

## Growing U.S. Soybean Demand Worldwide

*Strategic plans to mitigate export losses to China*

ST. LOUIS, Mo. – The U.S. Soybean Export Council (USSEC) recently initiated a new strategy. Dubbed “What it Takes,” this plan seeks to grow U.S. soybean demand worldwide and mitigate export losses to China.

“USSEC looked at all the international markets for U.S. soy with incremental growth potential and put together projections for the exports needed to those markets to make up for volume losses to China,” says Derek Haigwood, USB Director and USSEC chairman. “Our team is focused on achieving these ‘What it Takes’ goals, so the U.S. maintains exports of approximately 60 percent of total U.S. soy production.

Part of this new strategy includes holding more than 20 seminars across the globe. These networking and educational seminars will bring together soybean buyers, sellers and industry stakeholders and provide opportunities to hear from top-level government and industry partners within their markets.

These seminars provide current and potential customers of U.S. soy with in-depth information about the U.S. Soy Advantage, raising the awareness of the intrinsic and extrinsic values of U.S. soy, and building a preference for U.S. soy and soy products with international companies in targeted markets.

“We’ve had seminars in Southeast Asia, Korea and Indonesia,” says Haigwood. “I was fortunate enough to represent our farmers in Vietnam and Thailand.”

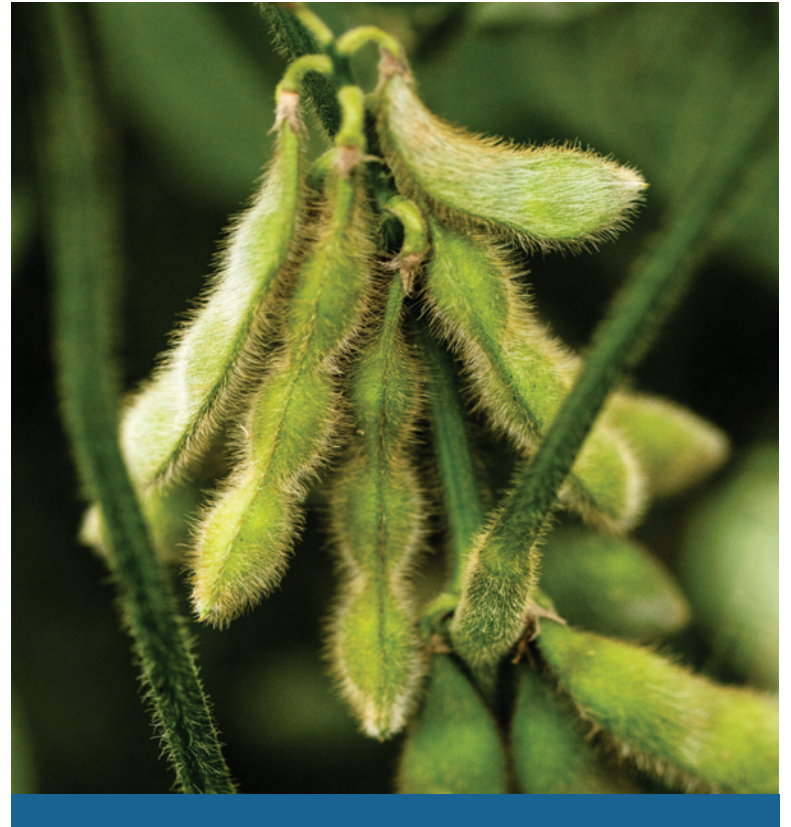
Additional seminars will take place in countries where USSEC data shows significant growth, such as Egypt, a market where whole U.S. soybean exports have increased 566 percent over last year; Portugal, where those exports are up more than 157 percent; and Pakistan, which has seen a nearly 34 percent increase.

“The short-term goal is to offset some of China’s sales losses by getting more deals done,” said USSEC regional director Brent Babb. “Longer term, we want to maximize the value of U.S. soy in many markets where it’s becoming the standard.”

These seminars weave into USSEC’s new international marketing strategy to diversify demand for U.S. soy exports by growing emerging markets with outsized future potential.

“We’ve retooled our long-term international marketing strategy,” adds Haigwood. “We’ve identified key target markets and divided them into different categories: basic, expansion and mature. The revised international marketing strategy shifts more funding to invest in new markets with an increasing emphasis on growing demand.

“USSEC is leveraging relationships in many markets to sell our soy,” says Haigwood. “We do this by connecting buyers and sellers around the world. Right now, we’re focused on encouraging a longer-term trading program that extends beyond the typical seasonality.”



USSEC’s 2018/19 goal is to export 2.5 billion bushels of U.S. soybeans.

### FOOD + FUEL

U.S. soybean farmers grow versatile and renewable soybeans to help meet food, feed and fuel demand globally. Here’s a look at how soybeans in the United States are being used.

**80% MEAL**

The primary component of soybeans is meal.



**20% OIL**

The other soybean component is oil.



**61% FOOD**

Used for frying and baking, as a vegetable oil and as an ingredient in foods like salad dressings and margarines.



**31% BIODIESEL & BIOHEAT**  
Used for biodiesel and Bioheat.



**8% INDUSTRIAL USES**  
Converted into industrial uses like paints, plastics and cleaners.

**97% ANIMAL FEED**

Used to feed poultry and livestock.



**3% FOOD PRODUCTS**

Used in food products like protein alternatives and soybean milk.



Source: USB Market View Database, 2017/2018 ©2019 United Soybean Board (58557-24)

### Tech Toolshed Helps Farmers Make Best Management Decisions

ST. LOUIS, Mo. – On-farm technologies can be as complex as they are essential, but new guidance from the soy checkoff aims to help farmers maximize their data to make the best management decisions.

The soy checkoff’s Tech Toolshed, in partnership with five universities, has free resources to help farmers incorporate digital and precision agricultural systems into their farm management strategy.

The Tech Toolshed is an unbiased information source developed by the United Soybean Board to help soybean farmers maximize existing technology, integrate new technology and make use of the vast quantity of data available. The five land-grant universities that collaborated on this project included The Ohio State University, University of Nebraska-Lincoln, Iowa State University, Purdue University and Kansas State University.

The Tech Toolshed offers insights and tips tailored for soybean farmers to help them better understand the agricultural data landscape, evolving agricultural technologies and data analytics, among other features.

The six pillars of data literacy outlined in the Tech Toolshed’s resources are:

- 1. Fundamentals** — How to use on-farm data to maximize profit opportunities.
- 2. Integrity** — How to avoid errors during data collection or processing that may affect results and the decision-making process.
- 3. Management** — How to capture, organize and archive accurate farm data for decision making.
- 4. Sources** — How to identify useful data sources to help in decision making.
- 5. Utilization** — How to use ag data on your farm to reduce risk, maximize profits and reduce inputs.
- 6. Legal Aspects of Data** — How to handle legal responsibilities and rights with farm data.

For more information on Tech Toolshed, visit [www.unitedsoybean.org/techtolshed/](http://www.unitedsoybean.org/techtolshed/) or follow **Tech Toolshed on Twitter @TechToolshed**.



The Tech Toolshed has free resources to help guide producers in incorporating precision farming in their management decisions.

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## Get a Head Start on Next Year's Weed Management

By University of Tennessee Row Crop Weed Specialist Larry Steckel, Ph.D

Harvest is a good time for soybean farmers to celebrate a bountiful gathering of their hard work and yearlong efforts. It can also be a time to reflect on lessons learned from environmental, disease and weed pressures from the past growing season, how much yield those stresses cost and how to manage them next year.

Specifically for weeds, you can be a steward of the land and get a jump on next year's weed management during this year's harvest. While harvesting your crop, it is very easy for the combine to spread weed seeds throughout your field as well as into neighboring fields.

Here are four adjustments you can make to your management practices during harvest that could make your spring and summer weed management easier.

1. Manage weeds before they take over your field. Proactive management will improve your yields and reduce the chances of having herbicide-resistant weeds develop in your fields.
2. Leave large patches of weeds in the field. This will diminish the amount of weed seed spread throughout the rest of that field.
3. Clean the combine after harvesting weedy fields. Clean machinery transfers fewer weed seeds to other fields.
4. Harvest the fields with the most weeds last. Leaving the worst for last will decrease the spread of weed seed even more.



## September 1 Deadline to Enter Soybean Contest

HARRISBURG, Pa. -- If you know what it takes to produce great soybean yields, you could be a winner in the 2019 Pa. Soybean Yield Contest. Each year, thousands of farmers raise soybeans on Pennsylvania farms. Pennsylvania Soybean Board invites all farmers to participate in the Pennsylvania Soybean Contest. The contest rewards quality as well as yield. The deadline to register to enter the 2019 contest is September 1, 2019.

The state is divided into five regions, with awards presented to regional yield winners as well as an over-all state champion. Participants must use non-irrigated soybeans, but are not restricted as to variety, fertilization, spacing or other cultural practices.

Special recognition will be made for irrigated bean yield and for oil/protein quality. Plaques will be awarded to the grower with the highest irrigated bean yield in the state and for the 90 Bushel Club.

In addition to bragging rights, the state yield champion will receive a trip for two (the winner and one other individual with a direct financial interest in their farming operation) to the 2020 Commodity Classic in San Antonio, Texas. The top yield winner in each region will receive a trip for the winner to the Commodity Classic. The Commodity Classic convention offers outstanding education, a huge trade show, inspiring speakers and presenters and the chance to network with thousands of fellow farmers.

An online entry form and full contest details are available at [www.pasoybean.org](http://www.pasoybean.org) or by contacting Penn State Extension-Lebanon County, 2120 Cornwall Road, Lebanon, PA 17042. Phone: 717-270-4391.

**Application to enter the contest must be submitted online or postmarked by September 1, 2019.**

**Harvest report forms are due by November 15, 2019.**



State and regional winners of the 2018 PA Soybean Yield Contest attended the 2019 Commodity Classic in Orlando. Left to right: Thomas Hoovler (Mercer County), Leslie Bowman, Leshers' Poultry (Franklin County), Tim Stewart (Bucks County) and Jim Hershey, Hershey Farms (Lancaster County). Hershey Farms was the 2018 statewide winner with a yield of 97.19 bu./acre.

The Pennsylvania Soybean Board is a farmer-controlled Board responsible for managing Pennsylvania's share of funds received from the nationwide Soybean Checkoff program.



## Pa. Farmers Collaborate on 2019 Growing Season Research



Soybean producers attending On-Farm Network field days can inspect fields where research is being conducted.

HARRISBURG, Pa.— For the tenth year, a group of Pennsylvania soybean growers are participating in research projects through the On-Farm Network. The On-Farm Network works by conducting research in real-world conditions on test plots planted by farmer/collaborators throughout Pennsylvania on their own farms with their own equipment.

The On-Farm Network is a program funded by checkoff dollars through the Pennsylvania Soybean Board and administered by researchers and Extension educators at Penn State. Growers in 27 counties are participating in this year's research.

Throughout the 2019 growing season, On-Farm Network research is focusing on several continuing projects, including slug monitoring and the determination of yield-limiting factors in soybean production. Two new studies on good inoculation practices and soybean response to no-till deep ripping practices are also being conducted. Due to the extended planting season, there are very different growth stages across the state.

“Our 2019 program continues to focus on establishing sampling areas in the field to look at what factors influence yield at the local, regional and state level. We are also addressing new areas of need based on conversations with soybean farmers in Pennsylvania,” says Penn State Plant Pathologist Dr. Paul Esker, who along with Senior Extension Educator Del Voight heads the On-Farm Network. “The success of the On-Farm Network over the past 10 years is due to the tremendous team effort involving students, researchers and Extension educators working in collaboration with soybean farmers.”

With increased acreage in the northern and western parts of Pennsylvania, the On-Farm Network is conducting research specific to the growing environment of those areas, including the use of seed treatment fungicides.

### Field days

Farmers interested in soybean production are invited to attend free field days on farms that are participating in the On-Farm Network to learn best management practices and see the results of the research being conducted in real-world conditions by farmers on their own farms.

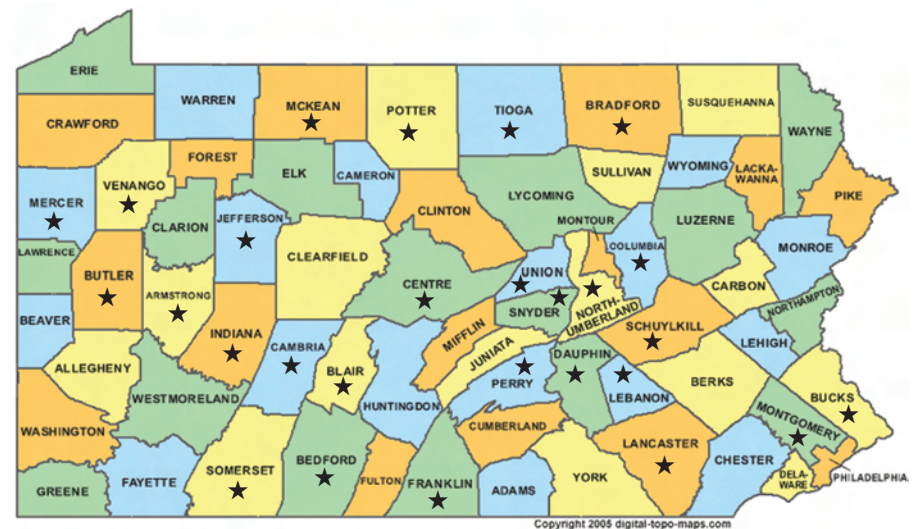
The first of this year's field days was held in Ulster, Bradford County, on July 30. Other field days are being planned for Butler County and York County later in the growing season.

During the field days, the host farmers discuss soybean management on their farms and Penn State Extension crop specialists review the challenges and opportunities that this growing season presents.

Farmers can learn about the new inoculation trial being conducted by the On-Farm Network, and the importance of inoculating new and old soybean ground. Additionally, farmers can walk through fields where research is being conducted on herbicides to observe the differences in weed control and product longevity.

For more information, and to register for field days, go to <https://extension.psu.edu/soybean-production-field-days>, or contact your county Extension educator.

For the results of past studies from the On-Farm Network, go the Research tab of the Pennsylvania Soybean Board website at [www.pasoybean.org](http://www.pasoybean.org).



★ On-Farm research is being conducted in 27 counties in Pennsylvania.

## Visit us at Ag Progress Days

Be sure to stop by the Pa. Soybean Board booth located in the Ag Choice Building at Penn State's 2019 Ag Progress Days, August 13-15, 2019. Soybean producers who provide their yield information from last year's harvest will receive a complimentary plant growth measurement stick.

