production profitability, but delivering quality soybeans that meet end-user needs is equally important. Massey says the value chain report has good news for Missouri farmers on this front.

“We found that Missouri soybean quality is relatively good as compared to surrounding states,” says Massey.

A 2014 study on soybean quality conducted by the U.S. Soybean Export Council that is referenced in the value chain report indicates Missouri soybeans receive respectable ratings for total protein and oil content.

Soybean composition is a top concern of processors and end-users. According to the report, processors have identified from where high-quality soybeans originate. Some processors are willing to pay more for high-protein soybeans, because those soybeans help them make better meal. This can result in local basis patterns that may allow farmers to capture additional profits. For this reason, Massey says it’s important for soybean farmers looking to maximize earnings to manage simultaneously for yield and quality.

A checkoff study funded by the United Soybean Board found that if soybean farmers increased the protein content in their soybeans by 1 percentage point, they could earn an additional \$7.70–\$12.96 per acre.

Livestock Industry Remains Essential Customer

Animal agriculture has long been the dominant consumer of soybean meal both domestically and internationally. The value chain report states that protecting and growing this market is critical to Missouri soybean farmers’ long-run interests.

“The animal agriculture industry accounts for the consumption of 98 percent of the soybean meal that is produced in Missouri,” Massey says. “Considering that equates to 3.3 million tons of soybean meal, it’s easy to see why soybean farmers consider livestock producers to be their top customer.”

Promoting the importance of Missouri’s livestock industry to soybean farmers has been an ongoing priority for the MSMC for several years.



“We’re always trying to remind our fellow farmers that supporting animal agriculture is important because of the large role it plays in the demand for our soybean meal,” Lueck says. “It’s our biggest business and it’s also a great market for our soybean hulls.”

The report notes that maintaining a legal environment that permits livestock production and processing is an important part of the equation when it comes to backing the animal agriculture industry. This is where statewide political lobbying groups such as the Missouri Soybean Association can play a key role in advocating, supporting soybean farmers’ interests.

Biodiesel Adds Value

The growth of the biodiesel industry has helped to drive demand for soy oil and added value to the soybean supply chain. Soybean oil is the primary feedstock for the U.S. biodiesel industry. According to the report, processing soybean oil into biodiesel increases the value of an acre’s worth of soybeans oil from \$168 to \$243 per acre for biodiesel. Research from the United Soybean Board has determined biodiesel helped increase soybean prices by 74 cents per bushel between 2006 and 2012.

“We’re very proud of the role the Missouri soybean checkoff played in launching the biodiesel industry,” Lueck says. “The Missouri Soybean Merchandising Council began investing checkoff dollars into biodiesel research in 1991 and we were the first group to do so. That investment has borne great fruit now that biodiesel is produced around the country and is creating additional demand for soybean oil.”

With approximately 195 million gallons of annual production capacity, Missouri’s nine biodiesel plants rank fourth nationally by statewide production, trailing only Texas, Iowa and Illinois. Of Missouri’s estimated current capacity, 88 percent of the capacity is devoted exclusively to processing soy oil into biodiesel.

“Soybean oil has proven to be a great

feedstock for the biodiesel industry and the local demand created by biodiesel production plants in the state has benefitted Missouri soybean farmers,” Massey says. “There is potential to grow the state’s biodiesel market even further, but additional in-state crushing facilities would be needed because we’re already producing more biodiesel in Missouri than soybean oil.”

“The local demand created by biodiesel production plants in the state has benefitted Missouri soybean farmers.”

–Ray Massey

Traceable Supply Holds Promise

Growing soybeans with specific management requirements and/or traits is another opportunity highlighted by the value chain report. Identity preservation and traceability throughout the supply chain are required to create the market for these types of products and to motivate buyers to pay a premium to purchase them. Thus, farmers, processors and other entities in the supply chain must commit to taking the necessary steps to keep the identity-preserved soybeans from mixing with commodity soybeans.

According to the report, trait-enhanced soybeans such as high-oleic soybeans, omega-3 soybeans, low-phytate phosphorus soybeans and high-stearic soybeans, are a factor motivating the need for traceable supply chains and processing. Additionally, other opportunities exist for farmers to receive premiums for growing soybeans that are sustainably raised, non-GMO and organic.

“Widespread adoption of high-oleic soybeans or any other identity-preserved products would require system-wide changes throughout the value chain,” Massey says.

Fortunately for Missouri farmers, Massey believes the state is relatively well-positioned to take advantage of such an opportunity should the demand materialize.

“We’re in just as good of a position to capitalize on products that require a traceable supply chain as any other state,” says Massey. “Missouri has a good amount of grain storage, access to food processing facilities and good trucking, so the foundation you would need for such a system is there. We have the capacity. We just need the demand.”

Benefits of Local Processing

Soybean processing facilities create demand for soybeans, and as a result, a processing facility’s presence usually creates a higher basis for farmers.

“Farmers will almost always see a better basis price near soybean crushing facilities,” Massey says.

Currently, 71 percent of Missouri soybeans (147 million bushels) are processed at crushing facilities within the state. The remaining 59 million bushels are sold as exports. Massey says the addition of another soybean processing facility in the state would allow for more in-state crushing, which would benefit farmers.

“I don’t mean to denigrate the soybean export market, because it’s important in its own right, but if we could process more of our soybeans here in Missouri and then export the meal, rather than whole soybeans, that would be more beneficial to farmers because of the value local processing adds.”

Moving Forward

The MSMC plans to make good use of the value chain report as it considers future research, educational programming and promotional efforts funded by the state soybean checkoff.

“Understanding the soybean value chain and the opportunities within it to improve farmer profitability is of tremendous value to us,” Lueck says. “The information contained in this report will aid our efforts in building a stronger and more successful future for Missouri soybean farmers. So from that perspective, every dollar spent on this project was well worth it.”

To read the full report, Missouri’s Soybean Value Chain, visit www.mosoy.org.



Soybean Checkoff Researchers Say Save \$100 / Acre

Soybeans are projected to be \$8.90 per bushel in 2016, much lower than the last few years. According to forecasts from soybean checkoff funded researchers, farmers should strive to cut \$100 per acre in costs to stay profitable. Four inputs to consider when budgeting for 2016 are:

1. Machinery and capital purchases

“This isn’t the time to be spending money on new machinery purchases,” says Illinois-based farm management specialist Gary Schnitkey. “Purchases were high in 2010 through 2013, but they now need to be reduced due to lower cash flows.”

University of Kentucky Extension Soil Fertility Specialist Josh McGrath, Ph.D., recommends investing more time in making sure the machinery you already have is working efficiently.

“It’s really important that you’re investing your time in your equipment,” says McGrath. “Most of your yield potential is set the day you plant. Invest your time to make sure that you’re starting off with a really good stand.”

2. Fertilizer

Maintaining soil fertility is a long-term investment. Be sure you are sampling your soil regularly, following your soil-test recommendations and avoiding over-applying nutrients.

“If you are going to take the time to plant the crop, make sure you optimize it economically,” says McGrath. “Land-grant university soil-test recommendations

are backed by a lot of data and are based on maximizing economic return. Don’t over-apply in an attempt to boost yield.”

3. Chemicals

Know the economic thresholds for your area (the pest population at which a pesticide application is worth the expense) before applying pesticides, but it is particularly important when looking to cut costs.

Following economic threshold guidelines will give you a better idea of when or if you should apply a pesticide. In this case maximizing your ultimate economic return could mean allowing a small amount of yield loss if it’s not economically beneficial to intervene.

4. Seed

“I would be thinking about lowering seeding rates if you’ve been experimenting with higher rates,” says Schnitkey. Making sure that you are setting your seed properly to ensure a good stand is more important than the total population. If you normally drill soybeans, you may consider using a planter to reduce seeding rate and get more precise seed placement.

“Be sure you’re investing time in your planter and getting a uniform depth and distance between seeds with good seed to soil contact,” says McGrath. “I wouldn’t go crazy cutting populations, but they could be a bit lower than what we generally see without seeing yields suffer.”

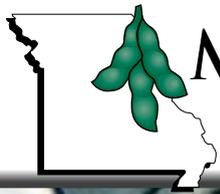
How are you growing?

Missouri soybean farmers continue to be more efficient. Today, one bushel of soybeans can be produced with 50 percent less energy, 40 percent less water and 35 percent less land than in 1980.

Missouri is also a national leader in soy biodiesel, producing nearly 200 million gallons of the renewable fuel each year.



We're growing for you.



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Learn more online at MOSOY.ORG

brought to you by Missouri soybean farmers and their checkoff



Got SCN? Find Out Now.

Soybean cyst nematode is known for causing crop losses, and a team of researchers at the University of Missouri is working to determine how widespread the problem may be across Missouri.

By **Melissa Mitchum**

Photography courtesy of the University of Missouri

Soybean cyst nematode (SCN) is consistently the most damaging pathogen to soybeans, causing more than \$1.2 billion in crop losses to U.S. soybean producers annually. A SCN-Soybean Research Program Strategic Plan for 2015-2020 was recently drafted by the North Central research community. Two goals included in this strategic plan are: 1) Conduct surveys of geographic and frequency distribution of SCN phenotypes across soybean producing states to help strategically deploy and diversify SCN resistance for long-lasting effective management, and 2) Develop research and educational materials for soybean farmers on sampling and SCN resistance management.

Drs. Melissa G. Mitchum, Nematologist and Manjula Nathan, Director for Soil and Plant Testing Labs, and Amanda Howland, Coordinator for the Plant Nematology lab at the University of Missouri recently received support from the Missouri Soybean Merchandising Council to conduct a state-wide survey of SCN distribution and evaluate current management practices employed by Missouri soybean farmers. The results will be used to improve the awareness and management of SCN in Missouri.

If you grow soybeans in Missouri, we would be delighted if you would be willing to participate in this study. We will be selecting and testing up to 100 soil samples from around the state for SCN egg counts. From these samples, we will select 20 representing different parts of the state for HG-type tests. At the conclusion of the project we will develop a report and map summarizing the results of the study that will be shared with farmers. We hope the results of this project will equip farmers with the knowledge they need to effectively sample their fields and make educated



Melissa Mitchum

management decisions for future growing seasons to increase profitability.

For this project to be successful, we need representation of fields from across the soybean producing regions of the state. We are still seeking 40 more soil samples from specific counties, including: Clinton, Caldwell, Clay, Jackson, Lafayette, Livingston, Chariton, Saline, Howard, Boone, Cooper, Pettis, Audrain, St. Genevieve, Stoddard, New Madrid and Pemiscot.

Maybe you have never sampled your field or you are still experiencing reduced yields despite planting resistant cultivars, then we want to test your soil. Soil sample processing and shipping fees will be paid by the grant, so there will be no cost to participating farmers. All we ask is that you collect and ship us the soil sample by March 31, 2016 or earlier. In addition, we would like you to complete a short questionnaire about your current management practices for SCN.

To learn more about the study, or to submit your samples, contact Amanda Howland at the University of Missouri Plant Nematology lab by calling (573) 884-9118 or emailing nematodelab@missouri.edu. Additional information about the study and sampling is posted online at <http://soilplantlab.missouri.edu/nematode/>. ■



Where the Money Goes

The board of directors of the Missouri Soybean Merchandising Council oversees the investment of soybean checkoff dollars for research, promotion and education projects that improve the bottom line for Missouri soybean farmers.

By Christine Tew



David Lueck



John Kelley



Harold Gloe

The soybean checkoff amounts to one-half of one percent of the net sale prices of soybeans at the time of first purchase. Of the funds collected, half stay within the state and half are directed to national programs. In Missouri, the Missouri Soybean Merchandising Council oversees those state checkoff funds.

The Council is comprised of thirteen farmers elected by their peers. Board members represent seven districts across Missouri and are elected to three-year terms. The board is currently led by chairman David Lueck of Alma, vice-chairman John Kelley of Faucett, and secretary/treasurer Harold Gloe of Hermann.

Soybean checkoff funds must be invested toward improving the overall profitability for soybean farmers. Funds may be used for research, promotion and education efforts; soybean checkoff dollars may not be used for lobbying, membership or similar efforts. Currently, each soybean checkoff dollar invested is calculated to have a \$5.20 return on investment for soybean farmers.

The board of directors and staff of the Missouri Soybean Merchandising Council take the charge to invest farmers' checkoff dollars very seriously and work throughout the year to make the decisions that most positively impact farmers' bottom line in both the near and distant future. Providing transparency in how those dollars are spent is an important aspect of the responsibility for managing the dollars paid into the soybean checkoff. In Missouri, the Missouri Soybean Merchandising Council's annual budget into categories, subcategories,

programs and projects reflecting those checkoff investments. The budget and investments are summarized in the report below using the following categories: Promotion, Research, Consumer Information, Industry Information, Producer Communications and Administration.

During the 2015 fiscal year, which ran July 1, 2014 through June 30, 2015, the Missouri Soybean Merchandising Council invested in both ongoing and new efforts with the goal of increasing the profitability of Missouri soybean growers. Each year, those investments, as well as the Missouri Soybean Merchandising Council's internal management of checkoff funds, are audited by an outside, accredited accounting firm. The Statement of Activities includes those audited financials.

Promotion

Promoting Missouri-grown soybeans to stakeholder groups is a key component of investing the soybean checkoff. This budget area includes those general efforts to raise awareness within the market for Missouri soybeans.

Research

The largest portion of Missouri farmers' checkoff dollars goes to support research projects directly benefitting soybean farmers. Each year, the board of directors solicits, reviews and selects research proposals for funding. Selected projects are subject to strict reporting and are posted online at mosoy.org.

Consumer Information

The Consumer Information budget area is the home for efforts to connect the vast majority of Missourians not living on a farm or ranch to the incredible

importance of agriculture. This area also includes helping consumers understand how their food is produced, including the hard work and decisions required by Missouri farmers and farm families. Missouri's CommonGround program, participation in the Missouri State Fair and other large public events, as well as educational programs through the Missouri Soybean Merchandising Council and Missouri Farmers Care fall into this category.

Industry Information

Projects involving partners along the soybean value chain make up the Industry Information budget area. Efforts including working with feed, seed and chemical companies, as well as manufacturers, to identify new management practices and uses for soybeans and soy products.

Producer Communications

This budget area includes the many ways checkoff funds are used to connect with soybean growers. Current efforts include hosting producer meetings, participating in farm shows, radio broadcasts and other special events, as well as developing content for the Missouri Soybean Association's Missouri Soybean Farmer magazine.

Administration

This budget area includes the cost of overseeing and investing Missouri's soybean checkoff dollars. Costs within the Administration area include management and necessary audits, as well as facilitating elections and meetings of the Missouri Soybean Merchandising Council's board of directors.

Within each of these budget areas, staff of the Missouri Soybean Merchandising Council coordinate with the United Soybean Board. Headquartered in St. Louis, the United Soybean Board and its affiliates are charged with investing half the soybean checkoff funds collected in national-level programs focused on improving overall profitability for soybean growers. Projects are coordinated between the state and national levels, ensuring the value of every dollar is maximized and duplication of effort is limited.

To learn more about the United Soybean Board and national-level soybean checkoff investments, visit unitedsoybean.org. To learn more about the Missouri Soybean Merchandising Council and investments made on behalf of Missouri's soybean farmers, visit mosoy.org or call (573) 635-3819. 

Missouri Soybean Merchandising Council Statement of Activities Fiscal Year 2015

Revenue

Assessment Revenue Collected	
First Purchases	\$14,278,406
Other States	\$1,444,404
Less Assessment Revenue	
Remitted to Other States	\$3,169,306
Remitted to United Soybean Board	<u>\$6,281,752</u>
Net Assessment Revenue	\$6,271,752
Contract Revenue	\$51,768
Returned Funds	\$205,902
Other Income	--
Interest Income	<u>\$25,584</u>
Total Revenue	\$6,555,006

Expenses

Program Expenses	
Promotion	\$177,035
Research	\$2,081,331
Consumer Information	\$486,395
Industry Information	\$308,834
Producer Communications	\$528,644
Administration	<u>\$1,615,673</u>
Total Expenses	\$5,197,912

Increase in Net Assets **\$1,357,094**



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brought to you by Missouri soybean farmers and their checkoff 



Preach What We Practice

Ensuring farmers continue to enjoy the freedom to operate well into the future means taking proactive steps now, including giving agriculture a voice at the table for conversations on protecting and preserving natural resources.

**By Darrick Steen and
Christine Tew**

Photography by Christine
Tew

There's little doubt among those of us involved in agriculture that farmers are dedicated and faithful stewards of the land, but unfortunately it's a view not often understood or realized by others. Many people nowadays profess to be an environmentalist, but in reality, have little really invested in the game. Meanwhile, farmers have their entire livelihoods invested in the sustained productivity of their land, working each year to grow a profitable crop for a hungry and growing world.

The challenges facing agriculture are indeed great, and they continue to mount with each year – from a growing

world population, to consumer demands to regulatory overreach, the work is never complete. The Missouri Soybean Association (MSA) and Missouri Soybean Merchandising Council (MSMC) are taking proactive steps now to safeguard our future.

In 2014, Missouri Soybean partnered with Missouri Corn to grow the presence of farmers in conversations about environmental regulation and sustainability. The organizations came together to make Darrick Steen, a farmer and environmental engineer, the voice of Missouri farmers at the table. Not only does Steen represent growers at meetings with the EPA, Missouri

Department of Natural Resources, Missouri Department of Conservation and other groups, he also works and partners with others to evaluate and promote on-farm practices most impactful on the land and bottom line, as well as to protect growers from burdensome regulations.

Increased focus on Water Quality

While Missouri farmers have thus far been spared from heavy handed regulatory actions seen in the Chesapeake Bay, Lake Erie basin as well as EPA's Waters of the U.S. regulation, there is no guarantee that it will remain this way going forward. There are state and federal policy decisions impacting agriculture in other areas that should serve as warning signs to agriculture here. They demonstrate how public policies can impact farmer's freedom to operate with government agencies and courts increasingly influencing the how, what, when, and where you farm.

The Missouri Department of Natural Resources and EPA are already contemplating, and will more than likely move forward with, new water quality regulatory expansions that will set strict nutrient concentration limits in all of Missouri lakes. Such regulations could in-turn have an impact on fertilizer and other daily production management decisions made by farmers.

Ultimately, success at keeping regulations at bay and maintaining the freedom to operate depends not only on farmers "practicing what they preach" and doing their part for the environment but also on "preaching

what they practice", communicating their conservation story, as well as their commitment and progress on environmental quality to policymakers, the public and other key stakeholders.

Missouri Soybeans Leading the Way

Carrying out the commitment to be a proactive voice and resource for farmers, as well as a leader in environmental and sustainability issues requires a multi-pronged approach from Missouri Soybean. Three priority areas guide the efforts of Steen, other staff members, research partners and the growers involved:

- 1) Advocate for Public Policies that Support Farmers' Freedom to Operate
- 2) Invest in Production Research and Promote Sustainable Practices
- 3) Create Partnerships with Others to Leverage Collective Strength

These priority areas come together in projects to better define, promote and advance agricultural sustainability, while ensuring that profitability is part of the equation. Several new partnerships and programs are already well underway. Key project areas already identified and funded by the Missouri Soybean Merchandising Council and the soybean checkoff include the Missouri Strip Trial Program, Agricultural Watershed Monitoring Project and the Bay Farm Research Facility.

The Missouri Strip Trial Program

The Missouri Strip Trial Program is a new, grower-focused program for 2016, designed to help Missouri farmers compare on-farm management decisions and practices in a low-risk setting. In direct partnership with Missouri Corn Growers and the University of Missouri Extension, this program will use on-farm and field-scale research to provide growers with farm-specific data and information they can use to guide decisions and evaluate best management practices. Information and an opportunity to sign-up for the no-cost program is online at <http://striptrial.missouri.edu>.

Agricultural Watershed Monitoring Project

Missouri Soybean and Missouri Corn Growers will be partnering on a

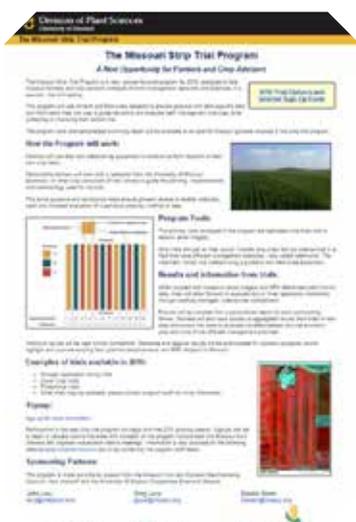
proactive edge-of-field monitoring study with the Missouri Department of Natural Resources. The monitoring includes measuring nutrient and sediment runoff on farmers' fields to better quantify the effectiveness and benefits of soil and water conservation practices, with the goal of demonstrating that agriculture is meeting state soil and water stewardship goals with voluntary conservation practices. If you're interested in participating in this project, please call the Missouri Soybean office at (573) 635-3819 or email dsteen@mosoy.org.

Missouri Bay Farm Research Facility

Established in 2012 by the Missouri Soybean Association, the 300-acre Bay Farm is the home of applied research and educational programs for the Missouri Soybean Association and Merchandising Council. Growers are invited to visit the Bay Farm facility to see ongoing stewardship and conservation related projects and research (photo at left). Announcements for Bay Farm events, as well as staff contacts, are posted online www.mosoy.org.

The Missouri Soybean Association and Merchandising Council support many other programs as well, including the Delta Soil Health Alliance and Missouri's Soil and Water Conservation program and districts. The farmer-led efforts to share the latest in on-farm practices, soil health and fertility through the Alliance are a great example of putting research to work. Likewise, the Soil and Water program's 30-plus years of service has cut soil erosion on Missouri farms by half – a substantial accomplishment improving both environmental sustainability and overall profitability. To learn more about these efforts, go online at www.mosoy.org as well.

Soybean growers have overcome many challenges and are responsible for significant industry gains; gains that continue to have lasting positive impacts to their bottom line. However, there is plenty of work remaining to be done and the targeted investments made by Missouri soybean growers and their checkoff will be hard at work growing opportunities and soybean value for this generation and the next. ■





Farm Visits 101

The average consumer is generations removed from production agriculture. Hosting groups for farm tours and sharing what really goes into raising crops and livestock is one way to bridge that gap. Hear what it takes, straight from the hosts.

By Adam Buckallew

Photography by
Christine Tew

Farming can be a time-intensive job but Warren Stemme has no problem setting aside a few hours here and there to host tours at his farm in St. Louis County. In fact, Stemme, who serves as a director on the Missouri Soybean Association board, says the positive experiences he can provide through tours of his farm for the general public are definitely worth his time.

“Building trust with consumers has become extremely important,” Stemme says. “Educating the non-ag public about how we raise their food and why we do what we do is crucial in developing an understanding and appreciation for modern agriculture.”

Stemme has hosted dozens of tour groups on his farm throughout the years, ranging from international trade groups and local business organizations to elementary schools and Boy Scout and Girl Scout troops.

“We get quite a few requests,” Stemme says. “Our proximity to the American Soybean Association, National Corn Growers Association and several major agricultural companies makes our farm a convenient tour stop for many of those organizations. We try to accommodate as many of the requests as we can because of the opportunity it presents us to serve as ambassadors for agriculture.”

Warren Stemme hosts tours on his St. Louis-area farm. This group of dieticians and nutritionists gets a look at soy protein in the field.



Putting a Face on Farming

It's easy to understand why more and more Americans have questions about farming. Most people are three to five generations removed from the farm and have had little to no exposure to production agriculture. The generational and geographical separation from farming has created a disconnect between consumers and their food.

Missouri Soybean Merchandising Council Director Robert Alpers is another farmer who is helping to bridge that gap. Like Stemme, Alpers has hosted various tour groups on his farm for educational purposes, including a group of school teachers who visit his farm as part of Ag Education on the Move this past summer.

"Our goal is to provide the people who tour our farm with a better understanding of what we do to contribute to the food supply and how we do it," Alpers says. "We want them to walk away feeling good about agriculture and the farmers that raise their food. We're representing not only our farm, but our family, our community

and our industry and we take great pride in that responsibility."

Visitors who make the trip to Alpers farm near Prairie Home, Mo. get an up-close look at the family's fields of row-crops and a cow-calf operation. Alpers provides hands-on experiences when possible. If time and weather permit, he allows guests to walk his fields, feed cattle and ask plenty of questions.

"I explain how our farming practices are respectful and beneficial to all parties," Alpers says. "We discuss a variety of topics such as environmental stewardship and how we care for the land. The bottom line is that we want to instill in their minds our commitment to farming in a safe and responsible manner."

Stemme says the tour groups he hosts that have no affiliation with agriculture are appreciative of the opportunity to experience a real, working farm.

"Sometimes of our visitors have never set foot on a farm so our tours can be an eye-opening experience," Stemme says.

The types of questions Stemme says he receives depend on the age of the visitors, the type of group they are with and where they are from.

"Sometimes we have a lot of questions about biotechnology and GMOs," Stemme says. "Others may want to know if we're tied to certain companies and if we're required to use specific products. Our international visitors usually like to talk policy and want to know how our country supports agriculture, how crop insurance plays a role in our operation and most recently we've received questions about food safety. We also get questions about how much it costs for machinery, how much an acre of production costs and what the farm program means to us."

Building Trust with Consumers

According to experts at the Center for Food Integrity (CFI), building trust isn't just about giving consumers more science, more research or more information. Their research shows it's about demonstrating that farmers share

consumers' values when it comes to topics they care about most, like food safety, nutritional quality, animal care and environmental stewardship.

"Science tells us if we can do something; society tells us if we should," says Charlie Arnot, CEO of CFI. "We have to be able to understand the difference and cannot substitute scientific verification for ethical justification."

Consumer research surveys conducted by CFI have revealed there are three primary elements that drive trust between the public and farmers: confidence (shared values and ethics), competence (skills and ability) and the influence of others (family friends and credentialed individuals with respected opinions). This peer-reviewed research shows confidence, or shared values, is three-to-five times more important than competence in building trust.

"Helping people understand that we value what is important to them paves the way for introducing science into the conversation," Arnot says.

Arnot often uses the following quote from Theodore Roosevelt to underscore this point. "They don't care how much you know until they know how much you care!"

Thus, when Arnot talks with farmers and livestock producers at industry meetings across the country, he tells them they must shift their focus from relying on fact-based competency to confidence-inspiring demonstrations of shared values. This, he says, will help farmers maintain their social license or public support to continue operating with minimal interference from outsiders.

Tips for Holding Farm Tours

Hosting a farm visit is not difficult but it does require some planning. Alpers and Stemme have plenty of advice for farmers who are considering hosting visitors for the first time.

Stemme suggests anyone who is interested in hosting a farm tour should go and observe another farmer's tour or volunteer with another farmer to practice speaking in front of a group.

“It’s important to remind consumers that the great majority of the farms in this country are run by families.”

-Robert Alpers

When ready to host, Stemme says farmers should start with smaller groups and work their way up to bigger audiences. He also recommends calling organizations such as the Missouri Soybean Association for support.

“Don’t feel like you have to do everything on your own,” Stemme says. “There are many agricultural organizations in Missouri that are capable of sending a staff member to support your efforts. They can also provide you with educational handouts and reading materials that you can distribute to your guests.”

Making an outline with notes helps Alpers stay on track and on message when he speaks with groups.

“You’ve got to be prepared,” Alpers says. “I try to anticipate questions and have answers ready. I try to answer questions to the best of my ability and stay positive. If someone asks you something you don’t know, say so.”

Incorporating farm employees and family members is also recommended. Alpers says he tries to have his son, Nathan, assist with farm tours when he is available.

“Introducing any family members who are involved with the operation can help audiences relate to you,” Alpers says. “Everyone has family and it’s important to remind consumers that the great majority of the farms in this country are run by families.”

Alpers and Stemme say farm safety and insurance are important considerations but are usually not a big deal. Stemme’s insurance requires some signage to be displayed about the inherent risk of being on a farm, but he says he’s not required to put up any additional



warnings. Both have reviewed and discussed the topic of farm tours with their respective insurance agents to ensure they have suitable coverage in case of an accident.

Other tips include making sure the tour leader and farm are presentable for company.

“People expect professionalism in the way you look and behave,” Stemme says. “That extends to the appearance of your farmstead. We work hard to keep the farm looking good. It’s all part of creating a lasting impression your guests will remember.”

Beyond these basics, Stemme advises fellow farmers to perfect the story of their farm.

“Every farmer has their own story with unique details,” Stemme says. “Telling that story helps your visitors understand how you operate, why you do what you do and how that benefits them. Being a good listener is also critical. I try to learn from the groups I host by understanding their interests and concerns. This really helps develop a good back and forth between the group and the host which helps keep people engaged.”

Long-Term Benefits

No matter the age or background of the visitors, Stemme insists each tour group represents an important opportunity for agriculture.

“Educating the general public, especially young people who will be voting on agricultural topics in the future, is going to be a key factor in maintaining our freedom to operate in the future,” Stemme says. “If we don’t educate them, other groups and organizations, who do not have our best interests in mind, will try to turn them against us. We need to make sure consumers have not only the facts, but a sense of commitment to our shared values. That’s how you create potential allies. Providing farm tour experiences and putting a face on farming should really help us all in the long run.”

Farmers who would like assistance planning a farm tour or to request staff support or handout materials can contact the Missouri Soybean Association and the Missouri Soybean Merchandising Council at (573) 635-3819. ■

WISHH + Soybean Demand

Missouri Soybean Merchandising Council Chair David Lueck traveled to the West African country of Ghana in late 2015 where he saw new markets for Missouri soy.

By Karen Edwards and Christine Tew

Missouri soybean farmer and Merchandising Council chairman David Lueck recently joined the American Soybean Association's (ASA) World Initiative for Soy in Human Health (WISHH) Program in a U.S. Department of Agriculture (USDA) trade mission to the West African country of Ghana. USDA Deputy Secretary Krysta Harden led the delegation with representatives of 26 U.S. companies and agricultural organizations from across the United States. The group explored existing uses of soy, as well as market opportunities.

"Their economy is rising. I believe Africa will be a new frontier for Missouri soy, and U.S.-produced poultry meat," Lueck says.

"I am very optimistic that we can work with some of the local businesses," he adds. "They do not have good sources of protein, but they are getting more up to date on the nutrition of soy and are very interested in better nutrition for livestock and human consumption."

While in Africa, Lueck and Illinois soybean farmer Daryl Cates found U.S. Tyson leg quarters are already sold in the Ghanaian market place along with U.S. soybean meal and whole soybeans.

They also toured the Akate Feed Mill, which is currently purchasing U.S. soybean meal.

"Their poultry industry is growing, and their egg industry can use a jumpstart. They don't produce a lot of eggs there because they don't have the sources of protein for the poultry and they need consumer education on eggs."

Lueck participated in the project launch for WISHH's new five-year USDA-funded poultry industry support



project in Ghana. USDA's Harden and the Ghanaian Minister of Food and Agriculture Fifi Kwetey officiated.

"The Food for Progress agreements are the latest example of the partnership between the people of Ghana and the United States," Harden said. "When the government of Ghana asked for assistance to improve its poultry sector, USDA and its partners were ready to help."

WISHH's work focuses on educating producers about the importance of high-quality feed and improves the industry's capacity to test feed. If U.S. soybeans and poultry are to have market access to Ghana then Ghana's own agriculture must also progress.

"It is a world economy with global markets," Lueck says. "We need to help the rest of the world, and when we can use our products in those countries then it is good for U.S. agriculture. It helps everyone."

The WISHH program focuses technical transfer and behavior change efforts on weak links in agricultural value chains, delivering growth to local economies and improved nutrition to people and animals. The result of WISHH's work paves complementary trade routes that grow U.S. soy markets. To learn more about the WISHH program, visit www.wishh.org. ■

HONOR WALL

Good news from those working on behalf of Missouri soybean farmers

Soybean Farmers Honored by Governor, Ag Director

Congratulations to Missouri soybean farmers Warren Stemme and Peter Rost Jr. Both were honored for their contributions to agriculture during the 2015 Governor's Conference on Agriculture, hosted by the Missouri Department of Agriculture in December.

Stemme, who farms in suburban St. Louis, received the Soybean Legacy Award honors for his work in production, hosting consumer and trade groups on his farm, as well as for his efforts to grow biodiesel production and use.

Rost, who farms near the southeastern Missouri town of New Madrid, was recognized for his on-farm stewardship and sustainability efforts, as well as his leadership in the Delta Soil Health Alliance. He received the statewide Missouri Agricultural Environmental Steward award.

Both Stemme and Rost serve on the Missouri Soybean Association board of directors, representing districts six and seven, respectively.

The awards were presented by Missouri Governor Jay Nixon and Director of Agriculture Richard Fordyce. The 2015 Missouri Governor's Conference on Agriculture was held December 16-18 at the Lake of the Ozarks. To learn more about both the awards and the conference, visit agriculture.mo.gov.



MASBDA Appointments

In January, Missouri farmers Jason S. Bean and William R. (Billy) Thiel were appointed to serve on the board of directors for the Missouri Agricultural and Small Business Development Authority. The authority makes capital available to Missouri farmers, particularly independent producers, agribusinesses and small businesses at competitive interest rates on a scale to make a major impact.

Bean owns and operates a fifth-generation family farm in southeast Missouri that produces soybeans, corn, rice and wheat. He serves or has served on several agricultural boards for soybean, rice and cotton production. Bean also is the chairman of the University of Missouri Fisher Delta Research Center Advisory Board. He obtained his degree in agronomy from the University of Missouri. The Governor has appointed him for a term ending June 30, 2018.

Thiel is a partner for more than 40 years in a family farm that produces corn and soybeans. He is a past president of the Missouri Corn Growers Association and has been active in the National Corn Growers Association. Thiel also has served as chairman of the Missouri Corn Merchandising Council and is a director on the Board of the Rural Electric Association and a member of the Mid-Missouri Energy Board. He was a certified crop advisor from 1995 to 2011. The Governor has appointed him for a term ending June 30, 2019.

The appointments are subject to confirmation by the Senate during Missouri's 2016 legislative session.

Robinson Named Scholar



Lindsey Robinson, communications and public relations intern for the Missouri Soybean Association and Merchandising Council, was recently accepted into the University of Missouri College of Agriculture, Food and Natural Resources Dickinson's Scholars Program. The program promotes professional development, career exploration and networking.

Soybean Yield Contest Sees 90+ Bushel Harvests

Results from the Missouri Soybean Association and Merchandising Council's annual competition are in, with farmers from counties across southern Missouri taking the top honors with soybean yields above 90 bushels per acre. The highest yield in the contest was from Glenda Hinkebein of Cape Girardeau County, with 93.3 bushels per acre on non-irrigated soybeans.

"Even in challenging conditions, Missouri soybean farmers continue to succeed – consistently improving their efficiency and embracing sustainability," said Tom Raffety, a southeast Missouri farmer and Association president. "I am proud to see their dedication and outstanding skill recognized as they work to feed and fuel the world. Congratulations to all participants in this year's yield contest and to all our farm families who ensured another year's crop made it into the bin."

The statewide and district winners in each category: conventional, no-till and irrigated, are listed below, along with the seed variety used to reach their top-tier yield.

Thanks to the partnership of the Missouri Soybean Merchandising Council and soybean checkoff, and industry partners Asgrow, Baker Implement Company and Pioneer, statewide winners will receive prizes including a trip to the 2016 Commodity Classic in New Orleans, their own UAV – drone – and accessories, and gift cards to Cabela's and for biodiesel. District winners in each category will also receive their choice of \$750 in biodiesel or in Cabela's gift cards.

Missouri's statewide average soybean harvest was just over 40 bushels per acre, according to the USDA National Agricultural Statistics Service. Missouri's record statewide average is 46.5 bushels per acre, and was set in 2014.

Contest rules are posted online at mosoy.org. Details for the 2016 Missouri Soybean Yield Contest will be posted online at mosoy.org and announced in Missouri Soybean Farmer magazine.



Yield Contest Honorees



Above: The contest's highest overall yield was entered by Glenda Hinkebein of Chaffee, Mo. She farms with her husband, Charles, and son-in-law Carl Landewee, who also placed in the 2015 contest. The family has been participating in the annual competition for many years.

Left: John Engram of Sikeston, Mo. stands with some of his soybeans prior to harvest. John topped 90 bushels per acre with irrigated soybeans this year.

Statewide Winners – Irrigated Soybeans

Kent Kellenberger	Lamar	Asgrow 3832	92.7 bu/ac
John Engram	Sikeston	Pioneer P47T36R	90.7
Larry Compton	Lamar	Asgrow 4232	71.9

Statewide Winners – Non-Irrigated Soybeans

Glenda Hinkebein	Chaffee	Asgrow 4633RR	93.3 bu/ac
Carl Landewee	Chaffee	Merschman Orlando LL	86.7
Rick Kleinheider	Washington	Pioneer P44T63R	85.7

District Winners – Conventional Soybeans

Craig Lambert	Pattonburg	Asgrow AG3832	74.5 bu/ac
Thomas White III	Norborne	Pioneer P44T63R	75.0
Cliff Mahar	Curryville	Asgrow 4135RR2Y	61.7
Anthony Brackman	Concordia	Pioneer P44T63R	74.6
Tim Brand	Glasgow	Asgrow 3735	75.0
Rick Kleinheider	Washington	Pioneer P44T63R	85.7
Carl Landewee	Chaffee	Merschman Orlando LL	86.7

District Winners – No-Till Soybeans

Josh Oswald	Fairfax	Pioneer 93Y84	77.8 bu/ac
Brad Wilford	Laredo	Asgrow 4632	72.9
Gary Riedel	Centralia	Asgrow AG4034	64.6
Jeremy Thomas	Stella	Asgrow 5332	83.0
Norb Mengwasser	Linn	Pioneer P44T63R	61.6
Glenda Hinkebein	Chaffee	Asgrow 4633RR	93.3

They Started at Soybean

In addition to investing soybean checkoff dollars in research, promotion and consumer education related to soybeans, the Missouri Soybean Merchandising Council also invests in the future of agriculture in Missouri with a variety of internship opportunities.

By Lindsey Robinson

In the spring of 2004 when Ashley McDonald was contacted and asked if she would be interested in interning at the Missouri Soybean Association and Merchandising Council for the semester, she was excited to take advantage of the opportunity. Coming from a family farming background in Norborne, Mo., she had a passion for the agriculture industry.

McDonald served as the communications intern under Director of Public Relations, Haley Wansing.

“I remember when the board was in the office and getting to talk to the producers and hearing about the issues they face, whether it was weather or policy,” said McDonald. “Understanding how important the Association was to those members left a lasting impression on me and really started me on my career path.”

Throughout the semester, McDonald helped edit and proofread articles for the Missouri Soybean Farmer magazine and update growers’ contact information. During her internship she also assisted in organizing events Missouri Soybean hosted.

McDonald explained that as an agriculture economics major at the University of Missouri in Columbia, Mo., the position as a communications intern helped her understand the importance of giving a voice and a face to agriculture.

“Getting that first little experience in communications at Missouri Soybean showed me the importance of having thought provoking stories to share and also understanding how to present what we are doing in agriculture to the general public,” said McDonald.

Today, McDonald works with the legislature, advocating for Missouri farmers. As the Director for State Legislative Affairs at Missouri Farm Bureau, she lobbies for Missouri Farm Bureau policy. For McDonald, communication skills are key to have in her career focusing on building relationships with legislators and communicating with the media on state policy issues.

“Working in communications at the soybean office was my entrance point for understanding that communications is a key component in advocating for the agriculture industry and that understanding started in that internship,” said McDonald.

Following graduation from the University of Missouri with a degree in Agricultural Economics in 2007, McDonald went on to pursue a Law degree from George Mason University School of Law in Washington, D.C. During law school, she gained more experience working with the National Council of Farmer Cooperatives and also the National Cattlemen’s Beef Association where she worked for five years before moving back to Missouri.

“During that first internship, I learned how to interact with legislators that came into the office,” said McDonald. “Learning how to be professional was key to the rest of my career. I really began to understand that what an association does is really important both for members and the public as well as legislators.”

Currently, McDonald resides in Wentzville, Mo., with her husband, Kevin, and their two-year-old daughter, Charlotte.



The McDonalds, with dog Mick, in a recent family photo.



John Kleiboeker and his family manage a beef cattle and row crop operation in southwestern Missouri today. Below, he and 'Brownie' sharing the story of biodiesel on Missouri's Capitol lawn.

As an intern at the Missouri Soybean Association and Merchandising Council, John Kleiboeker found that working in the office and out in the field not only gave him key skills and networks to use in his career, but it also developed his passion for biodiesel. During the summer of 1992, Kleiboeker worked with Tom Verry, Director of Field Services, promoting what was then a brand new product.

“Earlier that spring the Merchandising Council had first decided to promote biodiesel,” said Kleiboeker. “That summer of my internship, Brownie, Missouri Soybean’s biodiesel truck, was brand new. I thought I was a rock star because a big part of my summer was taking Brownie around to all the farm shows and community events.”

Kleiboeker explained that while he enjoyed working in the office, spending time out in the field promoting biodiesel really made that summer stand out in his mind. At the time of his internship, biodiesel was in its beginning stages and Kleiboeker spent a large amount of time on educational efforts towards farmers to help them understand how their checkoff dollars were being used.

“I would take Brownie to farm shows and county fairs, pop the hood, share information and really just try to expose people to the concept of biodiesel,”

said Kleiboeker. “A lot of folks really didn’t have a good handle on how it was produced or even what it was.”

Throughout his summer travelling and in the office, he found that many of the people he worked with really had a passion for the agriculture and soybean industry. When Kleiboeker came back to work for the Missouri Soybean Association as the Director of Field Services in 2002, people he met during his internship were people he got to work closely with in his new position.

“I tell a lot of young people the importance of internships, experiences and connections,” said Kleiboeker. “I tell them to be the very best they can during their experience because it may be that they end up working for those people again.”

Kleiboeker says that he has no doubt that the effort he put in during his internship helped him return to work for them years later.

“I know later on it is what caused me to get the phone call 3-5 years after college saying, “John, we know you have a passion for this and we’d like to have somebody like you come back to work for us,” said Kleiboeker. “It’s nice to get a call like that.”

Following his time on the Missouri Soybean staff, he went on to work as the

Executive Director of the Missouri Beef Council and the beef checkoff program for seven years. When the opportunity came up for him to return home southwest Missouri, he shifted gears and went back to farming and took a job working off the farm as an ag lender at Arvest Bank in Monett, Mo. Today, Kleiboeker continues to manage the family beef cattle and row crop business and work in ag finance.

“It’s nice to see that the work I did promoting biodiesel has only expanded,” said Kleiboeker. “When I interned, biodiesel was in such beginning stages, really it was called soy diesel at that time. There was no “bio”. That came around a number of years later. “

Today, Kleiboeker stays involved with the soybean industry and represents southwest Missouri on the Missouri Soybean Association board. He and his wife, Robyn, operate their family farm with the help of their five sons in Stotts City, Mo. ■





State Policy Update

from
Dan Engemann

The Missouri General Assembly returned to the Capitol January 6. Both the House and Senate have two new leaders at the helm in Speaker Todd Richardson and President Pro Tem Ron Richard. Among the legislature's priorities are ethics reform and finding a solution toward transportation funding.

The Missouri Soybean Association's (MSA) top legislative priority for the 2016 session is the full payout of the Missouri Qualified Biodiesel Producer Incentive Fund. The Missouri Department of Agriculture cites a remaining balance of deferred payments of \$9.6 million, a positive development putting us in a position to close out the Incentive Fund during the next fiscal year. The Incentive Fund is subject to appropriations and due to tight budget years in the past, the state is approximately four years behind schedule in paying our farmer biodiesel plant investors. We are working closely with Governor Nixon's office and

House and Senate budget leaders and are optimistic that we can make those investors whole.

We are also working hard to illustrate the economic impact of our state's soybean industry. The Missouri Soybean Merchandising Council commissioned the University of Missouri's Commercial Ag Program to conduct a study of every aspect of the soybean value chain. MSA had the opportunity to have the authors of that study present their findings to the House Agriculture Policy Committee January 12. Providing education about our industry is always a top-tier priority for us.

On December 3, MSA President Tom Raffety testified before the State Tax Commission in opposition to any increase in agricultural land values due to the harsh growing season we experienced in 2015, low soybean prices and high ending stocks. Raffety also

pointed out that the last five percent increase approved two years ago is just now going into effect.

On December 29, the Commission recommended the legislature adopt a five percent increase for soil grades 1-4, which encompasses most of the state's land used for crop production. For grades 5-8 which includes land used for pasture, hay and timber, the Commission recommended no increase. MSA, Missouri Cattlemen's Association, Missouri Corn Growers and Missouri Farm Bureau are all united in opposition to the Commission's recommendations and we are working with leaders in the House and Senate to block the tax increase from taking effect. Under current state statute, the legislature has 60 calendar days with a deadline of March 5 to pass or deny the increase. If they take no action, it automatically takes effect.



As mentioned, transportation funding will be another issue garnering attention this session and MSA will be part of the discussion. Having a cost effective, reliable transportation network to move our product to market is a necessity. SB 523 sponsored by Sen. Doug Libla that raises that fuel tax 1.5 cents per gallon on gasoline and 3.5 cents per gallon on diesel fuel.

“Join us at the Capitol this session. We’re looking for growers to share their story each week in Jefferson City.”

-Dan Engemann

There are several other pieces of legislation affecting soybean growers MSA is tracking as well. While by no means an exhaustive list as new legislation is being filed every day, the following are bills we should all be paying attention to as they move through the process:

HB 1410 sponsored by Rep. Jay Houghton changes liability laws regarding the use of incompatible motor fuel, protecting vendors complying with labeling and fuel quality laws.

HB 1413 sponsored by Rep. Jay Houghton repeals the expiration date for the Missouri Qualified Fuel Ethanol Producer Incentive Fund.

HB 1426 sponsored by Rep. Nate Walker prohibits the power of eminent domain from being exercised for any electric transmission line project in the counties of Adair, Knox, Marion and Schuyler or if the project is constructed entirely with private funds and users of the line pay for the transmission line. The bill does not apply to any rural electric cooperative or municipal owned utility.

HB 1588 sponsored by Rep. Diane Franklin waives the corporate registration reporting requirements with the Secretary of State’s office for farming corporations if the corporate name, the name and Missouri physical address and mailing address have not changed since the corporation’s original articles of incorporation or since its most recent report.

HB 1653 sponsored by Rep. Andrew McDaniel makes tampering with farm equipment a Class A misdemeanor or a Class D felony if it results in a loss of more than \$1,000.

HB 1927 sponsored by Rep. Craig Redmon establishes the Missouri Rural Jobs Act allowing private investments in rural Missouri in exchange for post-performance tax credits.

SB 617 sponsored by Sen. Wayne Wallingford increases penalties for transporting feral hogs and specifies that landowners can kill feral hogs on their own property using artificial light.

SB 655 sponsored by Sen. Brian Munzlinger establishes the Fertilizer Control Board and repeals the Advisory Council to the Director of the Missouri Agriculture Experiment Station.

Please give us your feedback on this legislation and other proposals that may affect you. If you have concerns or suggestions of issues we need to be working on, we want to hear from you.



Dan Engemann serves as the Director of Policy for the Missouri Soybean Association and Merchandising Council. He represents Missouri soybean farmers on policy issues at the state and federal levels.

Federal Policy Update

Congress completed its “race to the finish” in December, passing by large margins both an omnibus spending bill and tax extenders package, which keeps the federal government funded through the remainder of this fiscal year and gives the soybean industry some significant wins on tax policy.

Starting with the omnibus bill, a large achievement was the repeal of Country of Origin Labeling or COOL. Our trading partners Canada and Mexico were given approval by the World Trade Organization to begin imposing retaliatory tariffs on pork and beef which would have negatively affected our livestock industry partners and caused ripple effects in the demand for soybean meal. Unfortunately what didn’t get included in the bill was a preemption on GMO state labeling laws and a prohibition on funding for implementation of EPA’s WOTUS rule. Congressional leaders have vowed to keep working on these issues in the second session of the 114th Congress that’s underway.

Our inland waterways system scored a big win in the omnibus. The legislation provides nearly \$6 billion for the U.S. Army Corps of Engineers Civil Works Program - a record amount of funding. Included in that total are \$405 million for the Inland Waterways Trust Fund, \$3 billion for operations and maintenance and \$1.25 billion for the Harbor Maintenance Trust Fund.

The tax extenders package passed by Congress made permanent IRS Section 179 expensing, giving soybean growers another huge win. Expensing limits were raised to \$500,000 and will regularly indexed for inflation. In addition, Congress reauthorized and extended bonus depreciation provisions for five years, allowing 50 percent for 2015 through 2017, 40 percent for 2018 and 30 percent for 2019.

Further, the biodiesel tax credit was reauthorized and extended until 2016. While the Missouri Soybean Association,

American Soybean Association and the National Biodiesel Board pushed hard to get the tax credit changed to a producer’s tax credit, we were unsuccessful in our efforts. Making this change to avoid incentivizing South American competitors will remain a priority.

The House passed both the omnibus and tax extenders bills separately. Representatives Clay, Cleaver, Graves, Hartzler, Luetkemeyer, Wagner voted in support of the omnibus, while Representatives Long and Smith voted in opposition. With the exception of Representative Clay, all other Missouri members of Congress supported the tax extenders legislation. The Senate passed the two bills as one package and was supported by Senator Blunt and opposed by Sen. McCaskill.

On December 18, a Congressional delegation letter was sent to Jo Ellen Darcy, Assistant Secretary of the Army for Civil Works expressing opposition to the potential opening of the Missouri River Master Manual by the Corps of Engineers under the Missouri River Recovery Program (MRRP) Management Plan. The Corps is preparing a draft environmental impact statement regarding the MRRP and several of its proposed alternatives are outside the scope of the current Master Manual. At this point in time, the Corps’ alternatives would allow for flow modifications in the spring, summer and fall with potential serious negative impacts to agriculture and navigation.

MSA is thankful for the efforts of Senator Blunt and Congressman Luetkemeyer in leading this Missouri River basin-wide letter in which all members of the Missouri delegation signed on to, as well as House and Senate members from Iowa, Kansas, Nebraska and North Dakota. MSA worked hard on acquiring signatures and leaned on our fellow soybean associations in the Missouri River basin to get their members to sign on. A big thanks goes out to them as well.



Looking at the year ahead, another big priority for MSA is get Congress to approve the Trans-Pacific Partnership in order to increase our market access to our customers in Asia. We’ll continue to urge Congress to act. No doubt this will not be an easy task as it appears that Congress will likely wait until the lame-duck session to take it up. Nevertheless, we will continue those conversations.

MSA will be very engaged on a variety of federal legislation this year and as always, I ask that you keep us informed of your concerns and suggestions, and as to what your priorities are. I look forward to your feedback and working toward positive solutions for our soybean industry in the year ahead.

Please don’t hesitate to let us know if you have questions, concerns or suggestions. We look forward to having you join us at the Capitol in Jefferson City, and in working with our congressional delegation.

Contact me at dengemann@mosoy.org and (573) 635-3819. ■

Following the Beans - To Panama

Missouri soybean farmers and staff had the opportunity to visit the Panama Canal in conjunction with the annual meeting of the Soy Transportation Coalition. The canal, which serves as one of the most consequential links in the agricultural logistics chain, was an outstanding setting for organization's annual business meeting and election of officers.

Missouri's delegation of six contributed to the approximately 100 U.S. soybean farmers and staff members of soybean organizations who participated in the trip, which including touring the Panama Canal and receiving an update on the canal's expansion from officials from the Panama Canal Authority.

While in Panama, the group toured the current canal locks on both the Atlantic and Pacific side of the country. In addition, participants were able to view the new expanded canal locks that are scheduled to be open for use in April of 2016.

"It is incumbent upon farmers to not only be knowledgeable of and passionate about the supply and demand side of their industry. Farmers must also be knowledgeable of and passionate about the transportation system that allows supply to connect with demand," explains Mike Steenhoek, executive director of the Soy Transportation Coalition. "The Panama Canal – both the current and future expanded canal – is an important artery that allows the U.S. soybean industry to be so competitive in the international marketplace. Farmers need to understand this key link in our logistics chain, which will hopefully serve to increase our resolve and motivation to demand that our nation appropriately invests in our own transportation system. If we fail to make these investments in our ports, inland waterways, railroads, and roads and bridges, the expanded Panama Canal will truly be a missed opportunity."

Approximately 600 million bushels of U.S. soybeans annually transit the Panama Canal – the number one U.S. agricultural commodity utilizing the canal. Recent analysis – funded by the soybean checkoff – examined the impact of the Panama Canal expansion on U.S. agriculture. The analysis highlighted that one of the immediate beneficiaries of



Tim Gottman, a Missouri soybean farmer, speaking as a ship moves through the Panama Canal locks.

the expansion will be bulk commodities, like agricultural products.

Tim Gottman, a Missouri soybean farmer from northeastern Missouri, described the experience as eye-opening, especially given how much Missourians already hear about river transportation issues for crops like soybeans in the U.S.

Sizable areas of the country could experience greater access to the efficiencies of barge transportation subsequent to the Panama Canal expansion. According to the research, the draw area to the nation's major navigable waterways could expand from 70 miles to 161 miles. As a result, there will be increased areas of the country that will be able to avail themselves of the inland waterway system. The demand for barge loading facilities along the country's major rivers will likely increase.

Established in 2007, the Soy Transportation Coalition is comprised of thirteen state soybean boards, the American Soybean Association, and the United Soybean Board. The goal of the organization is to position the soybean industry to benefit from a transportation system that delivers cost effective, reliable, and competitive service. To access the Panama Canal report or to learn more about the STC, visit its website at www.soytransportation.org.





Upcoming Events & Activities

- February 1-2** *Missouri Soybean Association Annual Meeting - Jefferson City*
- February 3-5** *Missouri Natural Resources Conference - Lake of the Ozarks*
- February 9-10** *Missouri Pork Expo - Columbia*
- February 11** *District 4 Grower Meeting - Rockville*
- February 18** *District 2 Grower Meeting at Barton County Soils & Crops Conference - Lamar*
- March 3-5** *Commodity Classic - New Orleans*
- March 7-9** *National Waterways Conference Summit - Washington D.C.*
- March 18** *District 1 Grower Meeting - Bethany*
- April 21-22** *Missouri FFA State Convention - Columbia*
- July 24-27** *Association of Grain Regulatory Officials Annual Meeting - St. Louis*

Want More?

Visit us at mosoy.org to learn more!

"Like" us on Facebook and follow us on Twitter.



YOUR PERSPECTIVE IS WORTH GROWING

The soy checkoff is looking for farmers from diverse backgrounds to get involved in the United Soybean Board or Missouri Soybean Merchandising Council. 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 the Missouri Soybean Merchandising Council at www.MOsoy.org and get involved today, or visit www.UnitedSoybean.org/GetInvolved.



How Did We Do?

In December, we announced that we were changing your *Missouri Soybean Farmer* magazine and asked for your feedback. Thank you to everyone who responded. We really appreciate you making time to share your favorite articles, let us know how much you enjoy seeing people you know in the pages, and offer ideas. Your input made giving this 30-years young magazine a new look, as well as kicking off celebrations for the Missouri Soybean Association's 50th anniversary, much smoother.

It was important to your farmer leaders and staff that we held on to the mission of *Missouri Soybean Farmer* – sharing the work of your Association and Merchandising Council boards, soybean checkoff and industry, while always focused on protecting and improving your bottom line. We hope that you saw that throughout the pages in this issue.

Looking ahead, we need a little bit more of your input. If there are stories we should tell, people who are doing great

things on behalf of the soybean industry in Missouri, or issues affecting your farm that need further attention, please let us know. If there's a business in your community doing something innovative, or new technology that makes your farm more efficient, we want to hear about it.

The Missouri Soybean Association is committed to making *Missouri Soybean Farmer* a resource you look forward to receiving. We're proud to serve you, our members, stakeholders and partners.

We hope you enjoy the new *Missouri Soybean Farmer*, and look forward to working together to raise the bar even higher going forward. Thank you for your support.

Sincerely,



Christine Tew

Director of Communications and Public Relations
Missouri Soybean Association
Missouri Soybean Merchandising Council



LEGAL NOTICE TO MISSOURI SOYBEAN PRODUCERS

An election will be held to elect four (4) soybean producers to the 13 member Missouri Soybean Merchandising Council, which manages the funds collected through the soybean checkoff program. The terms of office will be for three (3) years and the election will be as follows: four (4) members are to be elected; one (1) each from Districts 1, 2, 3, and 7. Ballots will be mailed by the Missouri Department of Agriculture March 4, 2016, to each registered producer in the four (4) Districts. Ballots must be returned to the Missouri Department of Agriculture in Jefferson City, by mail, postmarked no later than April 1, 2016.

Any duly registered commercial producer of soybeans is eligible to vote for the Council candidates from his/her District. Producers must be registered to vote. Current registered producers whose address has changed in the last five (5) years should re-register or contact the Missouri Department of Agriculture at (573) 751-5633 or P.O. Box 630, Jefferson City, MO 65102 by February 3, 2016, in order to receive a ballot. Non-registered producers must register prior to February 3, 2016, at the USDA County FSA Office or online at: www.agriculture.mo.gov/councils/ to receive a ballot for this election.

Any qualified producer may be nominated and have his/her name placed on the ballot, provided he/she presents the Director of the Missouri Department of Agriculture a nominating petition signed by at least 100 soybean producers prior to February 3, 2016. Such petitions are available at the Missouri Department of Agriculture in Jefferson City, Mo. Please direct any questions to Missouri Department of Agriculture, P.O. Box 630, Jefferson City, MO 65102, or (573) 751-5633.



For more information, visit mosoy.org or contact Missouri Soybeans' staff at mosoy@mosoy.org or (573) 635-3819.



He is loyal

to his family

to his
hometown
team

to his
country

and to the co-op members he works for

Co-ops are different. Electric cooperatives have loyalties to our members and communities. We care about improving the quality of life in the areas we serve. We have deep connections here because it is our home too. And you are not just a customer. You are a member, an owner and our neighbor. *Loyalty is part of the cooperative difference.*



Missouri's Electric Cooperatives