

America's Heartland Enters its Second Season

The public television show, "America's Heartland" is in its second season of celebrating our nation's agriculture with all new stories captured from locations throughout the U.S. The series continues to profile the places and processes of today's agribusiness in all its forms. And, as before, the program focuses on the many and diverse people who love the land and make it their living and their home.

For the second year, the American Soybean Association (ASA) is a promotional sponsor for America's Heartland. The magazine-style, half-hour series is produced by KVIE, Sacramento, in digital widescreen format.

"Our nation's agriculture is a truly amazing enterprise," said ASA Chairman Bob Metz. "ASA is pleased to provide promotional assistance to this excellent series that shows the vital role of agriculture in America and helps tell the story of agriculture to the general population."

Season two programs will show how farms undertake the major tasks of planting, nurturing and harvesting their crops. The show will also honor the small farmer seeking new and innovative ways to survive and succeed in an increasingly competitive ag marketplace. In addition, viewers will meet everyone from an extended Wyoming cattle ranching family to a solitary yak farmer, from watermelon growers in New Mexico to Florida family farms raising alligators and tropical fish.

The popular "themed" programs will also continue. This season, entire programs will profile the iconic

American cowboy; follow America's "ag highway" down the mighty Mississippi River; even travel to Alaska to discover that state's surprising agriculture and aquaculture.

America's Heartland sponsors are Monsanto Company and the American Farm Bureau Federation. In addition to ASA, other promotional sponsors are the National Corn Growers Association, National Cotton Council, United Soybean Board and U.S. Grains Council.

A complete listing of public television stations that carry America's Heartland can be found at www.americasheartland.com.



Vote in November to Support Agriculture

The American Soybean Association (ASA) encourages all farmers to go to the polls in November to vote in the midterm elections.

It is vitally important to have U.S. Senators and Representatives in office that support the interests of U.S. farmers and agriculture. Many key issues impacting soybean growers will be addressed during the next couple of years, including a new farm bill, energy measures and international market access.

Exercise your right to vote, and elect members of Congress that support your livelihood.

<http://www.soygrowers.com>



WANT TO GET AN AVERAGE OF 5 TO 6 BUSHELS MORE SOYBEANS THIS YEAR?



ASK YOUR RETAILER ABOUT QUADRIS FUNGICIDE OR GO TO QUADRIS-FUNGICIDE.COM TO LEARN HOW TO INCREASE YOUR SOYBEAN YIELD AND QUALITY IN 2006.

©2006 Syngenta Crop Protection, Inc., P.O. Box 18300, Greensboro, NC 27419. Important: Always read and follow label instructions before buying or using this product. Quadris® and the Syngenta logo are trademarks of a Syngenta Group Company. www.syngentacropprotection.com