



CHECKPOINT

PENNSYLVANIA SOYBEAN BOARD FISCAL YEAR 2011 ANNUAL REPORT



Our soybean checkoff.
Effective. Efficient. Farmer-Driven.



PENNSYLVANIA SOYBEAN BOARD

2011 – 2012 DIRECTORS

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Working For You: The Soybean Checkoff

The Pennsylvania Soybean Board administers the national soybean checkoff program, approved by Congress in 1990. Under its terms, farmers “check off” 50 cents on every \$100 at the first point of sale of their beans. Half goes to the state, with the remainder to the United Soybean Board. The money is used to fund or support soybean research, market development and education.

The Pennsylvania Soybean Board promotes the growth and development of Pennsylvania’s soybean industry. The board membership is composed of soybean producers from across the state.



Pennsylvania Soybean Board 2011 Fiscal Year

Oct. 1, 2010 through Sept. 30, 2011

Total FY11 Assessments	\$969,658
50% to United Soybean Board	\$484,690
Pennsylvania Soybean Board	\$484,690
Interest & FY10 Project Funding Carryover	\$1,056,652
Miscellaneous	\$1,000
Total Revenues FY11	\$1,542,342
Disbursements	
Administration, Collection, Compliance & Board Operating Costs, Elevator Audits	\$59,536
Special Projects	\$57,000
Communications	\$46,700
Promotion	\$90,460
In-State Research	\$176,680
Total Disbursements FY11	\$430,376
Ongoing Project Funding FY12	\$1,111,966

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Chris Herr,
Executive Director
Jennifer Reed-Harry,
Administrative Director



www.pasoybean.org

Checkoff Funded Projects

Pennsylvania's soybean producers are investing in research and education projects designed to provide reliable data to soybean growers, expand markets for soybeans, and educate the public through checkoff grants awarded by the Pennsylvania Soybean Board. In addition, the Board also awarded grants for research benefiting animal agriculture, the largest domestic user of soymeal and the largest sector of Pennsylvania's agricultural industry.

Crop research

- Dr. William Curran, a Professor of Weed Science at Penn State, to research common pokeweed management in field crops.
- Penn State Extension regional offices for the Annual Soybean Growers Field Day, On-Farm Network, soybean crop tours and Crop Conference educational meetings to disseminate research findings on soybean production and management. The regional Crop Conferences, which are held at locations throughout the state, directly reach Pa. growers to address issues related to crop management, pests, soil fertility, planting and harvesting.

Research in support of animal agriculture

- Dr. Tom Parsons, University of Pennsylvania's New Bolton School of Veterinary Medicine, for research into innovative swine production husbandry systems designed to promote the sustainability of the swine industry by meeting the changing demands of society.
- Dr. Tom Parsons, University of Pennsylvania's New Bolton School of Veterinary Medicine, for research into a control program for Porcine Reproductive and Respiratory Syndrome (PRRS), potentially the most economically devastating disease faced by swine producers.
- The Center for Dairy Excellence to develop a tool for farms to evaluate and document animal welfare and herd health standard operating procedures. This project will complement existing animal well-being programs currently being adopted by dairy organizations across the state.

Education

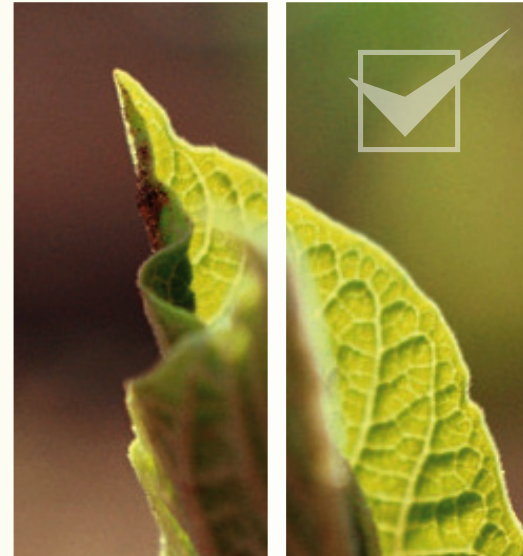
- Discovery Day at Penn State Extension's Southeast Agricultural Research & Extension Center Research Farm in Landisville, Pa. Discovery Day provides a first-hand opportunity to see

research projects that help drive Pennsylvania's agriculture.

- "Today's Agriculture", a display designed to showcase modern agricultural practices to visitors of the 2012 Pennsylvania Farm Show.
- SEAREC Buffer Project, a 1.5 acre forested riparian buffer area for educational and study purposes at Penn State's Southeast Agricultural Research & Extension Center (SEAREC) in Landisville, Pa. A riparian forest buffer is a streamside forest composed of native trees, shrubs and plants that can make a major impact on improving water quality and stream health.
- Mid-Atlantic Farmers Feed US promotion, which aims to improve consumer support and confidence in farmers as consumers learn more about farmers' dedication to growing safe food, and raising healthy crops and livestock, while protecting and conserving the land
- Support of the Pa. Friends of Agriculture Foundation's Mobile Ag Classroom providing unique agricultural educational experiences for students in grades K-8.

Expanded markets for soybeans

- U.S. Soybean Export Council (USSEC) for a feasibility study of the potential for Pennsylvania soybeans in niche export markets via bulk vessel shipping off the East Coast and in bulk containers.
- National Biodiesel Board for state-focused proactive education and outreach. A number of states, including Pennsylvania, have adopted requirements for Bioheat™, a mixture of biodiesel and conventional diesel fuel that is used to heat commercial buildings and homes. Educational liaisons will ensure that staffs of state regulatory agencies and professional environmental organizations have access to technically accurate information, helping facilitate fact-based decision making.
- Greater Allentown Fair and Ag Progress Days partnered with the checkoff through the Green Ribbon Fairs project to use and promote soy-based products including biodiesel and dust suppressant. The checkoff supports new uses for soy by funding research, development and promotion of consumer and industrial products made from soybeans. ✓





Using the theme "Opening the Doors: Farming –Knowledge–Trust", the Today's Agriculture display gave PA Farm Show visitors a real-life view of modern agricultural practices. The animals on display were housed just as they would be on a farm.

Promotions Build Consumer Confidence in Farmers

Years ago, while you may not have lived on a farm, there's a pretty good chance that you had some connection to someone who did. Not so today. With less than 2% of the population actively involved in production agriculture, there's an increasingly broad disconnect between consumers and farmers and lot of misunderstanding about modern farming practices. That's why the Pennsylvania Soybean Board and a coalition of agricultural commodity groups and farmers joined forces to help support two promotions designed to educate the public and build confidence in the people who grow their food.

The Farmers Feed US promotion aims to build public trust by demonstrating that farmers share the same values as consumers

Farmers Feed US

Farmers and commodity groups from Pennsylvania, Maryland and Delaware partnered to bring a national communications program, Farmers Feed US, to the Mid-Atlantic area. The Mid-Atlantic Farmers Feed US promotion (www.FarmersFeedUS.org), coordinated by the Center for Food Integrity, started January 3, 2012. In addition to USB, soybean farmers from Nebraska, Indiana, Minnesota and South Dakota also contributed checkoff dollars to support the promotion, recognizing that consumers in the Mid-Atlantic region reside in an area that's among the most densely populated in the country, while being relatively unfamiliar with agriculture.

Open to residents of Pennsylvania, Maryland, Delaware and Washington,





Visitors to the Today's Agriculture display could explore small plots of soybeans at various stages of growth, along with the planting and harvesting equipment needed to produce the crop.

D.C., the program launched by offering consumers a 90-day “Free Groceries for a Year” sweepstakes, with a chance to win one of four \$5,000 grand prizes. As they register, they’re introduced to each of 10 featured farmers from the region. The sweepstakes was also promoted via radio and television ads, earned media outreach to newspapers and television stations, as well as ongoing social media.

Farmers Feed US aims to put a face on farming. Each farmer has his or her own web page with photos, a farmer-hosted farm tour video and trivia to explain how their family farm grows safe, nutritious and affordable food. Through this engagement, farmers build public trust by demonstrating they share the same values as consumers.

Four Pennsylvania farmers, including Lebanon County soybean producer and PSB Board Vice-Chair Brian Kreider, are featured on these videos. Commodities represented by those featured farmers include soybeans, dairy, beef cattle, hogs, mushrooms, eggs, roasters, layers, vegetables, watermelons and grains.

“The Mid-Atlantic Farmers Feed US program is a tremendous opportunity to introduce the region’s consumers to the hard-working men and women who raise healthy, nutritious and affordable food,” said Charlie Arnot, CEO of the Center for Food Integrity. “We need to show that even though our systems have changed and our use of technology has increased, the farmer’s commitment to do what’s

right has never been stronger.

“Our research tells us providing assurance that food is being raised, grown and brought to market responsibly is three to five times more effective in building consumer trust than scientific or economic justifications. In other words, consumers don’t care how much you know until they know how much you care.”

Since July 2009, Farmers Feed US has been successfully connecting farmers and consumers in Ohio, Michigan, Indiana, Iowa, Missouri, Wisconsin, South Dakota, Minnesota and Illinois. During that time, those programs have accounted for more than 1.25 million consumer sweepstakes registrations, with each one introducing consumers to farmers from their state.

Today’s Agriculture

“Today’s Agriculture,” a 10,000-square-foot exhibit that debuted at the 2012 Pennsylvania Farm Show, became the must-see exhibit at this year’s show.

Using the theme “Opening the Doors: Farming–Knowledge–Trust” the display gave farm show visitors, many of them from suburban and urban areas, a close-up look at modern agricultural practices. The United Soybean Board and the Pennsylvania Soybean Board both provided support for this important consumer education initiative.

Inside the 84’ x 42’ barn, several types of animals — from piglets to

chicks to calves — were on display. But what separated this exhibit from others displaying animals during the Farm Show is that these animals were housed exactly as they would be on the farm.

Outside the barn, visitors explored small plots of soybeans and corn at various stages of growth in a display that also included state-of-the-art planting and harvesting equipment. Visitors also had the opportunity to learn about cover crops and forested buffers that show modern farm conservation practices.

Experts on everything from hog housing to veal production were on hand to answer questions, and there were plenty of them from farm show visitors.

“With 98% of our domestic soybean production going toward animal feed, sustainability of animal agriculture is important to soybean producers, not just to Pennsylvania livestock producers,” says PSB Chairman Daryl Alger.

“Showing the public production practices helps to eliminate one of the biggest arguments anti-agriculture groups have today, that farmers won’t allow the public to see how their food is produced,” adds PSB Executive Director Chris Herr, who spearheaded the effort. “The agriculture community wants the public to know that their animals are healthy, treated well, and producing quality food for consumers and their families.” ✓

Showgoers Breathe Easier Thanks to Soy Product

The thousands of showgoers attending Ag Progress Days in Rock Springs, Pa. could breathe a little easier thanks to the state's soybean growers. That's because the Ag Progress Days staff, working with the Pennsylvania Soybean Board, controlled the dust from the show's gravel roads through a soy-based dust control agent known as "DustKill".

DustKill, a soy-based product, is a safe, biodegradable alternative to chemical and petroleum-based dust suppressants. The product penetrates dirt road surfaces, binding loose gravel to dust and creating a compacted surface similar in texture to asphalt. Because soybean oil is not water soluble like some traditional dust suppressants, it's a non-toxic, environmentally friendly product that lasts longer and doesn't run off into ground water. A full-rate DustKill application, which lasts about a year, effectively holds down dust, improving air quality and reducing sediment and airborne erosion from roads into streams and waterways.



DustKill, a soy-based dust suppressant, is applied to the gravel roads in preparation for Ag Progress Days.

Pennsylvania Soybean Board chairman Daryl Alger says the DustKill application, like the booth the Board had in the AgChoice Building throughout Ag Progress Days, provided an opportunity to educate showgoers on soy products and the farmers who grow them.

"Soy is rightfully called the 'miracle bean' – it can be used to produce food for people and feed for animals as well as for industrial soy products like DustKill. This was a great opportunity for us to show

what soybean farmers and the soybean checkoff have been doing to help create new, sustainable uses for soy and make them available for use by consumers."

The checkoff funds research and development of soy-based products, including supporting many products on the market today. Soy products represent renewable, U.S.-grown alternatives that, in some cases, outperform their petrochemical-based counterparts. ✓



Step right up and take a ride on the biodiesel-powered Ferris wheel! Carnival-goers now have the opportunity to experience the power of biodiesel.

Greater Allentown Fair Goes Green with Biodiesel

What is a fair without the tantalizing smell of food sizzling in hot cooking oil floating across the midway? At every county fair or carnival, that distinctive aroma is as familiar to fair-goers as cotton candy, Ferris wheels and games of chance. At the Greater Allentown Fair last year, the aroma of fry oil wasn't coming just from the food stands, but also from the generators used to power the midway.

Everything on the midway, from the rides to the food stands to the electric generators, were run by soy-based biodiesel fuel provided by Pennsylvania soybean farmers and the Pennsylvania Soybean Board.

Signage helped build awareness of biodiesel to fair attendees. Carnivals, in general, offer a tremendous public relations opportunity that extends well beyond the carnival companies. The Outdoor Amusement Business Association estimates that 350 million people visit a carnival each year.

"We're very interested in biodiesel and very interested in having information available to the public that come to fairs," says Jim Tucker, president and CEO of the International Association of Fairs and Expositions. "We think it's a great opportunity to provide agriculture education." ✓

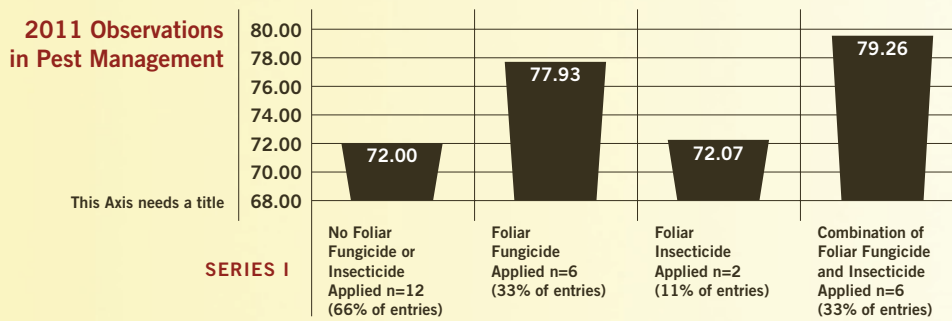
2011 Soybean Yield Contest Results

It was a pretty tough year for soybean throughout much of Pennsylvania. First, there was too much rain. Then, dry weather during the critical podding window. And then, of course, came the flood waters from a tropical storm.

Despite the year's weather woes, four Pennsylvania growers topped the 80-bushel an acre mark in the 2011 Pennsylvania Soybean Yield Contest.

Charles Farms, Inc. of Lancaster County was the state's top producer in the annual competition sponsored by the Pennsylvania Soybean Board, with a yield of 86.28 bushels per acre. Charles Farms was joined in the 80 Bushel Club by fellow Lancaster County soybean growers Matt Hess (83.39 bu. /acre), James Hershey (81.56 bu. /acre) and Burnell Nolt (80.72 bu./acre.).

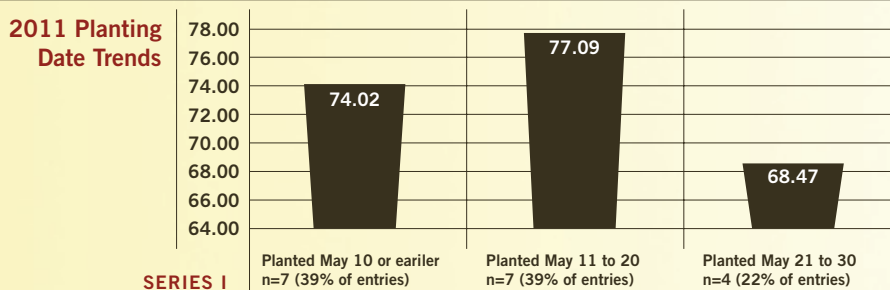
According to contest coordinator and Penn State Senior Extension Agent Del Voight, mean yield of the 19 participating growers in 2011 was 73.98 bushels per acre.



New contest rules

This year, contest rules were changed to recognize not only the state-wide grand champion, but also the top growers in each of four regions of Pennsylvania.

"Traditionally, the winners have been from the southeast corner of the state due to the growing conditions these producers enjoy. We've divided the state into four regions based on maturity maps to make the competition more equitable for all growers," says Voight. For purposes of the competition, the state was divided into four regions: Northern Tier, Central Tier, West Tier, and Southeast Tier. The grower with the top yield in each region was awarded a plaque. In addition, each contestant producing over 80 bushels per acre will receive an engraved plaque confirming membership in the "80 Bushel Club."



Bragging rights and prize

As the winner of the contest, Charles Farms received a trophy and an all-expense paid trip for two to the 2012 Commodity Classic, the annual joint convention of the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, and the National Grain Sorghum Producers. The Commodity Classic features a trade show, valuable educational sessions, technology demonstrations, association banquets, and networking opportunities.

Second-place state-wide winner Matt Hess received a \$500 cash prize, and third-place winner James Hershey received a \$250 cash prize.

Lawrence County producer Rick Telesz won top honors in the West Tier and Perry County's David McLaughlin was the top yield winner in the Central Tier. Both received plaques in recognition of their achievement. ✓

Soybean Yield Contest Statistics

Crop management statistics gleaned from the 2011 contestants' reports:

- Average yield = 73.99 bu./acre
- 83% of growers used no-till
- 61% planted by May 20 or earlier
- 56% favored 11 to 20 inch rows, 33% preferred 30" rows and 11% favored 10" or under rows
- 33% applied a combination of foliar fungicide and insecticide

A summary of the production information for all entries can be found on the Pennsylvania Soybean Board website at www.pasoybean.org.

2011 Soybean Yield Contest Top Ten

1. **Charles Farms, Inc.***, Lancaster County
86.28, Pioneer 93Y91
2. **Matt Hess***, Lancaster County
83.39, Asgrow 4232
3. **James E. Hershey***, Lancaster County
81.56, Pioneer 93M11
4. **Burnell Nolt***, Lancaster County
80.72, Asgrow 4130
5. **Merle Stoltzfus**, Lancaster County
79.82, Mixed
6. **Robert Shearer**, Lancaster County
78.54, Pioneer 93M11
7. **Troy Aldefefer**, Berks County
77.53, Northrup King 5288-4
8. **Darren Grumbine**, Lebanon County
74.94, Pioneer P93Y20
9. **Rick Telesz**, Lawrence County
76.39, Hisoy 31A03
10. **Nelson Nolt**, Lancaster County
72.90, Asgrow 4130

* 80 Bushel Club

2011 Soybean Yield Contest Regional First Place Winners

- Southeast:** Charles Farms, Inc., Lancaster County
86.28, Pioneer 93Y91
- West:** Rick Telesz, Lawrence County
76.39, Hisoy 31A03
- Central:** David McLaughlin, Perry County
65.68, Asgrow 4130

How to enter the 2012 Soybean Yield Contest

The yield contest was launched by the Pennsylvania Soybean Board in 1992. Any bona fide farmer who farms in Pennsylvania and grows five acres or more of soybeans within Pennsylvania's boundaries is eligible.

To download an application for the 2012 contest, go to www.pasoybean.org or send a request for an application to:

▶ Pa. Soybean Yield Contest, Attn: Del Voight
2120 Cornwall Rd., Suite 1
Lebanon, PA 17402

2012 Soybean Growers Field Day

You won't want miss the 2012 Soybean Growers Field Day, scheduled for August 23, 2012 at Penn State's SEAREC Research Center in Landisville, Pa. You'll board a tour wagon to inspect plots dedicated to checkoff funded research on variety trials, herbicide, insecticide and fungicide testing. Learn about the On-Farm Testing Network and the ongoing field research taking place on farms throughout Pennsylvania. You'll also hear about the latest checkoff funded research and have the opportunity to talk with agronomy experts and other soybean growers throughout the state. Pesticide and CAC credits are available.

Watch the PSB website www.pasoy.org for information or call the Lebanon Extension Office at (717) 270-4391. There's no charge for the event, but pre-registration is requested.

Farm Shows and Other Events

The Pennsylvania Soybean Board exhibits at farm shows and other events throughout the state. This gives growers and the public an opportunity to ask questions and receive information about soybeans and soybean production. **Be sure to stop by!**

During the 2011 Soybean Growers Field Day, Penn State Senior Extension Agent Del Voight discusses the moly trials conducted in fields throughout the state in the On-Farm Testing Network.



Steven Hykes

Franklin County Farmer Appointed to Pennsylvania Soybean Board

Franklin County livestock and soybean producer Steven Hykes was appointed as the newest member of the Pa. Soybean Promotion Board at the Board's summer meeting.

A 1992 graduate of Delaware Valley College with a B.S. in Agribusiness, Hykes and his wife, Lynn, operate a fifth-generation family-owned farm in Greencastle, Pa. They farm 750 acres of cropland, finish 3,200 head of hogs, and raise 260 replacement heifers for three dairy farms. The Hykes have three children, Nathan, 17; Hannah, 16 and Sammy, 13.

Hykes also serves as President of the Board of Directors for the Farmers Union Co-op in Greencastle.

"Coming from a densely populated livestock area, I see the important role soybeans play in the diets of various animals," says Hykes. "And as a soybean grower, I appreciate what the Pa. Soybean Board has done in promoting soybeans both in expanding markets and in research trials to help us as producers."

"Steve brings with him the perspective not only of a soybean grower, but also of a livestock producer," says Pa. Soybean Board Chair Daryl Alger. "Animal agriculture is the number one domestic customer for soybeans, with about 98% of our output going for this purpose, so we feel Steve's perspective will be a real asset to the Board."

"Agriculture has been very good to me and my family. I think we have a responsibility to serve the industry when we are called upon. I appreciate the opportunity to be a part of the Board. I look forward to serving in this position, and I want to do the best job I can in representing my area as soybean producers and users."

Do You Want to Serve on the Pennsylvania Soybean Board?

What does it take to be one of the farmer/leaders of the Pa. Soybean Board? First, you've got to raise soybeans in the state. Next, you've got to have a desire to serve. And finally, you've got to have the passion to volunteer your time and expertise in support of the soybean farmers and the soybean industry.

If you, or someone you know, is interested in being nominated to serve as a farmer/leader on the Pennsylvania Soybean Board, contact Jennifer Reed-Harry at:

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