

missouri

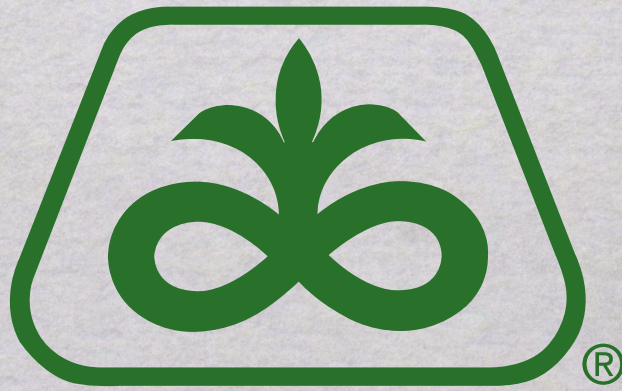
SOYBEAN FARMER

A photograph of three men in a soybean field. The man on the left, wearing a blue and white plaid shirt, is looking towards the other two men. The man in the center, wearing a light-colored striped shirt and a tan bucket hat, is pointing his right hand towards the man on the left. The man on the right, wearing a blue and white checkered shirt, is partially visible. In the background, there is a yellow piece of farm machinery. The foreground shows rows of green soybean plants.

The Story Behind Storytellers
p. 8

Creating Global Conversations
p. 26

August 2023



PIONEER®

AMERICA'S #1 SOYBEAN BRAND FOR 20 YEARS AND COUNTING

Pioneer® brand products are provided subject to the terms and conditions of purchase which are part of the labeling and purchase documents.
™ & Trademarks of Corteva Agriscience and its affiliated companies. © 2023 Corteva. 013103 PIO (06/23)



missouri

SOYBEAN FARMER

Staff Contacts

Executive Director / CEO

Gary Wheeler
gwheeler@mosoy.org

Chief Operating Officer & Senior Policy Dir.

Casey Wasser
cwasser@mosoy.org

Chief Financial & Information Officer

Kim Hill
khill@mosoy.org

Director of Communications & Marketing

Samantha Turner
sturner@mosoy.org

Communications Coordinator

Ryan Siegel
rsiegel@mosoy.org

Communications Coordinator

Madelyn Warren
mwarren@mosoy.org

Director of Market Development

Matt Amick
mamick@mosoy.org

Director of Agronomy & Research

Eric Oseland, PhD
eoseland@mosoy.org

Director of Licensing & Commercialization

Bryan Stobaugh
bstobaugh@mosoy.org

Director of Conservation Ag &
Farm Operations

Clayton Light
clight@mosoy.org

Conservation Programs Manager

Brady Lichtenberg
blichtenberg@mosoy.org

Director of Outreach & Education

Baylee Asbury
basbury@mosoy.org

Field Services Coordinator

Dylan Anderson
danderson@mosoy.org

Policy Coordinator

Liz Henderson
lhenderson@mosoy.org

Accounting Manager

Jeff Bruemmer
jbruemmer@mosoy.org

Accounting Coordinator

Macy Whittenberg
mwhittenberg@mosoy.org

Senior Executive Specialist

Mary Kever
mkever@mosoy.org

Office Manager

Amber Meyer
ameyer@mosoy.org

AUGUST 2023 | VOLUME 27 | ISSUE 4



14 *Creating an engaging learning opportunity for people of all ages is a priority for Matt Moreland. This vision led him to open Red Barn Ranch and assist with LC's Farm School.*



26 *Missouri soybean farmers utilized their stories to connect with farmers, industry professionals and businesses in Europe.*



30 *Storytelling is an art form but how can farmers share their stories from the farm with generations to come?*



« Cover Shot

The cover photo of the August issue was captured by Samantha Turner. Pictured is Darrell Aldrich, Missouri Soybean Merchandising Council director from Excelsior Springs, Missouri.



Missouri Soybean Association

734 S. Country Club Drive Jefferson City, MO 65109 | Phone: (573) 635-3819 | www.mosoy.org

Missouri Soybean Farmer is published six times annually and is an excellent opportunity to reach row-crop farmers.

Contact Samantha Turner at (573) 635-3819 or sturner@mosoy.org for advertising information.

Copyright Missouri Soybean Association, 2023. All rights reserved. Reproduction or use of any content without the express written permission of the publisher is prohibited.

From The Field

Notes from Missouri Soybeans' Leadership Team



As I look at the field next to my house, I'm reminded of the generations who have labored on the soybeans grown. Thinking about the history of my family farm makes me think about the history of soybeans in Missouri and in our country.

Soybean farming really started to take off in the 1940s with the heating up of World War II. Demand quickly increased for products for war. This demand began the increase in research of soybeans. This was about the same time the farm I live on began to grow.

As I look back on the generations who lived their lives and raised families on my farm, part of each of their stories involves soybeans. My generation continues with the story of soy.

This past month, I had the privilege to be a part of a trade mission to Europe. The time I spent in Ireland, United Kingdom and Germany was truly an eye-opening experience. I loved getting to talk and learn from farmers there, who I learned are a lot like us here. One gentleman reminded me of my grandfather, who will soon be 92. Like my Grandpa Luttrull, this farmer couldn't wait to try the next new thing. This desire to innovate has driven soybeans to what they are today.

Missouri Soybeans continues to be a leader in innovation in the development of all things soy. All efforts are dedicated to helping Missouri farmers produce the best and most soybeans for a growing world population.

Matt Wright - Missouri Soybean Association President



Who are your customers? As a soybean producer, I don't often think about who my customers truly are. I simply contract my beans with the local terminal, and from there, I assume they will make their way to the Gulf and onto destinations unknown to me.

On a recent trade mission to the United Kingdom and European Union, one lesson I learned was that Cargill and ADM are not our customers, per se. Our customers are the dairy farmers in Ireland, the biofuel crushers in the UK or the plant-based protein facility in Germany.

As producers and leaders in the soybean industry, it is incumbent upon us to recognize, anticipate and develop the strategies necessary to meet the needs of a growingly affluent and demanding European market. A market that is the second-largest consumer of American soy. If we are to maintain and grow our share of this market, we must recognize and adapt, or someone else will step up and fill the gap.

Within the sphere of European policy lies many barriers for U.S. soybean producers. However, as we discovered, there are opportunities upon which Missouri can capitalize. These opportunities don't knock on our door. They are created by building personal relationships with consumers through a mutual exchange of ideas, listening to their needs and sharing the story of Missouri family farms and what we can offer the market. These exchanges provided the farmer-leaders and staff with great insight. This insight will guide Missouri Soybean research, breeding and demand development projects well into the future, increasing demand for Missouri soybean products, both commercial and Identity Protected (IP).

Who are your customers? It's complicated. But Missouri Soybeans leads the way so that Missouri producers are present at the table and poised to capture market share wherever the opportunity exists.

Aaron Porter - Missouri Soybean Merchandising Council Chairman

Letter from the Executive Director



How are the farmers' checkoff dollars spent? It's a question I get all the time. And, fortunately, I sleep well knowing that as an organization, we respectfully allocate funds to enhance and grow the market demand for each producer in the state.

Most recently, I spent a week in Europe with a group of eight soybean leaders directing and developing demand for Missouri-made beans. As part of our organization's first-ever trade mission, our group of farmer visionaries traveled to Ireland, the United Kingdom and Germany to meet with government officials, tour farms, walk through local feed mills, immerse ourselves in the culture to discover trends, discuss food affordability and availability, and take the pulse of both consumers and producers on country-wide regulations.

The conversations alone were a prime example of checkoff sell back. Discussions covered anything from expanding biodiesel in the Show-Me State to integrating SOYLEIC soybean meal into both the EU and UK dairy systems to developing the Missouri non-GM crop and crushing capacity for export to vital European markets.

Our farmers also thoroughly enjoyed putting boots on the ground on farms across Europe. Throughout the mission, farmers visited wheat, barley, hop, canola, corn and soybean operations to discuss practices European farmers are implementing and the continued importance of applying conservation practices.

As we made our way from country to country, the thought that stood out most was sustainability. Not only in our practices but also in the way we sustain the market. To build, we must have a solid foundation for decades to come.

A fellow farmer in Ireland may have said it best. There is nothing better than farmer-to-farmer learning. Watching the dialogue, it was fascinating and comforting to know how much our farmers relate in the issues and restrictions that they face day to day.

A common theme during the tours was freedom to operate. Whether farmers are within the state lines of Missouri or inside the borders of Europe, farmers' rights are restricted based on the government – an issue Missouri Soybeans is diligently addressing, on behalf of the farmer.

So, what's the sell back? We hope you see in the coming years. These conversations will lead to real change, and I believe we may see it in five years time. I sleep well knowing the time spent and talks we had will lead to new, innovative developments in the Missouri market that will only strengthen the farmers' bottom line.

To see more of our journey, follow us @MissouriSoybean or check out our latest articles on mosoy.org.

God Bless,

Executive Director/CEO
Missouri Soybean Association
Missouri Soybean Merchandising Council
Foundation for Soy Innovation

Our Boards

MSA Board Members:

Andrew Lance, Barnard
C. Brooks Hurst, Tarkio
Renee Fordyce, Bethany
Ronnie Russell, Richmond
Cody Brock, Norborne
Daniel Carpenter, Norborne
Clint Prange, Shelbyville
Matt Wright, Emden
Dane Diehl, Butler
Garrett Riekhof, Higginsville
Russell Wolf, Tipton
Terry Schwoeppe, Labadie
Jason Mayer, Dexter
Tory Meyr, Jackson
Peter Rost Jr., New Madrid
Ryan Wilson, Portageville

MSMC Board Members:

Darrell Aldrich, Excelsior Springs
Nathan White, Norborne
Marc Zell, Meadville
Kyle Durham, Norborne
Mark Lehenbauer, Palmyra
Tim Gottman, Monroe City
Brad Arnold, Harrisonville
Robert Alpers, Prairie Home
Denny Mertz, Chesterfield
Aaron Porter, Dexter
Trent Haggard, Kennett
Justin Rone, Portageville
Kevin Mainord, East Prairie

USB Board Members:

Meagan Kaiser, Bowling Green
Neal Bredehoeft, Alma
Lewis Rone, Portageville
Robert Alpers, Prairie Home

ASA Board Members:

C. Brooks Hurst, Tarkio
Ronnie Russell, Richmond
Matt McCrate, Cape Girardeau
Russell Wolf, Tipton



SOYBEAN POLICY UPDATE



Turning promises into actions, the deadline to sign legislation into law came and went. On July 6, Gov. Parson signed 31 pieces of legislation that the Missouri General Assembly passed earlier in the year. This group of bills included SB 138, which contained the Missouri Soybean Association's (MSA) legislative priorities and served as the agriculture omnibus bill from the 2023 Regular Session. Fortunately, this allowed MSA's policy team the opportunity to set our sights on the federal government.

Federal Legislation

2023 Farm Bill

It is widely known that in the upcoming negotiations, more than 200 members of Congress have never had the (dis)pleasure of voting on a farm bill. The process is extensive and often becomes over-politicized. MSA has joined the American Soybean Association (ASA) in stepping up to promote a bipartisan and meaningful farm bill that would address critically important issues for soybean farmers. This year, we are advocating for a bill that:

- Improves the Title I farm safety net to be more responsive and predictable;
- Protects and enhances crop insurance to assist with volatile weather and crop loss;
- Expands trade promotion programs to help grow and diversify agricultural markets;
- Enables greater access to voluntary conservation programs to meet demand;
- Builds biobased opportunities to promote soy utilization through the renewal of the BioPreferred Program;
- Provides biofuels opportunities to help the nation become more energy independent;
- Invests in research for innovation and competitiveness; and
- Maintains the farmer-financed soybean research and promotion checkoff.

Due to a lack of understanding, legislation has been introduced that would unfairly and unnecessarily require increased federal oversight of mandated checkoff programs. As the checkoff is farmer-led and farmer-driven, this type of legislation would only serve to remove power from the leadership of those who know their industry best. For every dollar invested, the soybean checkoff produces a \$12.34 return to our farmers' bottom line. While checkoff dollars cannot be used to lobby, MSA believes it is our duty to promote the soybean checkoff as it adds so much value to our members.

To educate our elected officials, Missouri's farmer-leaders and members of the Policy Leader Fellowship (PLF) joined ASA in mid-July to explain and drive home our farm bill priorities. During that time, the advocates met with legislators, like Rep. Mark Alford (R-MO-4), to extend our thanks for their support of our industry.

As the only member of the Missouri delegation to sit on the House Agriculture Committee, Alford is showing true leadership in his ability to navigate important and difficult priorities like the 2023 Farm Bill. The congressman shared his thoughts on the bill with our farmers during their visit.

"The 2023 Farm Bill is perhaps one of the most important issues that Congress will need to address this year," said Alford. "As agriculture is the No. 1 industry in the United States, it is critical to protect crop insurance and increase market opportunities for farmers. I cannot overstate the immense duty I feel as a public servant to ensure that our farmers' voices are heard by their elected officials."

The congressman will be hosting a listening session with House Agriculture Committee Chair Glenn "GT" Thompson (R-PA-15) on Aug. 14 during the Missouri State Fair. The listening session will provide farmers and stakeholders with the opportunity to voice their concerns and share their experiences.

"The 2023 Farm Bill is perhaps one of the most important issues that Congress will need to address this year. As agriculture is the No. 1 industry in the United States, it is critical to protect crop insurance and increase market opportunities for farmers. I cannot overstate the immense duty I feel as a public servant to ensure that our farmers' voices are heard by their elected officials."

-Rep. Mark Alford

"The soybean community was incredibly disheartened by the minuscule progress in the biofuel blending requirements as it does not accurately reflect projected crush capacities or growth in the renewable fuel industry."

-Casey Wasser, Sr. Director of Policy

While it is not yet clear whether the farm bill will be voted on during this calendar year, many remain hopeful that it will be brought to the House floor as early as September. At this point, little is known.

EPA's RFS Announcement

In late June, the Environmental Protection Agency (EPA) announced its final ruling for the Renewable Fuel Standard's (RFS) 2023 - 2025 renewable volume obligations (RVOs). The soybean community was incredibly disheartened by the minuscule progress in the biofuel blending requirements as it does not accurately reflect projected crush capacities or growth in the renewable fuel industry.

In what should be a non-partisan issue, the Biden administration has once again chosen to ignore the potential impact that soy-based biofuels could have on their goal of decarbonization, particularly in heavy-duty transportation, in favor of supporting the electric vehicle industry.

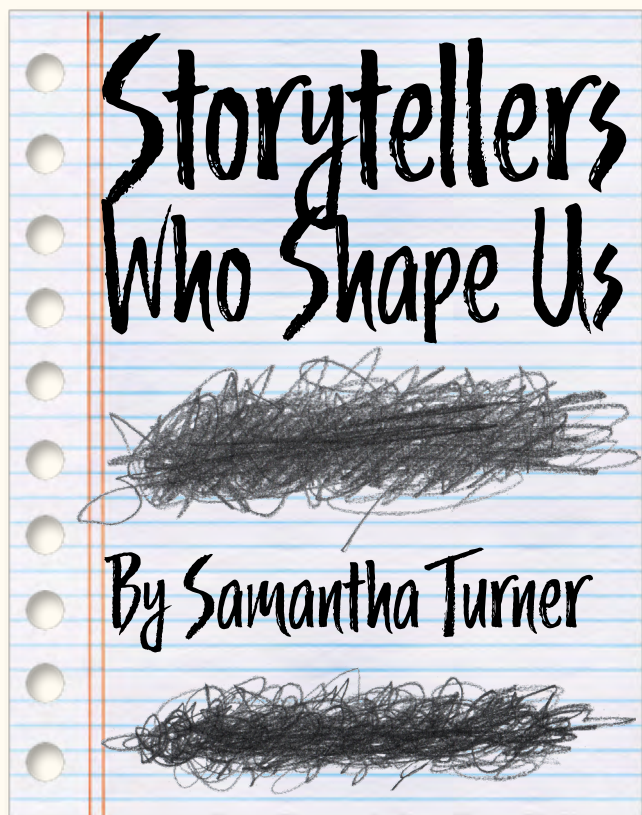
As it becomes clearer that soy may be the solution for a greener and more sustainable future, it is our hope that biodiesel remains at the forefront of decision-makers' minds.

Want to know more?

MSA federal and state PAC contributors gain access to an exclusive newsletter for monthly updates on policy and regulatory movement in Jefferson City, Washington, D.C., and anywhere Missouri soybean farmers stand to be affected. The newsletter also provides more details on Missouri elections and the role MSA and you can play to impact the outcomes. Visit MoSoy.org or scan the QR Code for more details. ●



Casey Wasser serves as the Chief Operations Officer and Senior 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.



They have visited your farms, made you laugh and listened to your hardships. They sat on your tailgate and around your kitchen table. They have told your story and made you better understood by millions. These are the farm reporters who helped share the story of Missouri agriculture and Missouri Soybeans.

Over the years, these highly acclaimed reporters have grown to be some of our best historians, bringing context to trends, connecting people and serving as pillars in the agriculture community.

For Missouri Soybeans, some of those reporters who have told our story best include Tom Steever, Tom Brand and Mindy Ward.

Sharing the Story

For decades, Steever has been telling the story of agriculture. This year, Steever celebrates 50 years in farm broadcasting. In 1973, Steever started on a public radio station at South Dakota State University, where he first spoke on air as a part-time farm reporter.

"I had a background in farming, and I knew I could speak the language and relate to people," said Steever. "It seemed like a natural fit, and it indeed stuck."

Steever grew up on a diversified farming operation growing oats, corn, soybeans, cattle, hogs and chickens. After leaving the farm, Steever pursued a degree in photography until taking a course his freshman year, Intro to Radio and Television. The rest is history.

"I had no idea that a person could do farm broadcasting full time," said Steever. "I was smitten. I couldn't believe people are paid to do this. It is fascinating and fun, and I couldn't get enough of it."

After nearly 20 years of being a voice for agriculture, Steever tried his hand as an anchor on Channel Earth where he worked closely with Max Armstrong and Orion Samuelson. He then worked in public relations at the American Farm Bureau Federation.

Most recently, Steever has had a longstanding seat in the Brownfield Ag News recording studio. His voice continues to be heard by many producers when they call the Missouri Soybeans' office and on the organization's weekly Spotlight on Soybeans program highlighting check-off funded projects.

Across all platforms, Steever's distinctive voice is a constant, just as it has been for so many years on the radio dial.

Likewise, Tom Brand uses his voice to visualize and connect with the audience. Brand jokingly shared he found his voice at a local picnic, emceeding the annual pig races.

"Our FFA chapter wanted to do something special for the 100th Hopkins Picnic, and as the chapter president, it defaulted to me to be the announcer at the pig races," said Brand. "It was then someone asked me if I ever thought of a career in broadcasting. Even today, I harken back to my FFA days and am thankful for the public speaking and even being the announcer for that local race that got me to where I am today."

Brand started out as a disc jockey at a Christian radio station in Centralia, Missouri. He then had the chance to get into farm broadcasting in 1993 when Brownfield expanded its network. However, Brand spent the most time serving as a farm broadcaster at KFEQ in St. Joseph, Missouri, after two years at KMA in Shenandoah, Iowa.

Prior to his role on air, Brand earned a lot of his transferable skills and built up a lot of sweat equity as Truman the Tiger at the University of Missouri-Columbia.

"I learned about time management, responsibility, public interaction, the importance of thank you and representing something other than yourself," said Brand. "It's the same way in broadcast. When I went on air, I wasn't representing Tom Brand. I was representing the caller letters of that station."

continued on page 10



Tom Brand as Truman the Tiger



Filling on- and off-road vehicles with BOSS Performance Diesel improves fuel storage life, fuel filter life, engine life and, well, your life.



BOSS
PERFORMANCE DIESEL

MFA OIL

Petro-Card 24

BOSSPERFORMANCEDIESEL.COM

Today, Brand is the executive director of the National Association of Farm Broadcasting (NAFB) where he works on behalf of farm broadcasters nationwide on professional development, research and technology.

Mindy Ward is editor of *Missouri Ruralist* and has likely spent time on your farm or given you a call to receive updates. However, for Ward, it wasn't a straight path to writing. As a student at the University of Missouri, she first aspired to become a veterinarian. However, after a little encouragement from her FFA adviser, she instead decided to pursue a career in agricultural journalism.

After graduating from the University of Missouri-Columbia with her ag journalism degree, she worked briefly at a public relations firm in Kansas City. She then spent 10 years at a publication, *The Land*, in Minnesota before returning to Missouri to the family farm.

Ward is a storyteller who enjoys meeting with farmers one-on-one in their environment, whether that's at an event such as Farm Progress or in the cab of their tractor. Ward firmly believes it's that extra investment of time that helps storytellers connect with agriculture, find those special stories, and bring both information and entertainment to their features.

"Any time I can do a one-on-one with a farmer and tell their story, I enjoy it," said Ward. "I am adamant every single farmer has a story to tell. I look personally at Missouri farmers because I think they deserve the best and are the best."

Today, Ward reports on soybeans, corn, dairy, biofuels and more. She shared with a smile that she will stay with a farmer for hours until she has uncovered her story.

"There is nothing like going to see a farmer at his tailgate talking over what is going on, seeing his reaction, hearing his laughter, looking at the grieving on their face," said Ward. "A computer doesn't give you that connection."

Words of Wisdom

In an ever-changing world of communications — where audiences continue to fragment — storytellers must be willing to embrace new tools and technologies. From film to digital and direct mailers to email, agricultural communicators are challenged to keep up with what producers want and need.

"The means by which we reach the farmer has changed," said Steever. "As farm broadcasters, we need to adapt to the medium and take advantage of whatever is available to reach the farmers. I encourage young agriculturalists to keep an open mind and be prepared to change with the technology, to adjust to what the farm population needs for information."

However, whatever platform communications experts decide to use, it's important that they keep in mind the target audience.

"I remember my general manager at my first job with that Christian radio station asking me who I was talking to when I was on the air," said Brand.

Brand explained that he believed the listener to be a 30-year-old housewife, and that's when his manager encouraged Brand to tape a picture of his wife to the microphone to visualize the audience.

"It was a great lesson that I moved forward with when I got into farm broadcasting," said Brand.

Early in their careers, many of the reporters were challenged to get farmers to speak about their operations. For years, it was difficult to get farmers to open up in fear of rebuttal or attacks from anti-agriculturalist organizations.

"Farmers were gun-shy, and there weren't a lot of people who would talk to us. They didn't want to share about themselves or were nervous about what their neighbors might think," shared Ward. "I think once they read my stuff, they knew I had their best interest at heart."

Ward found the best way to give the producer peace of mind was to listen with all her senses.

"My boss at *The Land* gave me some of the best advice," said Ward. "He told me in order to share somebody's story, you really need to listen with all of your senses."

For Ward's supervisor, this meant recording the interview, taking notes and truly being present in the on-farm environment to bring life to the story. Today when Ward shares a story, she still keeps that advice in mind and strives to find the truth and heart of everything a farmer is telling her.

"My advice is to be truthful always," said Ward. "I think so often we try to be relevant and popular, but you get the best story with the truth."

This open-minded posture gives farmers the comfort to gain trust in their reporter and therefore have their voice speak volumes.

Importance in the Industry

"I think it's important that with a shrinking population on the farm, they have a voice and that they have someone who speaks to them," said Steever. "With a farm broadcaster, you have someone with a personality and insight who informs a farmer not only on what the market is doing but why it is going that way and why that's important."

Agricultural communications helps to ensure that farmers have access to the information they need to make informed decisions about their operations. This infor-



mation includes everything from crop prices to weather forecasts to new agricultural technologies.

“Farmers appreciate the connection they’ve got with their broadcasters because they aren’t just getting the price tag, they are getting the why of the price tag,” said Brand. “It’s not just sunny and 88 degrees, they are getting how that weather affects them. It’s about the relatability to the listeners.”

Communicators help farmers to stay ahead of the curve. By providing farmers with timely and relevant information, these reporters help them make informed decisions about their businesses. This gives the farmers a competitive edge in the marketplace.

“My first time on KFEQ, I remember visualizing a little café close to home and shaking. It didn’t matter that it was me on the radio, but the information I was delivering was important to those in that coffee shop,” said Brand. “As I was shaking, I was thinking about how the information I was sharing could change a person’s whole direction for the day.”

For Ward, agricultural communications is important because it helps build understanding between consumer and producer. This helps dispel the misconceptions that harm the industry. Today, Ward finds that there are fewer people connected to the family farm in agricultural communications.

“You need someone who can tie what we do on the family farm to plates on the kitchen table,” said Ward. “It’s the most important part about communications – common ground.”

To tell that larger story, these storytellers have traveled from country to country to give the farmers of Missouri a well-rounded depiction of global agriculture.

“For me, it’s all about how I can promote Missouri agriculture,” said Ward. “I have seen agriculture in different countries and at varying economic levels, and now I understand how that larger picture affects Missouri agriculture.”

Ward also feels it’s important to share the story of Missouri agriculture with other countries.

My boss at The Land gave me some of the best advice. He told me in order to share somebody’s story, you really need to listen with all of your senses.
-Mindy Ward

“I want people to see what we do in the heartland,” said Ward. “We are some of the leaders, and people just don’t know it yet.

Missouri’s farmers and ranchers make it easy for me to get up in the morning and tell their stories.”

This global perspective and leadership development aids agricultural communicators in becoming more confi-



dent, open-minded and adaptable. It helps the reporters bring the world to farmers’ fingertips and help them make meaningful market decisions.

“As a farm broadcaster, I have been able to observe agriculture and see many parts of the world that I would not have otherwise been able to see,” said Steever. “I feel so fortunate to be able to do what I’ve done.”

At the crux, communication is about connection. It’s about bridging a gap and gaining perspective by telling a story that covers each side of the issue.

“I am grateful through my career that I have seen things I never had the anticipation of being able to see,” said Brand. “There aren’t many states where I don’t know someone or couldn’t make a connection. I think that’s very exciting for somebody interested in agricultural communications. It’s a career that can take them places they can only dream of.”

These storytellers do more than just entertain us. They shape our understanding of the farm families that make up Missouri. They share the stories of history, culture and values that all play a role in our industry.

They are your friends in agriculture and an extension of your family’s operation who can help ensure the long-term sustainability of your operation. Turn up the dial, visit with them at the tailgate, invite them to the local festival and encourage them to tell your story to shape generations of agriculturalists for years to come. ●



\$34

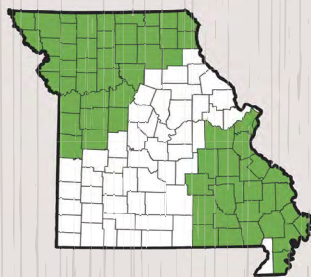
PER ACRE
AVERAGE
PAYMENT
IN 2022

NO LIMITS*
ON ACRES
ENROLLED

FARMER
FOCUSED
PROGRAM

1-YEAR
CONTRACTS

50% PAID
UPFRONT



“

"This program is straightforward. No gimmicks, no games, and you know exactly what you're going to earn from the start. Then they give you half the money up front instead of making you wait. It's been an easy process. There are no downfalls to this program."

- Travis Milne, participating Missouri farmer



Financial Incentives for Soil and Water Stewardship

The Soil and Water Outcomes Fund provides financial incentives directly to farmers who implement new conservation practices that yield environmental outcomes like carbon sequestration and water quality improvement. Participating farmers typically implement practices including **no-till/reduce tillage, cover crops, and extended crop rotations**. Already implementing these practices? No problem, you can still enroll with additional practices or acreage.

Small changes can make a big difference. Diversify your revenue stream and enhance your operation's financial resiliency through improved soil health with the Soil and Water Outcomes Fund.

How Do I Find Out More and Enroll?

Visit theoutcomesfund.com to view eligible geographical locations, learn more, and enroll. You can also use the QR code or send an email to contactus@theoutcomesfund.com.



**Enrollment closes once we reach our acre goal for the year.*

not just a... **MEMBERSHIP**

A Missouri Soybean Association membership is so much more than your typical membership.

it's a...



**VALUE ADD TO
YOUR FARM**



VOICE IN POLICY



CONNECTION

To learn more, visit
membership.mosoy.org,
or scan the QR code!



The Road to Red Barn Ranch

by Madelyn Warren

Located 2 miles north of Harrisonville, Missouri, soybean farmer and small-business owner Matt Moreland is tirelessly dedicated to agrotourism. His advocacy has transformed what began as a 3-acre pumpkin patch into an engaging learning opportunity for all ages.

We put the right tools at your fingertips.



We know it takes the **right tools to run a successful farm**. Most of us grew up on farms or in rural communities, and many of us still live there today. These experiences give us a real understanding of agriculture and what it takes to build a farm. Our passion for rural Missouri drives us but our experience and knowledge sets us apart from other lenders.

- ✓ Competitive, fixed rates with longer terms
- ✓ Flexible payment schedules to match your cash flow
- ✓ Experienced staff to make your financing process simple
- ✓ Finance options to meet your specific needs

Find an office near you:

1.800.444.3276

WWW.FARMCREDITSEMO.COM

WWW.MYFCSFINANCIAL.COM



FARM CREDIT
SOUTHEAST MISSOURI



FCS FINANCIAL

FCS Financial and Farm Credit Southeast Missouri are equal opportunity providers.



Moreland, age 38, grew up on a diversified farm, raising dairy and beef cattle, corn and soybeans. In May of 2008, the fourth-generation farmer returned from his time at the University of Missouri-Columbia to work on his family's farm and expand their dairy operation. However, in that year, life and the economy had different plans.

While the Moreland family, along with the rest of the country, searched for new sources of income, Matt's answer was simple: pumpkins.

From Patch to Plate

"Initially, our plan was to grow them for the wholesale market," said Moreland, with a giant grin brightening his face. "We failed miserably. I don't think we could have done it any worse."

Nevertheless, when Moreland had the opportunity to buy the farm at which he now resides in 2013, he couldn't help but recall the leftover seeds taunting him from the freezer in his garage. For a second time, Moreland planted pumpkins and crossed his fingers, hoping for a better year. The crop did not disappoint.

"We had more pumpkins than we knew what to do with," said Moreland. "I spent hours driving to any and every store to pitch my pumpkins. Each time, I was given the same answer, 'No.'"

Undeterred and still hoping to make a profit off the bumper crop, Matt returned home and set the pumpkins back in the very patch

from which he picked them. Without much forethought, the farmer wrote a sign that announced the creation of a u-pick pumpkin patch and set it on the side of the road. As a "last ditch effort" to get rid of pumpkins, Red Barn Ranch was formed on a random Wednesday in October.

One Facebook page and 1,500 followers later, the family prepared for opening weekend.

"We weren't sure what to expect. But when the first car drove up, from over an hour away, I couldn't believe it," said Moreland. "Four days earlier, my business hadn't even existed, and we were incredibly busy from the get-go."

Matt noticed the u-pick attendees spent most of their visit exploring the farm rather than picking pumpkins and leaving as he had initially expected. While they may have been looking for the typical activities one would normally find at a pumpkin patch, Moreland wondered how he could make his new business be about more than just pumpkins. He knew that this was the perfect opportunity to help bridge the gap between producer and consumer while giving them a true hands-on experience that would help them learn about production agriculture.

"That first weekend, I would find myself having conversations with parents about hormones and antibiotics in their food," said Moreland. "Typically, it would begin with one adult picking up a cotton hull and asking another if that was what marshmallows were made from. By the end, there would always be a crowd listening. Most of them had never heard a farmer's perspective before."

From that moment on, Moreland made a commitment that every activity would be designed with the purpose of educating.

"At the end of the weekend, I knew that this was



what I was meant to be doing," said Moreland. "I wasn't supposed to sell wholesale pumpkins. I was supposed to bring consumers into our way of life by offering attractions that showcased the activities that I grew up doing on the farm."

Now, a regular day at the patch includes soy donuts, a petting zoo, corn maze and cannon, a pasture full of grazing beef cattle, endless photo taking opportunities and, of course, all the pumpkins you can pick.

Farm School

Moreland and Red Barn Ranch also play host to a more formal education system, LC's Farm School. Each year more than 75 students, ages 3 to 5, enroll in the program from August through May to experience the fully accredited, agriculture-based preschool.

"We can't afford every child the opportunity to grow up on a farm," said Matt. "However, from its genesis, Farm School's goal has always been to grant our students the benefits they would gain from being exposed to those environments."

Not to be confused with a run-of-the-mill day camp, Farm School is owned by a former elementary school teacher and incorporates curriculum that promotes a positive learning environment through nature-based experiences. Students feed livestock, plant gardens, collect eggs and harvest pumpkins from the vine while completing preschool academic standards in and outside the classroom.



“Every day is an outside day,” said Leslie Culpepper, Farm School owner. “Our time together encourages imagination and creativity and promotes a love of learning. Our lessons are built around the seasonal changes on the farm as we encompass pre-school academics.”

While Matt is not an official staff member of LC’s Farm School, the landowner has exhausted countless hours to make it successful. In the past, Moreland has worked with county officials to ensure the first-of-its-kind facility is up to code and is in the process of expanding classroom capacity to accommodate more students.

Hundreds of students have gone through the program, and I know better than anybody that the best way to share agriculture’s story is through the **YOUNGER GENERATIONS.**

-Matt Moreland

The program has become incredibly popular with urban and suburban families, sometimes booking out years in advance.

“I would never want a lack of resources or bureaucracy to get in the way of a program like this,” said Moreland. “Hundreds of students have gone through the program, and I know better than anybody that the best way to share agriculture’s story is through the younger generations.”

Ten years since its inception, Red Barn Ranch has grown to be much more than the original 3-acre patch. Thousands of urban and suburban families have learned from a farmer’s perspective for the first time while making memories that will last a lifetime. Hundreds of Farm School students have become young advocates for our industry.

However, none of this would have been possible had Matt Moreland not taken a chance and bet on pumpkins. ●



Cultivating Content

How are you moving agriculture into the mainstream?

Agriculture is an echo chamber. The agricultural community has done a good job of creating a safe food supply, and I don't feel like I must be thanked for doing that. I am doing it because it's right and it's what I love to do. I want to be a voice for those who have questions, but I don't feel like I need to tell everyone what I am doing on the farm. I think the best approach is to mix education with entertainment.

What do you share on your social channels?

The day-to-day, the good, bad and ugly. There is no point in sharing the good if you don't share the bad. I want to show that we have flat tires and equipment that gets stuck and breaks down. I also like to show the type of crops we grow and how the process works.

What is your favorite part of being an influencer?

There is a big farm show in Louisville, Kentucky, each year, and it has been so cool to meet people that follow me. I have kids who run up to me and want to be farmers. For one week, I get to be THE guy, and then I go back to reality. It's really humbling.

How did you get started?

The operation started in 2017 with 6-acres, and I slowly expanded and picked up equipment. I had to get creative to grow the farm. I started placing Craigslist ads and Facebook posts to see if any land was available.

That's how I started with social media, too. I started using it as a networking tool talking to other young farmers who wanted to grow their farms. Now its evolved into a marketing platform.

Favorite Influencers?

Andy Frisella @andyfrisella
Jocko Willink @jockowillink
Grayce Emmick @thefarmergrayce

Biggest influence?

Growing up, I rode around with a group of farmers from the community. They were guys who farmed around my parents' house. I would just ride with them all day and grill them with questions. I was never into sports or comic books, but these guys felt like superheroes.

Favorite platform?

My biggest platform is TikTok, but my favorite is Instagram.



@gavin_spoor

When the world relies on you for healthy food choices, rely on **SOYLEIC®**

SOYLEIC® is a non-GMO, high-oleic option for today's soybean farmers — and those they serve.

- Maturity Groups for Your Area
- Competitive Yields
- Added Value for Culinary and Livestock Markets

That means the future
of a healthier food system
isn't manufactured —
it's grown.



See why soybean farmers are
embracing SOYLEIC®.

soyleic.com


SOYLEIC



**MISSOURI
SOYBEANS**

(573) 635-3819  

734 S. Country Club Drive
Jefferson City, MO 65109

What do you share on your social channels?

I love sharing anything and everything about farming, ranching and hunting. I'm very passionate about promoting agriculture through connections with producers and consumers from across the nation.

How did you get started?

I began posting on Instagram after college, and my account has taken off through the years. It's been a lot of hard work and dedication, but I'm proud of the platform I've built.

What is your favorite part of being an influencer?

This is easy. I love connecting with those who have never stepped foot on a farm or ranch. A huge portion of our nation has no idea about the challenges we face in agriculture, and I really enjoy sharing them. I love living on a farm, so I also love sharing that. Sometimes I get messages from parents sharing how much their children love seeing the cows and tractors. That really warms my heart, especially when they say their daughter wants to grow up and be a farmer just like me! It's extremely rewarding.

How are you making agriculture mainstream?

By showing how diverse the agricultural industry is. We are normal people, leading extraordinary lives. It's important to share how hard we work and how much we love our land and livestock as farmers and ranchers.

Favorite platform?

It's got to be Instagram, but I probably spend more time scrolling TikTok – too much time.

Biggest influence?

My dad is my biggest influence because he's taught me everything I know about running cattle and farming. I'm so blessed to get to work by his side. I don't take one second of it for granted. These are the days I'll look back and smile as I remember.



Alex Templeton
@alextempleton_



Kylie Epperson
@kylieepperson_

What do you share on your social channels?

Online, I share the relatable ins and outs of motherhood and farming whilst staying grounded in gratitude and humor.

How did you get started?

Back in 2018, my husband and I were just entering into our full-time farming era. After experiencing some unfortunate circumstances in one of our businesses, I realized that SO many people outside of agriculture have no idea the amazingsness (and the hard) that is agricultural life. I began sharing about hog production and row-crop farming, with an emphasis on targeting other millennial moms who are the individuals buying groceries for their families. I hoped that in sharing, I could create rapport and trust with those rural women to enter the grocery store confident that what they were purchasing was safe and nutritious. I also simply wanted to share about how stinking cool farming is. This journey has morphed into two full-time businesses that allow me to share about farming and connect with rural women on many levels.

What is your favorite part of being an influencer?

I love, love, love connecting with other rural women, hearing their stories and watching them grow as individuals. The community we've built on Instagram is one that I hold near to my heart.

How are you making agriculture mainstream?

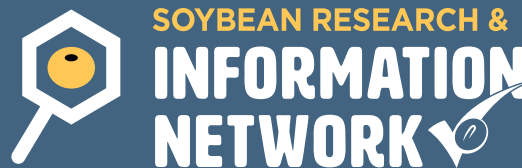
Through sharing the journey of farming from the eyes of the grateful farmwife, I hope to continue to connect with other women and allow them a peek into the day-to-day life of the heart of America – farmers.

Favorite platform?

Instagram

Biggest influence?

The good Lord above!



SAY NO TO STATUS QUO

FOLLOW US:



@SoyResearchInfo



Soybean Research &
Information Network



Are you ready to accept the challenge to be a better-than-average soybean farmer?

“That was a question posed during a soybean meeting I attended. The speaker said farmers who can improve their productivity by at least five percent over average are farmers who will succeed.

While there may be many ways to improve our production plan, one of the first that came to my mind is one we already invest in: the Soybean Research & Information Network (SRIN).

Research is one of the primary buckets funded through state and national soybean checkoff dollars. As a checkoff organization representative, I often get asked how our checkoff money is spent and whether it generates return on investment. Unequivocally, I know SRIN is worth every dime.”

SRIN is a website that was created to share with farmers results from research that is housed in the National Soybean Checkoff Research Database for every state. SRIN representatives read through the research reports and boil down the information for farmers to understand and easily implement on their operations. The site highlights state soybean research programs, profiles key soybean researchers, hosts a YouTube channel of educational videos and farmer perspectives on production challenges, as well as shares diagnostic tools, agronomic tips and pest control recommendations by state and region. Content is constantly added to keep the site fresh and relevant and is supplemented by a timely social media presence and monthly e-newsletter.

*Aaron Porter, Missouri Soybean
Merchandising Council Chair from Dexter, Mo.*

Sign up NOW for
the SRIN monthly
newsletter!



SOYBEANRESEARCHINFO.COM



(YOU)

**You're where the rubber meets the road.
And the engine. And the interior.**

All soybean farmers, including you, are busy replacing petroleum with your soy oil. How? By pooling your resources through your soy checkoff. Learn how your soy checkoff is bringing tangible returns back to you and your operation at unitedsoybean.org/hopper.



Moving Soy Forward.
Moving You Forward.



WISHH serves as an international soy industry incubator, spurring innovation by **connecting local entrepreneurs with industry-specific resources and business knowledge.**



Connect with WISHH
wishh.org



WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.



BIOSTL
DRIVING ST. LOUIS INNOVATION

Missouri Soybeans & BioSTL Innovation Field Day

SAVE THE DATE

August 22, 2023
9:00AM-1:00PM

To RSVP visit: MoSoy.org/Events

ATTENDING INNOVATORS



Introducing The GROWERS App - a free input management platform for farmers to gain control of their buying process. Say goodbye to the old ways of managing input purchases.



RenaissanceAg

The future of feed is here! Our vertical farming technology provides sustainable feed solutions for livestock producers around the globe



JOHN DEERE

See & Spray™ technology



Off-the-shelf drones to autonomously scan your fields, providing the best early and accurate detection of pests and diseases.



SABANTO

Retrofit your existing equipment for effortless autonomous operations so you can double your productivity, not your workload.



Powered by beneficial fungi, our climate-smart agriculture products simultaneously enhance plant health and fertility while mitigating climate-related stress and permanently sequestering carbon.

Bay Farm Research Facility | 5601 S. Rangeline | Columbia, MO



GET UNIFORM CONTROL IN YOUR FIELDS WITH TRUSTED, HARDWORKING LUCENTO® FUNGICIDE.

Control the toughest diseases in your fields with dual modes of action that consistently outperform the competition in field trials. Lucento® fungicide from FMC distributes active ingredients uniformly throughout plants for disease protection that works overtime against your biggest threats. Get lasting control that helps improve seed quality and crop yields.

Visit your FMC retailer or LUCENTO.AG.FMC.COM for hardworking disease control in your fields.

YOU'RE INVITED 2023 FMC MISSOURI FIELD DAY



9:00 A.M. CST | AUGUST 23, 2023



BAY FARM RESEARCH FACILITY
5601 SOUTH RANGE LINE ROAD
COLUMBIA, MO 65201



LUNCH PROVIDED

SPONSORED IN PARTNERSHIP WITH THE MISSOURI SOYBEAN ASSOCIATION.

Save the date to hear from crop protection experts and see the revolutionary At-Plant 3RIVE 3D® application system in action during an equipment demonstration.

Contact your local FMC representative or retail chemical location for more information.

SCAN THE QR CODE TO RSVP.

Always read and follow all label directions, precautions and restrictions for use. Some products may not be registered for sale or use in all states. FMC, the FMC logo, 3RIVE 3D and Lucento are trademarks of FMC Corporation or an affiliate. ©2023 FMC Corporation. All rights reserved. 23-FMC-1641 06/23



An Agricultural
Sciences Company

Creating Global Conversations

Creating Global Conversations

Creating Global Conversations

Creating Global Conversations

Creating Global Conversations

Creating Global Conversations



Missouri soybean farmers utilized their stories to connect with farmers, industry professionals and businesses in Europe.

by
**Samantha
Turner**

The global appetite for soy is growing. To curb the hunger, eight farmer-leaders took the U.S. operational experience to Europe — soybeans' second largest marketplace.

Europe is a valuable partner for U.S. agriculture, as collectively they are the No. 2 buyer of soybeans and soybean meal valued at \$2 billion per year. In 2020-2021, the European Union (EU) increased soybean production by 3% to 175 million bushels a year, a fraction of the 1.2 billion bushels imported every year. Per capita soy consumption globally grew to 5.88 pounds per person in 2020 compared to 4.76 pounds in 2010 with Asia, Latin America and Western Europe being the top markets.

To navigate this growing agricultural landscape, Missouri Soybeans carried out an eight-day trade mission to Ireland, the United Kingdom (UK) and Germany to understand their farmers and related industries.

"Anticipating market needs and carrying out our organization's strategic vision of enhancing soy are critical pieces of why this trade mission was important and impactful," said Aaron Porter, Missouri Soybean Merchandising Council (MSMC) chairman. "With Europe being a mature market for the U.S., it was imminent that we put boots on the ground to discuss impending issues and opportunities."

Restricting Regulations

As part of its leadership program, Missouri Soybeans met with several government officials to understand and assess the impact of legislation on European farmers and how they overcome strict regulatory requirements.

"These types of missions are important to understand policies and future trends as they can have a direct impact on U.S. soy exports," said Gary Wheeler, Missouri Soybeans CEO and executive director. "In the case of the EU, its regulatory approach to food safety, sustainability and climate change often serves as a model for other countries to follow, representing possible impacts for U.S. soy in other parts of the world."

To be proactive in understanding the potential impacts of these polarizing policies, the mission explored consumer mindsets and the prevailing forces under the European Commission's Green Deal. Farmers learned the green agenda has a major stake in environmental and food production trends and can affect future exports.

"We have so many regulatory issues coming at us in the United States, and it's important for us to see the comparisons to assist us in market development," said Porter. "As we work to meet or confront those regulatory requirements, I think it's important to take a proactive approach and keep an eye on those policies if they migrated to the U.S."

The Missouri Soybeans team also learned about the Farm to Fork Strategies and the new Common Agricultural Policy (CAP), which will continue the EU's regulatory approach toward reduced access to inputs while trying to increase carbon capture, organic production and imports without the utilization of GMOs, genome editing and other tools that enable farmers to produce more with less.

"A large part of why we went to Europe is to see what we were up against in terms of GM acceptance," said Wheeler. "It was truly eye-opening to see how relevant that conversation was with European farmers and the stresses put on their freedom to operate due to lack of technology."

Modern tools and practices such climate-smart agriculture, biotechnology, moisture sensors, smart irrigation, autonomous and GPS-enabled tractors, drones and satellite imagery help U.S. soy growers produce more soy from the same amount of land, even as they reduce the use of natural resources. As land accessibility diminishes and sustainability goals increase, European farmers will become more and more interested in the practices and innovations used by U.S. producers.

Missouri farmers heard examples of inherent inconsistencies in the European approach and the gap between its aspirational goals and realities, given the new concerns about food security and affordability around the world. One example was the recently adopted Deforestation Regulation, which was mentioned by several speakers as legislation that was driven by political goals and subject to questions regarding its practical implementation and impact.

One of the largest issues Europe is addressing is climate change. Specifically, Ireland is seeing far more rain, and the country needs access to seed chemistry to help with that agricultural landscape. However, the trajectory of the policy in the UK is to reduce pesticide and fertilizer by 50%, as well as organic production by 2040. While farmers in Europe are accepting of reducing climate change, these policies are hard to deliver upon and remain operational.

continued on page 28



In the same breath, U.S. soy and Europe share a lot of the same commitments to sustainability. Between 1997 and 2017, U.S. forestland increased by more than 1.8 million acres while cropland decreased by 8.9 million acres. U.S. soy has the lowest carbon footprint, including land use change, compared with soy of other origins, plant proteins and vegetable oils.

As Europe evolves deforestation-free regulation for food and agricultural products, choosing U.S. soy helps advance sustainability and the marketplace.

Moving the Market

One of the biggest investments of checkoff dollars is in international trade and market development. This inaugural mission allowed Missouri farmers to gain a global perspective along with their peers and assist them with program investment decisions in the future for the benefit of all farmers.

“There is a lot of valuable checkoff sell back from these trips,” said Matt Amick, Missouri Soybeans director of market development. “These trade missions, along with many other projects, drive the value of and demand for the Missouri soybean. We can’t become complacent in the fast-changing market, and the checkoff allows us to determine demand drivers.”

During the trip, the Missouri delegation visited the following buyers and partners: the Irish Food Safety Authority; Irish Department of Agriculture, Food and the Marine; Irish Environmental Protection Agency; Northern Ireland Grain Trade Association; Ulster Farmers’ Union; Ireland College of Agriculture, Food and Rural Enterprise; U.K. Food Standards Agency; U.K. Department of Environment, Food and Rural Affairs; U.K. National Farmers’ Union; Agricultural Industries Confederation; U.S. Embassy to the U.K.; ADM and many others.

“We gained a better understanding of how the EU and UK policies differ and the opportunities and challenges associated with each market,” said Porter. “We also learned what markets are crucial to customers in Europe. For example, in Ireland and Northern Ireland, there is a tremendous demand that exists for protein in dairy that far outpaces the supply

of that protein. This is a prime opportunity for U.S. soy to make gains in that market.”

Roundtable discussions brought forth emerging opportunities to expand the demand for soy in the U.S. and Europe.

“There is a projected overall increase in demand on the continent, both in food and fuel, which serves soy and has the potential to benefit all Missouri soybean farmers,” says Porter. “One of the biggest takeaways for me was just how making that contact and building those relationships can impact Missouri soybean farmers in an indirect and direct way, building demand for the sustainable products we produce.”

Additionally, farmers set foot on a variety of farm operations including a regenerative operation, a Linking Environment and Farming (LEAF) landscape, a soybean farm and other fields.

“When U.S. farmers can see firsthand how their European counterparts do business, it can have impacts back home through the farmgate” said Wheeler. “Missouri Soybeans is making decisions on an annual basis using the farmers’ dollar, and we need to be able to make informed decisions on what the farmers need today and 10 years from now.”

To do that, the team exchanged experiences on both sides of the Atlantic and agreed to potential prosperous partnerships valuable to the farmers’ bottom line.

Farmer-to-Farmer Learning

Providing training and education to people in various countries is a trademark of the soybean checkoff. In addition to boosting food quality and quantity, outreach and networking create more demand for U.S. soybeans.

“We have a wonderful relationship with the UK and EU, and we want to continue building that rapport,” said Wheeler. “In order to do that, you have to visit these folks face to face to sustain and grow the soybean sector.”

One of the first farms the farmer-directors set foot on was a diversified operation owned by Ireland farmer, Tom Tierney.



“It’s farmer-to-farmer learning where I get to share my own experiences on my operation,” said Tom Tierney, a farmer in Kildare, Ireland. “We face the very same issues as the farmers in Missouri would face, so I would like to forge those links and battle the problem head-on.”

Tierney operates a tillage farm, which allowed the group of farmers to compare grain production overseas to their own operations. The farm tour afforded an invaluable exchange regarding respective regulatory burdens placed on the farm and discussions on subsidies and crop insurance.

“There is nothing like seeing it for yourself,” said Matt Wright, Missouri Soybean Association (MSA) president. “At the end of the day, we are all farmers, but there are different approaches and things we can learn from each other. Trade missions provide context to a country. The political environment gives rise to a different take on the same issue.”

Farmers who met during this mission often shared Missouri Soybeans’ views and expressed frustration about the soybean supply chain, as well as the affordability of inputs. At each stop, the farmer-leaders took longer and longer to linger in the field and ask pertinent questions. The casual conversations allowed

for an exploratory experience to climb onto equipment, test out the technology and scout the fields.

“It was wonderful seeing the farmers visiting back and forth with other farmers, discussing the issues at hand,” said Wheeler. “We are more alike than what divides us. It might be a different topography, but the passion for living on the land and raising great products and a great family unites farmers worldwide.”

The smiles, laughs and handshakes made the trade mission worth the experience for Missouri’s soybean farmers. To trade industry insights, business cards, ideas, farming practices and so much more was invaluable to the farmers on European soil and in the Show-Me State.

“I’ve said repeatedly the goal of this trip was threefold – policymaker and customer education, market expansion and leadership development – and I think our farmers knocked it out of the park,” said Wheeler. “These meaningful missions are about relationships and maintaining the market, and I rest assured knowing the impacts of this international trip will be seen for years to come.”

To find out more about Missouri Soybeans’ trade mission, visit mosoy.org.



SHARING SHOW-ME AGRICULTURE

BY HANNAH BOCKTING,
COMMUNICATIONS AND
EDUCATION INTERN



The Show-Me State is home to 95,000 farms, covering two-thirds of the state's total land acreage and supporting many of the state's top agricultural commodities including soybeans, corn, cattle and calves, hogs and turkeys. On average, Missouri farms are more than 290 acres, and nearly all are family owned and operated. However, the story of agriculture and the farmer often goes unnoticed. Farmers often use storytelling as a means of communication between producers and consumers, but it can also be used to pass down traditions from generations.

"Getting our story out is the hardest," said Roger Paulsmeyer, a farmer in Osage County. "As farmers, we are very isolated and oftentimes do not interact with the public on a daily basis."

When working long days and nights, it's hard for the average farmer to find time to engage with the public. Without having such a reoccurring presence, it's a challenge for people to make a connection with the products they buy.

"People are unfamiliar with the faces of agriculture," said Paulsmeyer. "Farmers' names should be on the package or at least locally grown should be made more known. It's easier to make a connection with the products you buy when you can read about the person behind its production."



Cliff Vedder and family

DON'T GET OUT

If your machinery, vehicle or other equipment **makes contact with a power line**, guy wire or electrical box, **DO NOT** get out of your cab. Stray power could energize your equipment and the ground.

To avoid becoming electrocuted:

Call 9-1-1 and wait for us to arrive to cut the power.

Wait to exit your cab until the **power is de-energized**.

In rare cases you may need to exit your cab due to smoke or fire. If you must get out, make a solid jump out without touching any part of the tractor or vehicle, and hop away as far as you can, keeping both feet together as you hop.

For more information visit **SafeElectricity.org**.



Missouri Electric
Cooperatives

A Touchstone Energy® Cooperative 

 Safe
Electricity.org

Average consumers do not give a second thought about who grew their food or where it was grown. Agriculturalists have heard of the movement "Farm to Table," which encourages the use of locally grown food and ingredients. Farmers often welcome consumers to come to the farm to showcase the production of agriculture.

Roger Paulsmeyer and son



"A guy came and watched us milk. He saw we market through Prairie Farms, and now he only buys that brand," said Cliff Vedder, a farmer from Franklin County. "It's important for consumers to recognize the many small family farms because they are often led to believe most products come from big factory farms."

Missouri's family-owned farms are committed to producing a safe and secure food supply for local and global consumers. There are approximately 500 concentrated animal feeding operations (CAFOs) or factory farms in the state of Missouri. When family farms are forced to compete against these huge well-known food companies, it's hard to stand out. The voice of the farmer is often pushed into the background and lost amongst the big names labeled on the shelves.

Passion and dedication are what keep farmers going. There is a constant drive to work hard and provide for the family, community and country and to share the story of agriculture with consumers.

"The answer to how we can best tell our story is kind of a mystery," says Paulsmeyer.

"There are many consumers who want to know but may be afraid to ask or unsure of who to ask."

Unfortunately, there are many marketing tactics found on the grocery store shelves and the internet, leaving consumers confused.

"A lot of people are concerned about antibiotics," said Vedder. "They have this mindset we load our animals with antibiotics, but I try to tell them about the process Prairie Farms uses and how everything is tested before it ever leaves the farm."

When consumers are unsure about topics in agriculture, they often look to social media. Yet, social media has not always worked out in the farmers' favor. It's very easy for many practices in agriculture to be taken out of context without proper explanation coming from the farmers executing them. Since there is so much attention surrounding the agriculture industry, it's easy for the farmer's perspective to be taken out of context. Having their voices heard always comes with a risk, especially when trying to reach an audience that is so divided in opinions. Farmers can only hope their influence impacts the younger generation and those outside of the agriculture industry.

"I try to impact the next generation by telling the history of agriculture and how I want that story to grow with them as they get older," said Paulsmeyer.

The world of agriculture is constantly changing with the introduction of new technologies. So much change is happening that



the fear of the old farming way risks being lost in the chaos. By continuing the story of the farmers who came before us, we can help ensure their story is never lost.

"I express to my kids the importance of sharing our story, but they do a pretty good job advocating for agriculture on their own," said Vedder.

If farmers hope to see the story of agriculture continued, they must educate and encourage the future generation to speak out and share their stories. Teaching youth inside and outside of the agriculture industry helps further their understanding of where food comes from and the importance of protecting our farms.

**I TRY TO IMPACT THE
NEXT GENERATION
BY TELLING THE
HISTORY OF
AGRICULTURE AND
HOW I WANT THAT
STORY TO GROW
WITH THEM AS THEY
GET OLDER.**

**-ROGER
PAULSMEYER**

Sharing the story of agriculture does not look the same for every farmer. There are numerous ways to share the story of ag such as gardening with family at home, hosting community visits to your farm, experiencing hands-on learning, and reading books about farming and its history. The future depends on the ability of our farmers to produce their own food supply efficiently, safely and profitably. Helping others understand why and how farmers do what they do is the first step in establishing the importance of telling the story and advocating for agriculture. ●




unitedsoybean.org

MAINTAINING OUR REPUTATION TO DELIVER

Whether shipping by river, road or rail, the soy checkoff is committed to ensuring America's infrastructure is a significant advantage for U.S. soybean farmers. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.

See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at unitedsoybean.org

Brought to you by the soy checkoff. 

©2018 United Soybean Board. Our Soy Checkoff and the Our Soy Checkoff mark are trademarks of United Soybean Board. All other trademarks are property of their respective owners.

Sweet Sounds of the Farm

MSA board member, Russell Wolf, shares his memories from on the farm and advice about finding your passion in agriculture.

Q: Tell us a little about yourself.

A: I've been married to Stacey for 33 years, and we have two grown children. I grew up on a farm with my parents and six other siblings. Our family enjoys camping and boating on Truman Lake. I follow the Cards and Chiefs. I really enjoy talking to others that will listen about our family's farm. My family lovingly calls it "Farming Out Loud!"

Q: Tell us about your farm.

A: I married into a row-crop family in central Missouri. I helped on the farm after work and on weekends until I had the opportunity to become a partner. We raise soybeans, corn and sometimes wheat. My brother-in-law, Chris, and I also operate an excavating company that does farm improvements such as terraces, waterways and drain tile.

Q: What is your involvement in agriculture?

A: I've had the unique opportunity to travel to the Panama Canal, Costa Rica, Boston and New York, learning from and speaking with end users of U.S. soy through programs offered by the United Soybean Board. I am on the board of Missouri Soybean Association, American Soybean Association and a member of Missouri Farm Bureau.

Q: Does your family implement any sustainable practices?

A: We have built many miles of terraces, waterways and drain tiles on our farm. We are no-till and minimum-till farmers. Lately, we have been implementing cover crops to improve soil health and reduce erosion.

Q: What are you listening to while working?

A: I listen to farm radio for the markets, talk radio and classic rock when I need to stay awake.

Q: What is your favorite planting or harvest snack?

A: Anything sweet and salty. I particularly like Sweet and Salty Nut Bars and cashews.

Q: Tell us about your favorite memory on the farm.

A: I've had a lifetime of great memories on the farm, but I would say it is the sound of my dad's John Deere A starting up and running. There's just something about that sweet sound of a Johnny Popper!

Q: Should tractors be red or green?

A: We are a green farm, I think mostly because the closest dealer is green.

Q: Who is your biggest influence?

A: My biggest influence was my dad. Through his actions, he taught me the value of hard work and care of the land. From my father-in-law, I gained the drive to keep up with current practices and a willingness to try new methods. My wife and family keep me grounded and continue to lift me up to be a better person.

Q: What would you tell your kids or other next-gens to encourage them to be involved in agriculture?

A: First, find your passion, then look into where that passion could fit. Agriculture is changing so fast that most anyone could find that job that doesn't feel like work. For those school aged kids, join FFA. There is so much to learn from ag science to public speaking to hands-on experiences. They just might find a passion they didn't know existed in them.

Q: How do you take your coffee?

A: I don't. I jokingly say that I'm not old enough to drink coffee. I hate to admit it, but I get my caffeine from Mountain Dew.

Q: Who is your favorite farm influencer to follow?

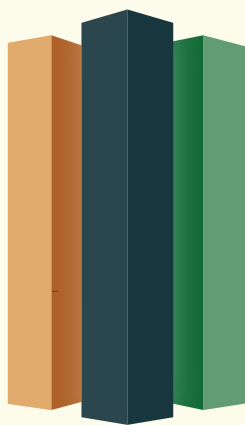
A: I follow many on social media to get other people's points of view such as Addie Yoder, Soil Warriors, Peterson Brothers and Ag with Emma.



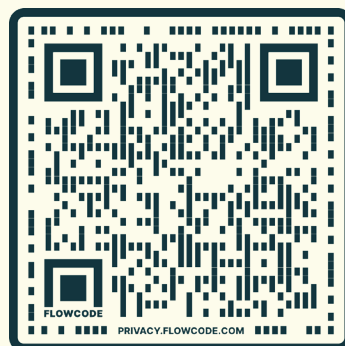


You Grow a Protein Powerhouse for Global Food Security

Find out how ASA/WISHH's soy checkoff-supported work with Edesia Nutrition led to the company developing a product that contains **25% more soy flour** than earlier formulations. Adding more soy allows Edesia to reach more people throughout the world.



Trade. Development. Food Security.



Top photo courtesy of SNI Global



ASA
American Soybean
Association®

WISHH
WORLD INITIATIVE FOR SOY
IN HUMAN HEALTH

**UNITED
SOYBEAN
BOARD™**



KEEP ROLLING THIS HARVEST

GRAIN TRAIN HIGH-CAPACITY WAGONS

When it comes to moving grain during harvest, you don't have time to waste. That's why smart growers choose the Brent® Grain Train® 57-Series wagons. There's no better choice for grain transport and efficiency. The Grain Train wagons are the most feature-rich on the market and will keep you rolling through your busiest time of the year.



**VISIT BRENTEQUIP.COM OR SEE YOUR
NEAREST DEALER FOR MORE INFORMATION.**

Unverferth Manufacturing Co., Inc.
P.O. Box 357 • Kalida, OH 45853
unverferth.com

PROTECTING YOUR LIVELIHOOD
WHILE FOSTERING YOUR GROWTH:
IT'S A MUTUAL THING.

CFM INSURANCE IS A PROUD PARTNER OF THE MISSOURI *Soybean Association*

Missouri Soybean Association members can now receive a **5% discount** on a CFM Insurance policy. Contact your local agent to learn more about this discount or get a custom CFM quote:

WeInsureMissouri.com/agents

For more information about how CFM works to safeguard Missouri farms, visit:

WEINSUREMISSOURI.COM/PRODUCTS/FARM

*Discount applies to new & existing policies.



MSA 2023 YIELD CONTEST

Missouri farmers have consistently brought in big soybean yields in the annual yield contest, combining innovation and expertise throughout the growing season that pays off at harvest. The time to show those big yields is coming up quickly. There will not be an entry form required to enter the contest. Only a completed harvest form is required, which will be due Nov. 30.

The annual Missouri Soybean Association (MSA) Yield Contest presents growers in each of the Association's seven districts a unique opportunity to compete against one another for top yield – a battle of the brands. The regional competition allows farmers to show their skills against others producing in similar soil and under similar weather conditions.

The contest will continue to include district-level competition, recognizing winners in the tilled, no-till and cover crop categories. Top statewide winners will be recognized for dryland and irrigated production. Entries topping 100 bu/ac will continue to receive special recognition in the 2023 contest.

Entries must be from fields 10 acres or larger in size, with a harvest minimum of 2-acres, and located within Missouri. All participants must be at least 18 years of age. Each entry must be submitted on a separate harvest form. All contest harvest entries must use soybean varieties available in the marketplace for Missouri. No experimental or research line(s) are eligible for the yield contest. Again, there is no entry form required for the 2023 Missouri Soybean Association Yield Contest.

MSA extends great thanks to the Missouri Soybean Merchandising Council and industry partners for continuously sponsoring this event and recognizing Missouri's elite producers with cash prizes.

Prizes will be awarded during the Missouri Soybean Association's district meetings and annual meeting in early 2024. Winners will also be recognized online and in *Missouri Soybean Farmer* magazine.

Harvest forms, rules and prize details are available on mosoy.org, or growers may request copies by calling the Missouri Soybeans office at (573) 635-3819.



FAQ:

Is an entry form required?

No, for the 2023 MSA Yield Contest entry forms are not a requirement.

What are the categories I can enter?

District Categories:

- Non-Irrigated Till & No-Till
- Non-Irrigated Cover Crop No-Till

State Categories:

- Non-Irrigated Till & No-Till
- Irrigated Till & No-Till



Apply for the Missouri CRCL Project's cover crop incentive payment programs

ABOUT THE MISSOURI CRCL PROJECT

The Missouri Climate-Resilient Crop & Livestock (CRCL) Project aims to promote climate-resilient crop and livestock systems through diverse practices. To reach a wide range of farmers, we're introducing eight tailored incentive payment initiatives. On **July 19th - August 31st**, farmers will be able to apply for our cover crop practice payments, first-come first serve.

SOY-RYE COVER CROP INITIATIVE

Incentive payment for soybean producers to fall plant cereal rye prior to soybeans.

Payment per acre: \$30 eligibility

HIGH BIOMASS COVER CROP INITIATIVE

Incentive payment for producers of corn, sorghum, cotton and other row crops to use high-biomass cover crop mix that is fall planted where at least three cover crop species are planted in the fall and with at least one being an overwintering species.

Payment per acre: \$40

COVER CROP INCENTIVE PROGRAMS

LATE TERMINATION PRACTICE

Supplementary incentive payment producers who do late termination, where a cover crop is left alive until planting a cash crop (e.g. planting green).

Payment per acre: \$15

COVER CROP GRAZING

Incentive payment for producers to graze livestock on cover crops.

Payment per acre: \$20

APPLICATIONS OPEN JULY 19TH

Apply at
<https://cra.missouri.edu/mo-crcl/>



BELIEVE YOU CAN.

FOR WE LIVE BY FAITH, NOT BY SIGHT.
II CORINTHIANS 5:7

We put soybeans first because you put performance first.



At Asgrow® brand, not only are we all about the beans, we're all about your success as well. That's why we offer localized products with leading genetics, weed management systems and maximum profit potential – all developed by soybean experts who put soybeans first.

DISCOVER HOW IT'S ALL ABOUT THE BEANS.

[Asgrow.com](https://www.asgrow.com)



ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Asgrow and the A Design®, Asgrow®, Bayer and Bayer Cross are registered trademarks of Bayer Group. ©2023 Bayer Group. All Rights Reserved.