

Maryland Soybean Board

Soybean Sampler

Photo credit: United Soybean Board

Building Value for Farmers

The Maryland Soybean Board invested over \$650,000 of soy checkoff dollars for its 2023 fiscal year in projects that build value for Maryland soybean growers. The Board of Directors, made up of farmer-leaders from across the state, prioritized projects focused on animal agriculture, consumer education, emerging markets, production research, and farmer engagement, as outlined in their strategic plan.

“Projects funded by the Maryland Soybean Board will provide a return on investment for farmers by building markets, strengthening consumer trust, raising awareness around farm safety, and more,” says Evan Staley, Chair of the Board’s Promotion and Communication Committee.

“Farmers can trust that their checkoff dollars are being utilized to increase their profitability on the local level. For every dollar that farmers invest into the soybean checkoff, the United Soybean Board has shown that they received an estimated \$12.34 in added value,” he adds.



Farmer-leaders of the Maryland Soybean Board met with Maryland Secretary of Agriculture Kevin Atticks during their August board meeting.

In Maryland, farmers grow about 500,000 acres of soybeans, producing more than 20 million bushels of beans each year. With a value of \$173 million to the state’s economy, soybeans are one of Maryland’s top crops.

The Maryland Soybean Board is funded by the national soybean checkoff program, which assesses one-half of one percent of the net market value of soybeans at the first point of sale. The board consists of ten volunteer farmer-directors and directs funds for research, marketing and education programs to benefit the Maryland soybean industry. One-half of the checkoff funds stay in Maryland for programs; the other half is sent to the United Soybean Board.

Project Highlights

Promoting Rural Road Safety

The Maryland Soybean Board (MSB) continued its work to promote rural road safety and reduce crashes involving farm equipment in 2023. The Board takes a two-prong approach to these efforts, sharing resources with farmers to ensure they are doing everything they can to be protected before traveling on public roadways, and providing education to motorists about how to safely share the roads with slow-moving vehicles.

To reach new and beginning farmers, as well as farm employees, the MSB partnered with the Maryland Grain Producers Utilization Board (MGPIB) to host “Tractor College” events in three different areas of the state. These events allowed for small groups to receive instruction from Maryland Department of Transportation, University of Maryland Extension, and other relevant speakers to answer their questions on how to be best protected. Feedback shared from the over 50 attendees of these events included, “Thank you for the amazing experience,” “Terrific training session. Thank you!” and “Very good program.”

The Board also partnered with the Maryland Highway Safety Office to create new resources to reach



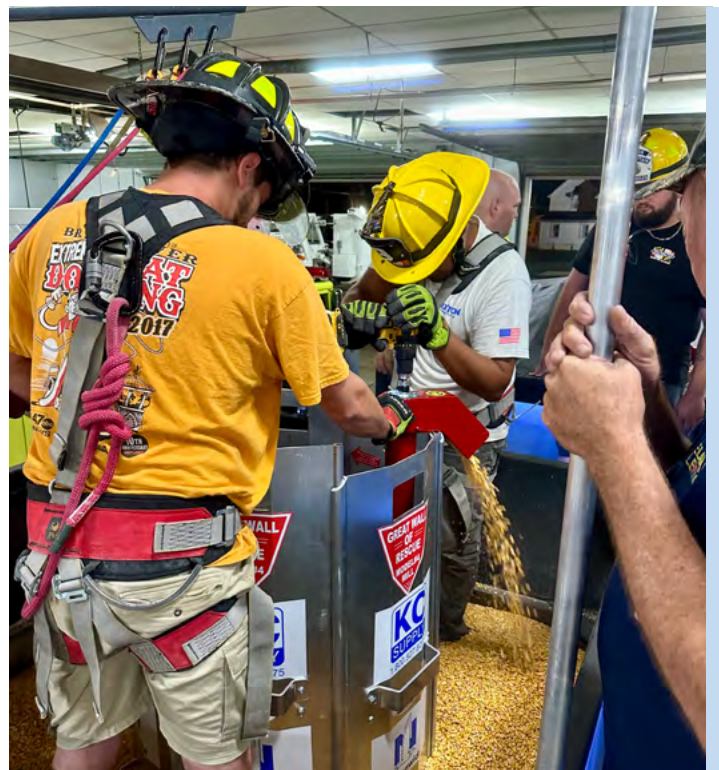
motorists to spread awareness about slow-moving vehicles. Through this partnership, billboards were placed across the state during prime driving months, and 8 new videos to be used in digital advertising were created. Digital advertising has proven to be a successful method of reaching drivers, with over 500,000 views and over 700,000 interactions in 10-months' time.

In working with the Maryland Highway Safety Office, it was recognized that the current Maryland Drivers Education Curriculum contained no content related to slow-moving vehicles or rural road safety. The MSB addressed this learning gap by developing a first of its kind driver education unit. The six-minute video lesson with teacher guide offers an easy-to-use tool for driver education classes – or home use – to cover a critical topic that needs attention.

Soybean Farmers Gift Life-Saving Equipment

The Maryland Soybean Board (MSB) partnered with Nationwide for a second year to provide life-saving equipment and training to local fire departments. Funded by the soy checkoff, grain bin rescue tubes and augers were gifted to the Laytonville District Volunteer Fire Department, Marion Fire Department, and Oakland Fire Department, along with an additional auger for the Anne Arundel County Fire & EMS Department. The MSB also sponsored retraining for the Funkstown Volunteer Fire Company to keep them prepared to use their existing equipment.

To date, the Board has invested \$30,000 in Nationwide's Grain Bin Safety Week program to improve farm safety. Nationwide has been successful in leading this endeavor, awarding tubes and training to 272 fire departments across 31 states since 2014. At least five fire departments have utilized their rescue tubes and training to successfully rescue entrapped workers. Training for the fire departments was led by instructors from the National Education Center for Agricultural Safety (NECAS). Details of the program can be found by visiting grainbinsafetyweek.com.



Firefighters from the Marion Fire Department and other area stations practice using their new grain bin rescue tube and auger

Maryland Soybean Board Encourages Consumers to “Ask A Farmer”

The Maryland Soybean Board (MSB) embarked on a new campaign encouraging consumers to “Ask A Farmer” through a series of television commercials. The series of commercials, each featuring a Maryland soybean grower, explain how farmers are using pesticides, genetically modified organisms (GMOs), conservation practices, and producing various bio-based products to benefit both consumers and the environment.

The tagline for the campaign, “Have a question about Maryland farms? Don’t ask Google, ask me,” directs viewers to the MSB’s My Maryland Farmers website, mymdfarmers.com/askme where they can find independent factual information from government agencies, land-grant universities, and other educational resources. While on the site, consumers also have the opportunity to learn about other farmers from all sectors of Maryland agriculture.

Airing during fall harvest season, the commercials were broadcasted on two Baltimore stations (WBAL



and WJZ) and three Washington D.C. stations (WRC, WTTG, and WUSA). Airtimes for commercials coincided with local news programming to engage with those who are interested in local issues.

The MSB also received support from the Virginia Soybean Association, Kentucky Soybean Promotion Board, and Illinois Soybean Association to purchase additional airtime in the Washington D.C. market. The campaign was expected to reach over 13 million viewers.

Commercials may also be viewed anytime online on the Maryland Soybean Board’s YouTube channel, youtube.com/@mdsoybeanboard.

Promoting Soy to International Buyers

Directors from the Delaware and Maryland Soybean Boards hosted soybean buyers and users from Northern Europe on their farms last week to promote U.S. soy, as part of the U.S. Soybean Export Council (USSEC) Soy Connex summit. In its second year, Soy Connex hosted more than 700 participants, including international customers from 58 countries together with U.S. Soy farmers, related food and agriculture industry professionals, commodity exporters and others to discuss today’s global economy and the need for collaborative efforts among those who grow, sell and choose U.S. Soy.

“Building relationships with international buyers and users upholds a strong soybean market in the Mid-Atlantic region,” states Delaware Soybean Board Chair Cory Atkins of Cory’s Produce. “While a majority of soybeans grown on the Delmarva are utilized locally, the demand for exports supports builds value for our beans.”

Soybean buyers and users from Belgium, Germany, Ireland, Poland, and the United Kingdom had the opportunity to visit diverse operations in the two states, including Emerson Farms in Middletown, DE, Cory’s Produce in Laurel, DE, and Pleasant Valley Farm in Brookeville, MD. During these visits, the group discussed the region’s animal agriculture

markets, soybean production and utilization, sustainability, urban encroachment, and more. During their trip, they enjoyed trying local treats as well, including Delaware-churned ice cream and Maryland blue crabs.

“I enjoy having groups out to my farm and sharing with them what we do here,” says Maryland Soybean Board Director Randy Stabler of Pleasant Valley Farm. “But we also learn from them and are able to recognize trends that affect our markets worldwide.”



Randy Stabler showcased soybean production on his farm to eleven international soybean buyers and users while visiting the region.

Checkoff Investments

The Maryland Soybean Board works to maximize the profitability of Maryland soybean producers by investing Maryland checkoff funds for research, marketing, and education. The Board strives to be a leader in these areas for the benefit of Maryland soybean growers. To achieve this vision, the Board made the following investments in 2023:

Core Functions

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

- Media Advertising, Maryland Soybean Board/Rick Davis
- Organization Reports, Owl Creek Consulting
- Website Updates and Management, Owl Creek Consulting/TSN Communications
- Press Releases, Social Media, and Grant Writing, Rural Rhythm Consulting, LLC

Animal Agriculture

Seeing that poultry and livestock production is welcome, and its value understood in Maryland.

- Animal Ag Promotions, Maryland Soybean Board

Emerging Markets

Promoting the use of soy-based products, and their recognition as superior products.

- Clean Fuels Alliance America Membership, Maryland Soybean Board
- State, Regulatory, Environmental, and Technical Support – Northeast, Clean Fuels Alliance America
- Creating the FY23 U.S. Soy Footprint in Brand-new Export Markets, American Soybean Association – WISHH Program
- 2023 ASA Action Partnership, American Soybean Association
- Soy Energy Exhibit, Maryland Soybean Board

Consumer Education

Striving to be a trusted source of information for consumers on the viability and sustainability of Maryland's soybean farmers.

- MaxCareer.Info, Laser Letters, Inc.
- "Just the Beginning – The Life of a Young Sprout," Laser Letters, Inc.
- Soybean Education in Maryland Schools, Maryland Agricultural Education Foundation, Inc.
- Road Safety Campaign, Owl Creek Consulting
- CommonGround, MidAtlantic CommonGround
- 100 Years of Delmarva Chicken, Delmarva Chicken Association
- Grain Bin Safety Week, Nationwide
- My Maryland Farmers, TSN Communications
- "Maryland Farm & Harvest" Season 11, Maryland Public Television Foundation, Inc.
- TV Commercials, Rural Rhythm Consulting, LLC
- State Fair Cookbooks, Rural Rhythm Consulting, LLC

Farmer Engagement

Offering opportunities and trainings for farmers to engage in consumer education, public outreach, and farm organizations.

- Local Sponsorships, Maryland Soybean Board

- Maryland Commodity Classic, Maryland Soybean Board/Mid Atlantic Soybean Association
- LEAD Maryland Fellows Complete Educational Seminars Featuring Maryland's Grain Industry and Grain Utilization by Animal Agriculture, LEAD Maryland Foundation, Inc.
- 2023 Soybean Leadership Academy, American Soybean Association
- Soybean Variety Trial Data Management and Analytics Platform, Medius Ag, LLC

Research

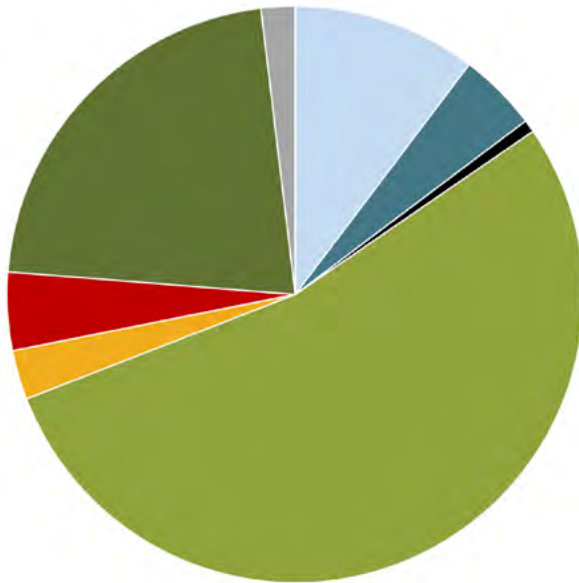
Providing farmers with information to deal with the most immediate threats to their crops.

- Regional Research Collaboration, Atlantic Soybean Council
- Research Database, Rural Rhythm Consulting, LLC
- Effect of Planting Date on Seasonal Timing of Pest Complexes and Insecticide Efficacy, Kelly Hamby, University of Maryland
- Identifying and Culturing Slug Parasitic Nematodes in Maryland, Michael Crossley, University of Delaware
- University of Maryland Soybean Variety Trials – Check Varieties, Nicole Fiorellino, University of Maryland
- Soybean Fungicide Efficacy, Profitability, and Pest Resistance Over Time, Andrew Kness, University of Maryland Extension
- Phosphorus Runoff from No-Till Soils – Do Cover Crops Make it Better or Worse?, Ray Weil, University of Maryland
- Spring Management of Cover Crops – How Termination Timing Effects Soybean Growth and Yield, Ray Weil, University of Maryland
- Evaluating Deer Preferences for Soybean Varieties and Other Diversionary Food Plot Crops, Luke Macaulay, University of Maryland Extension
- Evaluation of Burndown Treatments for Herbicide Resistant Weeds in Full and Double Crop Soybeans, Ben Beale, University of Maryland Extension
- Understanding the Farm Estate Planning and Succession Planning Needs in Maryland, Paul Goeringer, University of Maryland
- Integrating Flame-Weeding for Early Season Weed Control in Soybean, Kurt Vollmer, University of Maryland Extension
- Earlier Planting Date and Decreased Population Impacts on Full Season Early Maturity Soybeans, Nicole Fiorellino, University of Maryland
- Continued Assessment of Soybean Foliar Fungicide Efficacy when Applied through Irrigation, Alyssa Koehler, University of Delaware
- Participation in National Evaluation of Soybean Biological Seed Treatments, Nicole Fiorellino, University of Maryland

Financial Report

Checkoff Funds During the fiscal year of October 1, 2022 to September 30, 2023, the Maryland Soybean Board collected \$3,799,087.49 in assessments. About one half of these funds were disbursed to the United Soybean Board. The Board also received an additional \$237,771.19 for previous and current fiscal year partner projects, \$63,673.72 for other project income, and maintained a balance of \$394,471.05 in investment accounts.

The balance is managed by the Maryland Soybean Board and invested in local research, communication, promotion and special projects. Program implementation expenses cover collection, compliance, elevator audits and Board operations. An audited report is available upon request.



- Consumer Education
- Production Research
- Project Implementation
- Core Functions
- Farmer Engagement
- Emerging Markets
- Special Projects
- Animal Agriculture

Note: Pie chart shows distribution of Maryland Soybean Board investments excluding “Assessments Other States” and “United Soybean Board” contributions.

FY23 Expenses

Project Implementation	\$	93,312.54
Core Functions	\$	39,989.10
Animal Agriculture	\$	6,336.64
Consumer Education	\$	485,897.60
Emerging Markets	\$	24,996.59
Farmer Engagement	\$	39,671.59
Production Research	\$	197,687.13
Special Projects	\$	17,287.62
Assessments Other States	\$	2,188,556.06
United Soybean Board	\$	797,504.32
Total Expense	\$	3,891,239.19

New Logo Launching in 2024

Maryland Soybean Board’s trusty logo is retiring. The Board is excited to welcome a fresh, modernized logo that incorporates our state’s heritage and color. The new design is launching in 2024. Keep an eye out for new swag...but don’t let your old MSB swag go, it might be worth something now that it’s vintage!





Tyler Rill (second from right) received an early introduction to the work of the soy checkoff last summer during the United Soybean Board's "See for Yourself" program, learning about the checkoff's role in the global soy industry.

Rill Elected to Maryland Soybean Board

The Maryland Soybean Board elected Tyler Rill of Hampstead to the Board for its 2023-2034 fiscal year, filling the seat of retiring Director Randy Stabler of Brookeville. Rill comes to the board with deep familial ties to soybean production and marketing. Grandson of Donald Lippy of the original Lippy Brothers, Rill manages the farm's soybean export division as well as their seed division, County Line Ag.

"I am eager to represent Maryland soybean growers and learn more about the investments of the soybean checkoff by serving on the board," says Rill.

Rill was able to get an early introduction to the work of the soy checkoff this summer prior to joining the Board, by participating in the United Soybean Board's "See for Yourself" program. Through the program, he had the opportunity to join other soybean grower-leaders from across the country in meeting with customers and visiting with ports, crush facilities, and aquaculture farms in Cambodia, Vietnam, and Singapore. This program offers U.S. soybean farmers from across the country the opportunity to see and evaluate the work of the checkoff firsthand. From the use of U.S. Soy domestically to its export to customers around the world, See for Yourself will show the checkoff's role in the global soy industry.

"The word 'awesome' tends to be overused but having the opportunity to be [t]here in Southeast Asia and seeing for myself how U.S. Soy plays an important role in global food security is truly awesome," remarked Rill on the trip.

Maryland Soybean Board Directors

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Eddie Boyle, Cordova

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