

# Maryland Soybean Board

# Soybean Sampler

## 2021 Annual Report

## Soy Demand Grows with Sole

At first glance, your soy checkoff and the Goodyear Tire and Rubber Company may not seem like they have too much in common. But they have formed a strong collaboration with common sustainability goals as their foundation.

Back in 2010 and 2011 when petroleum oil prices were very high, Goodyear was looking at sustainable technologies. The engineers found significant benefits that soybean oil provided compared to conventional oil. The main one being that it mixed much better with the rubber used in their tire compounds, so it actually provided more viscosity reduction than other types of oil.

The United Soybean Board (USB) supported Goodyear research that discovered that soybean oil could improve tire flexibility at low temperatures, helping the rubber to remain pliable in cold weather and enhancing traction in rain and snow simultaneously. Additionally, research showed that soybean oil mixes more easily with rubber compounds and reduces energy consumption, which improves tire manufacturing efficiency. These discoveries led to increased



*Whether you're hitting the road for a run or a drive, you can now do so with soy-based rubber technology.*

*U.S. soy is in Skechers footwear which feature Goodyear Performance Outsoles, opening the door to a new market for U.S.-grown soybeans.*

performance in Goodyear tires containing soy as evidenced by strong third-party ratings and reviews for each line.

Goodyear's soy-based tires are available in several sizes and styles, including some of their top-performing tires: the Assurance® WeatherReady® and ComfortDrive®, and Eagle Exhilarate™ and Enforcer® All Weather®.

Goodyear's use of soybean oil increased 73% in the first two years of production,

making progress toward its long-term goal of full petroleum oil replacement in its products by 2040.

Skechers recognized a great opportunity to use this sustainable, renewable bio-based material in its outsoles while offering strong benefits to its customers. The shoes are designed for durability with long-lasting wear, excellent grip on a variety of surfaces and weather conditions and enhanced stability through exceptional traction.

Skecher's GoRUN selection features the Goodyear Performance Outsoles, offering enhanced stability on a run, excellent grip over slippery surfaces in the workplace, or durability on the playground for long-lasting wear.

Today, there are more than 1,000 different soy-based products available, including everything from turf grass to machinery lubricants to asphalt. USB is committed to continuing its work to research, develop and expand new uses, including these tires and shoes, to build demand for U.S. soybean farmers.

"U.S. soybean growers are pleased to see this multiplier effect growing from their own collaboration with Goodyear through the soybean checkoff," said Ralph Lott II, USB Chair and soybean farmer from New York. "We're enthusiastic that consumers have a new choice for performance as well as sustainability with U.S. soy in a range of Skechers footwear."

Once just a byproduct, soybean oil is now a lucrative value driver for farmers, being used as a sustainable, environmentally friendly and functional replacement for petroleum in industrial products.



## Commitment to Next Decade of Agriculture

MSB is pleased to join the non-profit organizations and companies who have signed on to the U.S. Farmers & Ranchers in Action (USFRA) Decade of Ag initiative, endorsing a shared vision for sustainable food systems. In the next decade, MSB pledges to continue working with leaders from across the food and agriculture value chain to accelerate bold actions, including:

- Restoring our environment through agriculture that regenerates natural resources,
- Revitalizing our collective appreciation for agriculture,
- Investing in the next generation of agricultural systems, and
- Strengthening the social and economic fabric of America through agriculture.

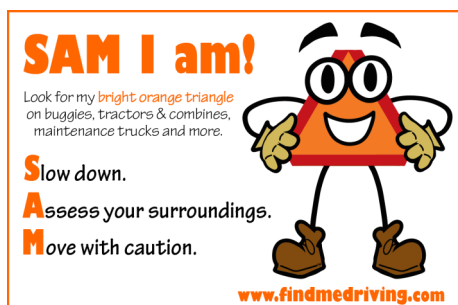
# SAM Leads the Road to Safety for Slow Moving Farm Vehicles

Conclusions from the Maryland Rural Road Safety Study found that education for all drivers, both of farm vehicles and standard motor vehicles, will play a key role in reducing the number of farm vehicle collisions. The Maryland Soybean Board is working with stakeholders to put those findings into action.

Crashes involving slow moving vehicles in Maryland are most frequently rear-end collisions occurring during daylight hours in clear weather. Drivers are not aware of the slow speeds of farm equipment and are traveling at excessive speed or not paying attention.

MSB launched the “Find Me Driving” road safety campaign to raise motorists’ awareness of farm equipment drivers on the roads. The campaign mascot, SAM, calls attention to the slow moving vehicle (SMV) emblem to encourage drivers to slow down around SMVs.

Working with the Maryland Department of Agriculture, rural communities and farm equipment concerns have been included for the first time in the state Department of Transportation’s 2021-2025 Maryland Strategic Highway Safety Plan. The plan is the blueprint for



actions to eliminate fatalities on all Maryland roadways.

“Road safety is a top priority for soybean farmers,” stated Belinda Burrier, who is the first farmer to serve on the MDOT Highway Safety Speed Emphasis Area Team. “Serving in this role, I not only share my experience to prevent farm vehicle crashes, but also voice concerns on other opportunities to make roadways safer for farmers, including roadway construction, maintenance, and more,” she states. Farmers are encouraged to send locations of road issues to MSB which will be brought to the attention of MDOT.

MSB continues to further education efforts surrounding farm vehicle crashes. The road safety campaign’s website, [www.FindMeDriving.com](http://www.FindMeDriving.com), Facebook, Twitter and Instagram accounts provide shareable driving tips

for both SMV drivers and passenger drivers to navigate Maryland’s roads safely.

Farmers can increase awareness with employees and neighbors to help prevent accidents by sharing social content and having tailgate talks about road safety with family and employees.

The Maryland Grain Producers Utilization Board sponsored the creation of four animated videos that cover safety measures to take before driving an SMV. These short clips are ideal for reviewing with farm employees and family before stepping into the cab.

The United Soybean Board partnered with MSB to produce window clings for SMV cabs, which present a basic safety checklist for drivers to review before taking farm equipment on the road. These handy clings have been duplicated for state soy organizations across the country.

Safety checklist posters, weather-resistant banners, and the window clings are all available complimentary to farmers. Order these resources from the [www.findmedriving.com](http://www.findmedriving.com) website. With a renewed emphasis on road safety, rural roads will become safer for all drivers.

## Checkout these Checkoff Projects

[mymdfarmers.com](http://mymdfarmers.com)

Explore the many facets of Maryland farming in this entertaining and educational series visiting the lives of Maryland farmers.

[maxthesprout.com](http://maxthesprout.com)

Learn about soybeans and soy products with Max and order student activity booklets.

[maxcareers.info](http://maxcareers.info)

What ag career matches your interests? Find out with Max as your guide.



## CommonGround at 10 Years



Born of a partnership between the United Soybean Board and the National Corn Growers Association, CommonGround is a network of 200 women farmers across 20 states who listen to consumer concerns and talk with them about how food and farm products are raised on their own farm. CommonGround members take to the airwaves, blogs, national and local events, and social media to provide knowledgeable advocacy and science-backed research.

The MidAtlantic chapter of CommonGround began in March of 2012, supported through a partnership between the Maryland Soybean Board and the Maryland Grain Producers Utilization Board. It’s volunteers have reached over 14.5 million consumers, going to where they shop and seek information at food shows, sporting events, on-farm tours, community festivals, speaking engagements, and state dietitian meetings.

Amidst the pandemic, CommonGround identified consumers’ interest in knowing how to prepare healthy meals at home and created a virtual cooking series. It featured open conversations about the meals and a wide array of food questions surrounding topics such as GMOs, gene editing, pesticides and hormones in meat and milk.

CommonGround’s website and social media outreach is a great place to go for quick food and farming answers that are straight from the farm and backed by science. They provide a window into the operations of most every type of farm imaginable. While each volunteer brings different experiences and expertise to the table, they share the same goal—to provide consumers with answers to farming and food questions.

See more at: [FindOurCommonGround.com](http://FindOurCommonGround.com), [YouTube.com/FindOurCommonGround](https://YouTube.com/FindOurCommonGround), [Twitter.com/CommonGroundNow](https://Twitter.com/CommonGroundNow), or [Facebook.com/CommonGroundNow](https://Facebook.com/CommonGroundNow)





## Leaders Grow in your Soybean Board

**B**elinda Burrier of Union Bridge has made history in the local soybean industry since her first term began on the Maryland Soybean Board (MSB) in 2011. Burrier was the first woman to serve on the board and then serve as Chair. Burrier was one of the first two individuals from the East Coast to serve on the Executive Committee of the United Soybean Board; and most recently, she was elected to the new position of Communications and Education Chairman under the USB's recently adopted strategic plan update.

"I want soybean farmers to know we will be working to boost U.S. soy's reputation throughout the value chain," says Burrier. "We will be sending positive materials to media outlets and building up our industry as a leader in conservation and stewardship for the land."

William Layton serves as the other USB Director representing Maryland, focusing on Innovation and Technology priorities, and is a member of the Demand Action Team.

Evan Staley, MSB board member from New Windsor, joined Burrier at the American Soybean Association's Soybean Leadership Academy with over 160 other participants from across the country. The Academy is designed to provide tools and techniques that enable state and national soybean board leaders to be more effective, efficient, and inspired leaders.

"The program helped me to get a better understanding of the workings of the checkoff organization," Staley commented. "I would recommend the training to anyone who is interested in becoming involved with the soybean industry."

## MSB FINANCIAL REPORT

### FY21 REVENUE

Checkoff Assessments	\$ 1,230,505.91
50% to United Soybean Board	(616,500.37)
Maryland Soybean Board	\$ 614,005.54
Interest & Prior Year Project Carryover	194,594.03
My Maryland Farmer & Road Safety Partner Grants	8,600.00
USB Media Coop Grant	9,551.57
Miscellaneous	18,956.00
<b>Total Revenues</b>	<b>\$ 677,491.80</b>

### FY21 EXPENSES

Administration, Collection, Compliance, Board Operation, & Elevator Audits	\$ 92,388.40
Core Functions	37,789.14
Special Projects	6,129.78
Strategic Plan Priorities:	
Animal Agriculture	7,000.28
Consumer Education	104,593.36
Emerging Markets	14,287.08
Farmer Engagement	19,892.25
Production Research	159,436.25
<b>Total Expenses</b>	<b>\$ 441,516.54</b>
Project Carryover Funding	\$ 404,196.60

## MARYLAND SOYBEAN BOARD

### BOARD OF DIRECTORS

Belinda Burrier, *Chair*, Union Bridge

Brian Johnson, *Vice-Chair*, Westover

Curt Lambertson, *Treasurer*, Stockton

Josh Appenzeller, Sudlersville

Eddie Boyle, Cordova

Dale Brown, Denton

Jason Spicer, Church Creek

Randy Stabler, Brookeville

Evan Staley, Union Bridge

Steve Walter, Hughesville

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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## Answers in Soybean Research

### Field Day showcases soybean checkoff work

#### At Your Fingertips

[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.



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.

[iwilltakeaction.com](http://iwilltakeaction.com)

The Maryland Soybean Board welcomed farmers, industry professionals, agency officials and researchers as they hosted their first **Soybean Checkoff Research Field Day** at the Wye Research and Education Center in Queenstown.

Attendees braved the heat to learn about the latest in Maryland soybean research, funded by the soybean checkoff program.

“Research funded by the Maryland Soybean Board helps increase the profitability and sustainability of soybean growers across the state,” said Maryland Chair Belinda Burrier. “The goal of this field day was to share that research with farmers so that it can be applied on their own farms.”

The event wrapped up with a snakehead fish fry and barbeque dinner. The board plans to continue partnering with University of Maryland to offer similar opportunities for farmers in coming years.

A national list of state soybean checkoff research projects is available at:  
[www.soybeanresearchdata.com](http://www.soybeanresearchdata.com).

The Maryland Soybean Checkoff Research Field Day featured six different projects being funded by the Maryland Soybean Board:

- ✓ **Planting Green – Extending the Growing Season to Get More Payback from Cover Crops**, Ray Weil, University of Maryland Environmental Science & Technology
- ✓ **Evaluating Drone for Cover Crop Seeding and Pesticide Applications**, Andrew Kness, University of Maryland Extension, Erika Crowl, University of Maryland Extension, Kirk Floyd, K-Drone Services
- ✓ **Evaluation of Growth-Promoting Products for Soybean Production in Maryland**, Andrew Kness, University of Maryland Extension
- ✓ **University of Maryland Soybean Variety Trials**, Nicole Fiorellino, University of Maryland Plant Science & Landscape Architecture
- ✓ **Evaluating Soybean Variety Performance and Response to Deer Grazing**, Luke Macaulay, University of Maryland Extension
- ✓ **Strategies for Controlling Herbicide Resistant Common Ragweed in Maryland**, Kurt Vollmer, University of Maryland Extension

SOYBEAN RESEARCH &  
**INFORMATION  
NETWORK**