

Maryland Soybean Board

Soybean Sampler

2019 Annual Report

Soybean Checkoff Program Shows 5:1 Return to Farmers

The soybean checkoff program is about farmer dollars working for farmers. The checkoff is their investment in their future—and it is working.

Every five years, an independent study is commissioned to determine the economic return on investment for U.S. soybean farmers. The latest numbers indicate that soybean farmers have seen a \$5.20 return in value per dollar invested — and even higher returns are expected.

Realized returns vary from premiums earned for growing high oleic soybeans to reduced input costs by using sustainable business practices learned through the Take Action program.

Direct results can be seen with biodiesel adding value via soybean oil equivalent to 63 centers per bushel—that's \$36 per acre—in additional value for soybean farmers. More than \$67 million has

been returned to farmers to date in the form of high oleic premiums.

The “What it Takes” initiative, led by U.S. Soybean Export Council, shifted international marketing efforts away from China starting in 2015, better equipping the U.S. soy export market to manage trade shifts. This focus resulted in new customers and increased purchases from Europe, Morocco, Egypt and the Philippines to the tune of a record 2.6 billion bushels in 2018.

A surge of international interest for crop sustainability led to the development of

The Maryland Soybean Board administers the soybean checkoff to support soybean research, marketing and education to deliver the greatest benefits to Maryland soybean farmers.

U.S. Soy Sustainability Assurance Protocol (SSAP), which verifies sustainable soybean production based on conservation program participation and sound stewardship practices. The SSAP increased sales by nearly a million metric tons in the last year. The SSAP-RED designation recently allowed U.S. soy to be included as fuel stock in European biodiesel, opening a new, large international market for U.S. soybean oil.

With rapid global growth of aquaculture, U.S. soy is realizing increased international sales through demonstration, promotion and technical support of in-pond raceway systems in international aqua markets. These systems double to triple yield while reducing water and energy use. Higher productivity increases soybean meal use and demands a higher-quality soybean meal that U.S. farmers can provide.

Farmers Encouraged to Take Action

As weeds take a greater toll on crop yields, the Maryland Soybean Board (MSB) is encouraging MidAtlantic farmers to take action to prevent the spread of herbicide resistant weeds.

“If weeds are identified in their earliest stages, we can make a plan to control them before they overtake a field,” stated Brian Johnson, chair of the MSB Research Committee. “We are investing in research to assist farmers in combatting the issue and improving yields on the farm, and then relaying that information to the farmer.”

Weed control is a top priority for the soybean board, as it impacts the health of the soil as well as crop yields. The soybean growers now

have a herbicide lookup app to identify weeds in the field. This is available at www.iwilltakeaction.com, along with additional tools in weed management.

In addition, MSB teamed up with the University of Maryland Extension to offer five workshops for farmers interested in learning about herbicide resistant weeds and improve weed control on their farms. As the spread of these weeds continue in the Mid-Atlantic, it is imperative for landowners to learn and implement management strategies that will help control the weeds.

MY MARYLAND FARMERS

MSB's MY MARYLAND FARMERS education campaign has topped projections, appealing to MILLIONS of MidAtlantic consumers monthly with stories from the farm. Find and follow us at:

www.mymdfarmers.com

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Take ACTION

Terrapins Soil Judging Team Take First at Nationals

The University of Maryland Terrapins captured first place for the fifth time in the 59-year history of the National Soils Competition. Hosted by California Polytechnic and State University, the competition drew 26 universities from around the country.

The practice and contest pits included an interesting collection of soils that were mostly Mollisols, Vertisols and Aridisols. These were formed in variety parent

materials including alluvium (on fans, terraces and floodplains), colluvium, and residuum.

Two Terrapins finished in the top 10 among a field of over 100, which helped carry the team to the first place finish overall, ahead of Virginia Tech (2nd), University of Nebraska (3rd, coached by former Terp Soil Judger Dr. Judy Turk). The team was sponsored in part by the Maryland Soybean Board.



Eck and Griffith Up their Game

A Ian Eck and Kayla Griffith joined agriculture trailblazers of all ages from across the country for a two-day training to effectively promote the soybean industry, communicate key agricultural messages and work to expand U.S. soybean market opportunities domestically and internationally, while networking with growers from across the country. More than 100 participants attended this year's Soybean Leadership College in St. Louis.

The program sessions included "Using Your Finances to Create a Competitive Advantage," "The Beltway Impact: Who is in Charge? What's the Economic Impact" and "Soybean Family Panel – Grower Leaders Answer Your Questions." The program also featured keynotes from Steve Cortes, CNN Contributor, and Jack McCall, speaker and humorist.

Ready to up your game? Contact the MSB office about attending a future leaders session.



WISHH Makes Trade Deals Come True

Demand for food and feed containing U.S. soy is growing in developing countries, and the American Soybean Association's World Initiative for Soy in Human Health (WISHH), along with its strategic partners, is driving that growth in African, Asian and Central American markets. Building new demand helps spread risk across a larger number of countries by broadening and diversifying the U.S. soy export market portfolio.

UGANDA: The food and beverage company, SESACO, becoming a new soy flour customer for ZFS Creston and purchased textured soy protein from Kansas Protein Foods. "The collaboration is promoting trade between us," says founder Charles Nsubuga. "The neighboring countries are picking up the idea because of what is existing between us and WISHH. The economic impact is such a big one that could not have taken place without this kind of partnership."



CENTRAL AMERICA: A trade team of U.S. soybean farmers were instrumental in solidifying a partnership between a food and beverage company and the Salvadoran Ministry of Education, which oversees meals for more than 500 schools. The U.S. soy customer recently won a 2019 government contract to supply the school meal program with foods containing texturized soy protein made from U.S. soy flour.

SENEGAL: After participating in WISHH's poultry feeding demonstrations, a company purchased 11,022 bushels (300 metric tons) of soybeans for poultry feed production.

GHANA: WISHH introduced Catherine Osei-Tutu to U.S. soy. The West African poultry farmer purchased her first 4,640 bushels (100 metric tons) worth of U.S. soybean meal this year for her 7000-bird farm.

MPT's #1 Show

Maryland Farm & Harvest has once again topped the charts for Maryland Public Television's top rated regional show. The series just completed its seventh season and is in production for Season 8. MPT recently received two Emmy® Awards for *Maryland Farm & Harvest* and the prestigious Board of Governors Award. Joanne Clendingin won an Emmy® for Host of *Maryland Farm & Harvest*.

PBS is #1 in public trust, with an audience that is affluent, educated and involved in their community. Over 7.7 million viewers have tuned in via television, website or digital media to see the modern face of farming featuring the people behind Maryland's number one industry. The show connects viewers with the people who raise their food, to understand the difficulties and celebrate the successes of Maryland's farmers. Viewers say after watching they're surprised, entertained and most importantly—enlightened.

Tune in Tuesday and Friday evenings or find episodes online at www.mpt.org/programs/farm.



Soybean Board Seeks to Improve Maryland Rural Road Safety

Auto crashes involving farm vehicles or equipment can be costly both in terms of property damage and injuries, and in some circumstances, result in fatalities. The Maryland Soybean Board (MSB) wants to minimize these occurrences.

“We’ve had many farmers report of incidents where they had to drive off the road to avoid a vehicle trying to unsafely pass them with oncoming traffic headed their way,” commented Travis Hutchison, MSB Chairman. “Farm vehicles and equipment must travel public roads in order to reach outlying fields and to transport products to market or processing facilities. We want to improve safety on rural roads for our farmers and our neighbors in the community.”

MSB conducted a study to research the prevalence of farm equipment related accidents and investigate potential solutions. Findings showed that the majority (<70%) of farm vehicle crashes (FVCs) were listed as property damage crashes, while roughly 28% were injury crashes and slightly less than 2% of FVCs were fatal crashes. The most common result of FVCs was contact between two moving vehicles. Most FVCs were rear-end accidents or single vehicle incidents.

The number of FVCs are growing every year. They most frequently occur June through October. Over 75% of FVCs occurred during daylight hours, with only 16.5% occurring in the dark. Fewer than 10% of FVCs took place during dawn or dusk light conditions. Over 72% of FVCs occurred in clear weather, while 9% occurred during cloudy conditions and 9% in precipitation (rain, sleet, or snow).

Most FVCs occur on two-way undivided roads (52.8%), followed by two-way divided highways with barriers or medians (21.9%). The largest number of incidents occurred on state highways (38%), followed closely by county roads (30%).

Recommended Actions

“Education for farmers to know how to best prevent accidents is one of our recommendations, as this will be a continuing issue with Maryland’s population growth,” continued Hutchison. “It’s also imperative that non-farming public understand how to safely travel roads where farm equipment is present.”

Recommendations for public programming, inclusion of farm vehicle safety in driver’s education training, and education campaigns targeted to spring planting and fall harvest are several ways identified to improve the public’s understanding of rural road safety.

FVCs are more likely to occur on roads with speed limits over 50 mph, curves, high traffic density, and/or smaller lanes/road widths. Roadway design and maintenance can attempt to mitigate these issues. Recognizing farm vehicles in the state Strategic Highway Safety Plan would help bring awareness to the unique needs of operating farm equipment and reduce injuries on roadways.

In the spring, the Maryland Farm Bureau, Maryland Department of Agriculture and Maryland State Highway Administration worked on posting road signs that warn of tractors and slow-moving farm equipment. This is a beneficial strategy that MSB would like to see expanded, particularly during spring and fall, and near locations such as rural storage facilities or markets.

“We commend the efforts underway and invite more partners to help in the effort to lower the accident rate on Maryland roads,” Hutchison concluded.

The Maryland Rural Road Safety Study is available from the MSB website at: www.mdsoy.com/md-rural-road-safety-study/.



MARYLAND SOYBEAN BOARD

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www.mdsoy.com

MSB FINANCIAL REPORT

REVENUE

FY18 Assessments	\$1,156,656
50% to United Soybean Board	<u>\$578,306</u>

Maryland Soybean Board	\$578,350
Interest & FY17 Project Carryover	\$187,053
Miscellaneous	<u>\$25,551</u>

Total Revenues FY18 \$790,954

EXPENSE

Administration, Collection, Compliance, Board Operating Costs & Elevator Audits	\$79,427
Special Projects	\$110,476
Communication	\$38,806
Promotion	\$87,204
In-State Research	<u>\$216,926</u>

Total Disbursements FY18 \$532,839

Ongoing Project Funding FY19	\$258,115
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Resources at your Fingertips

Check out these easy to use, made for farmers, tools to keep you informed and ready to roll



From Cloud to Cab is a podcast series for farmers on the Delmarva Peninsula and in the Mid-Atlantic Region, offering timely conversations with scientists, policymakers, agribusinesses, conservationists and other farmers. The goal is to offer news, updates and different perspectives in a fresh and accessible format, especially when listeners don't have the time to sit down and read an article.

From nitrogen use efficiency to hops, barley and beer, topics are timely, educational and entertaining and worth a listen.

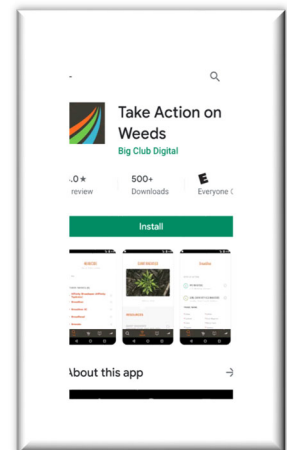
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The U.S. Farmers & Ranchers Alliance offer engAGe, a free app that allows users to easily stay abreast of current news in agriculture and amplify relevant content with a simple click. It doesn't matter if a user is behind a computer, walking down a street, or in a field, engAGe makes it simple to share a united voice, and speak for agriculture. If someone has a video, photo, link or story they want to share; engAGe is their platform. Simply upload, write a summary and distribute your content to be shared with the entire network.

Users can access the engAGe app through a browser or mobile device.

www.fooddialogues.com/engage



Take Action is a farmer-focused education platform designed to help farmers manage herbicide, fungicide and insecticide resistance.

The Take Action app provides an easy reference guide to take in the fields to identify pests and disease and explore options to address the problems.

www.iwilltakeaction.com