

Maryland Soybean Board

Soybean Sampler

2020 Annual Report

Fueling your Bottom Line

The basis is simple: the more soy products that can be used in the market, the more soybeans are in demand—and that drives prices for the farmer. The soybean checkoff works to increase soybean use in the market and increase your bottom line.

When processed, soybeans are divided into protein and oil. Soybean protein is primarily used in animal feed which is the foundation of the soybean market. It continues to command 97% of soybean production.

For many years, petrochemicals were chosen over soy for use in industrial products. However, times have changed. The performance benefits of soy and its role in improving the environment are leaving harmful chemicals in the past, driving a surge of new uses through research in soy technology.

Soy oil is an industrial ingredient in plastic composites, synthetic fiber, paper coatings and formaldehyde-free

For every \$100 of farmer soybean sales, 25¢ goes to your state soybean checkoff and 25¢ goes to your national soybean checkoff. Both promote animal ag, biodiesel, transportation, education, international marketing and research.

\$1 Yields \$12.34 Return

For every dollar farmers invested in the soy checkoff over the last five years (2014-2018) all U.S. soybean farmers received an estimated \$12.34 in added value.

adhesives. Companies are using soy-based alternatives to meet sustainability goals. New uses, such as sandals that are 45% U.S. soy by weight, have entered the market. The soy backed artificial grass has displaced 60% of the petroleum-based polyurethane in common artificial grass products.

A new high oleic soy-based polymer for asphalt offers a lower-cost and cleaner alternative to traditional agents. High oleic oil is also being used as an asphalt sealant, which nearly doubles the life of the road. All-season tires using a soybean oil compound, have improved traction and reduced energy consumption in the manufacturing process.

Soy is also gaining favorable recognition in the biodiesel market, to heat buildings and fuel automobiles.

Biodiesel is a renewable, clean burning diesel replacement that is creating green jobs, reducing domestic dependence on imports, and improving the environment. Biodiesel provides one of the best carbon reduction strategies available in today's vehicles. The United Soybean Board first began investing checkoff dollars to research soy biodiesel in 1991. Since that time, the biodiesel industry has grown nationally through the research and promotion efforts of the soybean industry and its partners.

In 2019, 2.8 billion gallons of biodiesel were used in the U.S., using the oil from 772 million bushels of soybeans, 35% of domestic soybean oil production. Impact of biodiesel demand to the price of soybeans today is an increase in cash price by 13%, adding \$52 per acre for biodiesel alone. As communities seek to lower carbon dioxide emissions, demand for biodiesel will continue to rise.

By building demand for protein and oil products both at home and abroad, the soybean checkoff is helping to ensure a strong and profitable future for soybean farmers.

Due in large part to soy-checkoff-funded research and support, biodiesel has grown to become a more than 2-billion-gallon-a-year industry that adds to U.S. soybean farmers' bottom lines. Here's how:

30 years ago
Farmers recognize a need for the use of surplus soybean oil.

Soybean farmers, through their checkoff, created the biodiesel industry.

Our soy checkoff funds research and demonstrations on biodiesel's benefits for engine performance, the environment and human health.

Biodiesel becomes one of the most tested renewable fuels on the market.

Today
Biodiesel adds 74 cents per bushel to the value of soybeans.

Biodiesel production tops 2 billion gallons, reducing soybean meal costs to poultry and livestock farmers by up to \$48 per ton.

Because of its benefits, biodiesel qualifies as an Advanced Biofuel under the Renewable Fuel Standard.

Demand for U.S. soybean oil increases.

Growing Trust in Maryland Farmers

In a time when farmers were being questioned about their farm practices and consumers questioning their food choices, farm organizations sought a way to connect with consumers. Enter My Maryland Farmers.

Launched in 2018, the My Maryland Farmers campaign includes a highly popular blog, website and social media education program aimed at increasing consumer awareness, trust and understanding of Maryland agriculture.

The trials, joys and hard work of Maryland farmers are brought to life through a series of blogs that are personal, positive and inclusive of the industry. The blogs are then promoted through social media. Social posts connect consumers with local farmers and information about modern farming practices, linking to a story from the farm that helps consumers understand choices that farmers make.



Danielle Bauer Farace joined the Maryland Soybean Board as Executive Director in FY'20. Growing up on her family's grain and livestock farm in Howard County, Danielle has worked to make a positive impact on agriculture throughout her career and participation in activities such as LEAD Maryland and Howard County Farm Bureau. Danielle is an agriculture and natural resources graduate of West Virginia University, and makes her home in Dorchester County with husband Matthew.

"The My Maryland Farmers campaign has produced tremendous results and continues to grow as a respected and trusted source of information about food and farming," said Belinda Burrier, MSB Vice-Chair. "Consumers feel comfortable learning about and asking questions about food."

With headlines of "What do farmers do in the winter?", "I'm never in the dog house", or "Will the real milk please stand up", consumers are tuning in. To date, there have been over 3.9 million impressions where people have viewed social messaging. My Maryland Farmers social media following has grown to over 28,000 individuals, the majority of which are located in central Maryland. Nearly 60% of followers range in ages 35-64, with 70% engagement coming from females. Over 229,000 engagements have been tallied, where viewers liked, shared or commented on a post.

Initial investment was made by the Maryland Soybean Board and Maryland Grain Producers Utilization Board to launch the campaign with stories reflective of all agriculture products.

THE FACE OF MARYLAND FARMERS

Meet our Maryland farmers

The Maryland Ag Council and the Maryland Department of Agriculture have also provided grants to support the initiative in 2020.

"The campaign has brought to life Maryland farming in social media, where our voice has been little heard," Jennie Schmidt, MGPUB Past President noted. "This is an effective and efficient program for promoting our agriculture products and joint issues of farming in the Chesapeake Bay region."

Project partners are invited to suggest story ideas, promote the campaign with their membership, and share content through their networks, both professionally and personally. The reach of this project grows exponentially as more people share content.

See more at www.mymdfarmers.com.

Soy Leadership Programs Join Forces

Beginning in 2020, the American Soybean Association's soybean leadership training programs — Soybean Leadership College and the Soy Leadership Forum — merged to create the Soybean Leadership Academy, a program designed to provide leadership education to state and national soybean board and association leaders.

The first joint Academy was conducted in January 2020 and brought together leaders in Orlando. The leadership training program provided targeted training to state and national soybean board members and top staff, increasing their effectiveness as leaders.

Dale Brown, soybean grower from Denton, attended the beginner tract as a new MSB board member. Topics included the history of the soybean checkoff program, differences between a checkoff program and association, and the roles and responsibilities of board members.

Danielle Bauer Farace, MSB Executive Director, attended the Academy following the executive tract. Presentations included effective decision making, working with different personality types, and communication with board members.

Joint general sessions and meal functions were held to enhance collaboration between state affiliate and national soybean organizations, and provided interaction among senior soybean leadership and newer board members, creating strong peer and networking opportunities.

Burrier Elected to USB Executive Board

Belinda Burrier, Carroll County farmer and MSB officer, was elected in 2020 to serve on the Executive Committee of the United Soybean Board (USB). Burrier is one of only two representatives from the east coast to have served on this Executive Committee.



"I am pleased to continue representing farmers from Maryland and across the nation on the United Soybean Board," remarks Burrier. "Being on the forefront of soy innovation is an exciting opportunity. I am always surprised by the amount of work that goes on each week, through research, development, and marketing of both soybeans and their by-products."

In her role, Burrier serves as the Chair of the USB Marketplace Action Team. This team works to address value and infrastructure matters. In this scope, USB prioritizes that the soy value chain is using an accurate definition of the advantages of U.S. soy and bringing that value back to farmers; and that potential partners and influencers use new information to communicate to target audiences why improvements to the

transportation infrastructure are needed.

The 78 farmer-leaders of USB has two directors representing Maryland, William Layton serving in the second seat. He brings significant leadership experience to USB, having served three terms as chair of the Maryland Soybean Board. While with USB, Layton has represented soy farmers at events promoting to end users the value of soy products. He serves on the Demand Action Team, which reviews and makes recommendations to the Board for funding projects related to the fulfillment of the demand value chain goals and audiences.



William Layton joins soy staff to bring the farmer's perspective to attendees at the Institute of Food Technologists conference.

MARYLAND SOYBEAN BOARD

BOARD OF DIRECTORS

Brian Johnson, Chair
Westover

Belinda Burrier, Vice-Chair
Union Bridge

Curt Lambertson, Treasurer
Stockton

Josh Appenzeller, Sudlersville

Dale Brown, Denton

Jeff Griffith, Brookeville

Travis Hutchison, Cordova

Jason Spicer, Church Creek

Randy Stabler, Brookeville

Evan Staley, Union Bridge

April Cheesman, Ex-Officio
Perdue Farms, Inc.

Jim Lewis, Ex-Officio
University of Maryland Extension

Mark Powell, Ex-Officio
Maryland Dept. of Agriculture

USB DIRECTORS

Belinda Burrier, Union Bridge
William Layton, Vienna

EXECUTIVE DIRECTOR

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MSB FINANCIAL REPORT

FY20 REVENUE

Checkoff Assessments	\$823,897.66
50% to United Soybean Board	(413,592.80)
Maryland Soybean Board	\$410,304.86
Interest & Prior Year Project Carryover	220,562.89
My Maryland Farmer Partner Grants	9,350.00
USB Media Coop Grant	7,105.18
Miscellaneous	30,168.87
Total Revenues	\$677,491.80

FY20 EXPENSES

Administration, Collection, Compliance, Board Operation, & Elevator Audits	\$81,152.51
Core Communications	50,374.57
Special Projects	1,350.00
Strategic Plan Priorities:	
Animal Agriculture	15,967.55
Careers in Agriculture	18,453.58
Consumer Education	62,857.69
Emerging Markets	16,439.33
Farmer Engagement	25,407.75
MSB is a Resource	8,459.23
Production Research	195,309.30
Road Safety	6,587.50
Total Expenses	\$482,359.01
Project Carryover Funding	\$195,132.79





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Looking for Answers?

Research funded by the soybean checkoff is finding them.

TECH TOOLSHED

**[unitedsoybean.org/
techtoolshed](http://unitedsoybean.org/techtoolshed)**

Experts share tips on how you can incorporate and maximize precision ag tech and on-farm data through webinars, articles and videos.

- Aerial Imagery
- Enterprise Resource Data Management
- GPS
- Prescription Software
- Real Time Kinematic (RTK)
- Sensors
- Soil Sampling
- Variable Rate Technology
- Weather Data
- Yield Monitor

Farmers can now review state-specific research for application to their own farm, or conveniently find answers from research funded in another soybean state. This virtual resource is full of information and toolkits for more efficient soybean production. The Soybean Research and Information Network (SRIN) is a one-stop shop with all the information the soybean checkoff has discovered through farmer investments regarding key problem issues in production, such as tolerance and resilience. Each article on the SRIN site www.soybeanresearchinfo.com explains research findings and links directly to the study for further exploration.

The SRIN site allows farmers to see the kinds of research being done in layman's terms, where their research dollars have been spent over the years, and track soy research topics of interest all in one place.

The correlating research database at www.soybeanresearchdata.com houses information about production research for all state and regional soybean organizations. It allows a close look at the

kinds of research each state is doing, a summary showing the research focus, objectives, results, and most importantly, how the research impacts farmers. The United Soybean Board promotes the research in their communications to share the value and successes of the checkoff program with stakeholders here and abroad.

Follow research highlights on Facebook [@Soybean Research & Information Network](https://www.facebook.com/SoybeanResearch&InformationNetwork). Application of research can be found on USB's Tech Toolshed. Research is also promoted through CropStream, the free, mobile communication network for agriculture at www.cropstream.com.



Take ACTION

The Take Action app provides an easy reference guide in the field to identify pests and disease, and explore options to address issues and manage herbicide, fungicide and insecticide resistance.

www.iwilltakeaction.com