

Maryland Soybean Board

Soybean Sampler

2022 Annual Report

The Maryland Soybean Board (MSB) has been working to raise awareness about the growth of dangerous encounters between motorists and drivers of farm equipment on public roads based on the results of the Maryland Rural Road Safety Study completed by MSB in 2019.

MSB's "Find Me Driving" road safety educational campaign urges motorists to understand slow moving vehicles (SMVs) and how to safely drive near them.

The campaign website, social media content, and exhibit offer driving tips to help motorists be more aware on rural and commuter roads and drive safely when encountering SMVs — whether those vehicles are construction, service or farm-related. Even the campaign's mascot, SAM, patterned after the orange, triangular SMV emblem mounted on slow-moving vehicles, is an acronym for "Slow down, Assess your surroundings, and Move with caution."

State Supports Motorist Education

The launch of the road safety campaign has seen strong acceptance by the public sector, including the inclusion of farm equipment concerns in the state Strategic Highway Safety Plan for 2021-25. This elevated the concerns in the state and added a farmer representative, MSB past president Belinda Burrier, to a safety action team, to provide input on state



The first commercials launched in September went viral with over 350,000 views in the first week.

activities as they relate to farming. MSB was awarded a Maryland Highway Safety grant in FY22 to develop educational resources to communicate with the public about rural road safety and help decrease crashes on Maryland roadways.

With the grant, dynamic, informative graphic and video ads were designed and promoted to present messaging in a compelling manner to promote safer driving practices on rural roads. This online advertising campaign promoted safe driving messages throughout planting and harvest seasons. Resources were shareable for use among affiliated organizations and stakeholders were encouraged to use these materials in their outreach efforts.

Social media rose more than 1,000% over FY21 across all platforms as digital advertising and friends sharing expanded outreach, illustrating that messaging is on target to engage viewers.

Eye-catching billboards calling attention to SMVs were posted during the summer in central and southern Maryland and along Route 50 to reach the millions beach travelers.

These ongoing, state-supported activities have increased driver awareness about SMVs to improve safety on Maryland roads.

Farmer Resources

Through a partnership with the Maryland Grain Producers Utilization Board, (MGPIB), MSB created several resources to encourage farmers and their employees to be as proactive as possible to help reduce costly and sometimes fatal crashes.

In August, the first "Tractor College" was held for young and beginning farmers, and refresher for farmers and employees.

MSB Partners Help Improve Road Safety



The seminar covered transportation law, inspections, operation and maintenance, equipment lighting and markings, hauling and weight regulations, farm stress, and operating slow moving vehicles on roads. The course was taught in conjunction with University of Maryland Extension and Maryland Department of Transportation. Due to its success and farmer interest, more sessions are to be conducted statewide.

Available from the findmedriving.com campaign website are safety checklist posters and "Tailgate Talks", a video series of driving tips, also sponsored by MGPIB. In addition, the United Soybean Board sponsored safety checklist window clings for combine and tractor cabs.



Checkoff Projects Address Key Strategic Plan Goals

U.S. soybean farmers receive an estimated \$12.34 in value for every dollar they invested in the checkoff. “We prioritize our investments in projects that address local issues and positively impact farmer’s operations,” explained Joshua Appenzeller, Maryland Soybean Board Chair. In fiscal year 2022, a total of \$220,965 in soybean checkoff funding supported projects on soybean use and promotion to benefit Maryland growers in the following strategic plan areas:

Animal Agriculture: Seeing that poultry and livestock production is welcome and its value understood in Maryland.

- ✓ Animal Ag Promotions, \$9,000, *Maryland Soybean Board*

Emerging Markets: Promoting the use of soy-based products, such as biodiesel and bioheat, and their recognition as superior products.

- ✓ State Regulatory, Environmental, and Technical Support for Northeast and Membership, \$14,000, *Clean Fuels Alliance America (previously National Biodiesel Board) / Maryland Soybean Board*
- ✓ Soy Energy Exhibit and Event, \$4,000, *Maryland Soybean Board*
- ✓ Trailblazing Brand-New Export Markets for U.S. Soy, \$4,000, *WISHH Program at the American Soybean Association*

Consumer Education: Striving to be a trusted source of information for consumers on the viability and sustainability of Maryland’s soybean farmers; increasing agriculture and plant science graduates and promoting agricultural education and careers in agriculture; promoting safe transportation of agricultural products and equipment on Maryland roadways.

- ✓ CommonGround, \$10,000, *MidAtlantic CommonGround*
- ✓ Grain Bin Safety Week, \$5,000, *Nationwide*
- ✓ “Just the Beginning - The Life of a Young Sprout” and MaxCareer.Info, \$13,200, *Laser Letters, Inc.*
- ✓ “Maryland Farm & Harvest” Season 10, \$20,000, *Maryland Public Television Foundation, Inc.*
- ✓ My Maryland Farmers, \$55,000, *TSN Communications / MSB*
- ✓ Road Safety Campaign, \$20,000, *Owl Creek Consulting*
- ✓ Soybean Education in Maryland Schools, \$5,000, *Maryland Agricultural Education Foundation*

Farmer Engagement: Offering opportunities and training for farmers to engage in consumer education, public outreach, and farm organizations.

- ✓ 2022 Soybean Leadership Academy, \$3,000, *American Soybean Association*
- ✓ Local Sponsorships, \$12,000, *Maryland Soybean Board*
- ✓ Leadership Training Seminar, \$8,000, *LEAD Maryland Foundation*
- ✓ Maryland Commodity Classic Booth and Sponsorship, \$5,810, *Maryland Soybean Board / Mid Atlantic Soybean Association*

Core Functions: Communicating on the latest soy research, news and activities with the public and growers.

- ✓ Grant Writing, Press Releases and Social Media, \$13,230, *Rural Rhythm Consulting, LLC*
- ✓ Grower Communications, \$2,525, *Owl Creek Consulting*
- ✓ Media Co-Op and Administration, \$15,000, *Maryland Soybean Board / Rick Davis*
- ✓ Website Updates, Hosting and Reporting, \$2,200, *Owl Creek Consulting / TSN Communications*



MSB Board Members toured local soybean exporter, Lippy Brothers Farm, during their August meeting.

My Maryland Farmers Reaches Milestone

Since its debut in June 2017, the *My Maryland Farmers* campaign has brought to life the trials, joys and hard work of Maryland farmers through a series of blogs that are then promoted through social media. Designed to increase consumer trust in local farmers and farming practices, consumers are becoming better informed about today’s vibrant and diverse agricultural industry.

In its first five years, the *My Maryland Farmers* has generated over 7 million impressions, 400,000 engagements, and 47,000 link clicks to additional Maryland agriculture resources, gaining the trust of consumers and farmers alike.

My Maryland Farmers social media following has grown to over 35,000 followers that are primarily located in urbanized areas in the state.

The *My Maryland Farmers* blog and website are the heart of the campaign. This is where beautiful photos and stories are told to illustrate how farmers care for their families, their farms, and their land. It’s the opportunity to showcase how farmers are positively contributing to the health of Maryland’s land, water and economy while telling the story of today’s agriculture.

Covering topics from Christmas trees to grain bin accidents, drones to ice cream, the cost of farming to integrated pest management, over 130 farmers have shared their story through the campaign blog. Videos followed a farmer through a growing enabled viewers to see what it takes to bring a crop from field to market. The content is relevant and enticing to consumers who have found this campaign an ideal way to learn about food and farming.

Social media posts are made for sharing and are published regularly to promote the blogs and share more entertaining and educational messages about farming.

Seeing the consumer education benefits of the initiative, other stakeholders, including the Maryland Agriculture Council, Maryland Department of Agriculture, Maryland Horse Industry Board, and Maryland Grain Producers Utilization Board have partnered with the Maryland Soybean Board through grant funding to help expand the reach of the campaign. An editorial committee of various industry representatives meets quarterly to expand content and outreach while gaining insight from industry leaders.

THE FACE OF
MARYLAND
FARMERS

Meet our Maryland farmers



FY22 Sees New MSB Leadership

Joshua Appenzeller of Sudlersville was unanimously elected Chairman of the Maryland Soybean Board for FY 2022, replacing outgoing Chair, Belinda Burrier. Eddie Boyle of Cordova was elected Vice Chair.

"I look forward to leading the board as we continue to maximize the profitability of Maryland soybean producers," says Appenzeller. "There is a strong group of farmer-leaders working along-side me to fulfill this mission."

The soybean checkoff program is funded by farmers through an assessment of one-half of one percent of the net market value of their soybeans at the first point of sale. One-half of the checkoff funds are sent to the United Soybean Board, while the other half stays in Maryland for local programs. Ten farmer-directors volunteer their time on the Maryland Soybean Board, which administers these soybean checkoff funds for soybean research, marketing and education programs in the state.

MSB also welcomed two new farmer directors to the board in their new fiscal year. Shane King of Princess Anne was elected to represent the Lower Shore, and Ralph Stambaugh of Union Bridge was elected to represent Central Maryland.

Burrier and King attend Soybean Leadership Academy

More than 100 grower leaders and staff took part in the two-day 2022 Soybean Leadership Academy, designed to provide tools and techniques that enable soybean leaders to be more effective, efficient and inspired leaders. The Academy featured interactive learning opportunities with industry leading speakers, along with soybean leaders from across the country.

Attending from Maryland, Shane King and Belinda Burrier had the opportunity to engage with speakers and participants throughout the program. Speakers were leaders from Aimpoint Research, BASF, FMC, MANRRS, Marc IV, Opis, Tecker International, Valley Pacific Petroleum, as well as ASA, USB and USSEC leadership.



"As a first-time attendee of the Soybean Leadership Conference, I really enjoyed myself and learned a lot from the various speakers," remarked King. "I value and applaud the effort and time that the ASA puts into training farmers and leaders in our industry. It was great meeting new people and discussing the future of the soybean industry."

MSB FINANCIAL REPORT

FY22 REVENUE

Checkoff Assessments	\$ 1,591,366.52
50% to United Soybean Board	(795,683.27)
Maryland Soybean Board	\$ 795,683.25
Interest & Prior Year Project Carryover	682,010.55
Grants—Partner Projects	87,560.43
Grant—USB Media Coop	10,658.46
Miscellaneous	10,985.80
Total Revenues	\$ 1,586,898.49

FY22 EXPENSES

Administration, Collection, Compliance, Board Operation, & Elevator Audits	\$ 85,414.48
New investment account	\$300,000.00
Core Functions	40,779.81
Special Projects	16,164.30
Strategic Plan Priorities:	
Animal Agriculture	4,500.00
Consumer Education	122,274.12
Emerging Markets	21,976.73
Farmer Engagement	27,934.83
Production Research	204,746.80
Road Safety	119,948.31
Total Expenses	\$ 943,739.38
Project Carryover Funding	\$ 643,159.11

MARYLAND SOYBEAN BOARD

BOARD OF DIRECTORS

Josh Appenzeller, *Chair*, Sudlersville

Eddie Boyle, *Vice-Chair*, Cordova

Curt Lambertson, *Treasurer*, Stockton

Dale Brown, Denton

Shane King, Princess Anne

Jason Spicer, Church Creek

Randy Stabler, Brookeville

Evan Staley, Union Bridge

Ralph Stambaugh, 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 Department of Agriculture

USB DIRECTORS

Belinda Burrier, Union Bridge
William Layton, Vienna

EXECUTIVE DIRECTOR

Danielle Bauer Farace
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Promoting Biofuels as the Answer to Climate Change



Worcester county farmer John Bruning joined Jennifer Gannon and Jenell Eck McHenry, Maryland Grain Producers Utilization Board, Jill Hamilton, Sustainable Energy Strategies, and Danielle Bauer Farace, Maryland Soybean Board promoting biofuels.

The 2022 Annual Maryland Association of Counties (MACo) Summer Conference, "Taking Care of Business", attracted thousands of Maryland leaders in the public and private sector. MACo is a non-profit and non-partisan organization serving Maryland's counties.

The Maryland Soybean Board partnered with the Maryland Grain Producers Utilization Board to promote biofuels, including ethanol, biodiesel, and bioheat, at the conference. This provided the opportunity for the organizations to provide educational resources about the climate benefits of biofuels with key decision makers at both county and state levels. Attendees were encouraged to learn how home-grown renewable biofuels provide environmental, economic, and other benefits to Marylanders.

The exhibit showcased how bioenergy can be today's answer to combating climate change using alternative, low-carbon sources of energy and fuel. The benefits of biofuels are meant to be far-reaching. They would reduce emissions from transportation, create a new market for farmers, and make cars less dependent on foreign oil imports, enhancing energy security.

Taking Action on Crop-Damaging Palmer Amaranth and Common Ragweed

Glyphosate-resistant weeds, including Palmer amaranth and common ragweed, are aggressive, invasive weeds that are becoming two of the most significant weed pests of soybean growers. Intensive management and careful herbicide selection are imperative to ensure good control.

In a collaborative partnership with the Delaware and Virginia Soybean Boards, and Extension programs at Delaware, Maryland, Pennsylvania and Virginia, the Maryland Soybean Board invested checkoff dollars in research to develop recommendations to control these weed species. The initiative is part of the Maryland Soybean Board's mission to maximize the profitability of Maryland soybean farmers.

The informative fact sheet was sent to over 1,800 growers across the state and is available on the checkoff website at www.mdsoy.com.

Additional checkoff research can be found by topic through the Soybean Research and Information Network (SRIN) which highlights results, provides resources, and promotes the importance of soybean research. SRIN is supported in part by United Soybean Board and other state and regional soybean boards and can be found at www.soybeanresearchinfo.com.

UNIVERSITY OF MARYLAND EXTENSION

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ANIMAL & FOOD SCIENCES

extension.umd.edu

FS-1102, February 2022

Control of Large Palmer Amaranth and Common Ragweed in Soybean or Corn

Given the challenges of controlling Palmer amaranth or common ragweed taller than 2 to 4 inches and preventing seed production, reduced yields could result if attention is not given to a timely herbicide application. Use an herbicide that is pre and/or post-emergent and systemic and use it early. Palmer amaranth and common ragweed are difficult to control with contact herbicides. Use a systemic herbicide to achieve complete control and prevent seed production.

Current weed control recommendations for grain crops are to start early, using a good burndown herbicide program or apply residual herbicides with multiple effective modes of action at plant age, and then apply an effective post-emergent herbicide before weeds are 16 inches tall. Many farmers have achieved acceptable weed control without adhering strictly to these recommendations because they have tight weed pressure, do not have fast growing aggressive weed species, and/or do not have herbicide-resistant weeds.

Glyphosate is very effective on many common weed species in the Mid-Atlantic region, and often controls weeds 7 to 16 inches tall. Glyphosate-resistant weeds, including Palmer amaranth and common ragweed, however, require intensive management and careful herbicide selection to ensure good control.

Palmer Amaranth

Palmer amaranth (*Amaranthus palmeri* S. Wats.) has moved into the Mid-Atlantic region over the past 10 to 15 years. It is in the pigweed family, closely related to amaranth and redroot pigweed, but with a few key differences related to management.

- The germination period of Palmer amaranth is much longer than other pigweed species.
- It grows much faster under warmer conditions (Figure 1).
- It produces a lot more seeds per seed, and
- It has earned a reputation as a more difficult weed.

In addition to herbicide resistance, Palmer amaranth populations have evolved resistance to many commonly used pre and post-emergent herbicides, some of which have been highly effective, such as glyphosate (Group 5) and the Group 2 herbicides (Clopy, Pursuit, Harmony, Farnam, and others). Managing Palmer amaranth has shifted from reducing its impact on yield (preventing weed growth) to preventing its establishment and seed production (preventing it from setting seed) to prevent the spread to other fields.

Figure 1. Palmer amaranth height growth over time after emergence in April, May, or June. The time to the control that Palmer amaranth reaches 16 inches is shorter for plants grown regardless of seed versus conventional range. Source: University of Maryland data from University of Delaware in 2019 and 2020.



The Take Action app is 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