

Bean Beat

The American Soybean Association

If You Believe, Belong

FACT: Some of the most important decisions affecting your soybean operation are made by people who have never set foot in a soybean field.

Like it or not, the future of the soybean industry depends a great deal on what happens on Capitol Hill: the Farm Bill; renewable fuel incentives for soy biodiesel; trade agreements for soybeans, soy meal, pork and poultry. The law says the soybean checkoff can't do these things. But ASA can, and does.

If you believe Congress has a lot to say about whether or not you make money....

If you believe exports of soybeans, soy meal, pork and poultry are crucial to your bottom line...

If you believe the future of the soybean industry is critically important to the success of U.S. farmers...

If you believe soybean farmers need to have strong representation on Capitol Hill...

...then you should **belong** to the American Soybean Association.

The American Soybean Association (ASA) has launched the new message, "If you believe, belong" as part of its 2008 membership campaign. Your dues include membership in both ASA and your state

soybean association.

The ASA 2008 Membership Blitz, a national four-week focus on membership development, will be held from January 15 through February 15. During this time, ASA and its 25 state soybean association affiliates will be conducting a variety of membership recruiting activities.

During the ASA Membership Blitz, soybean growers in many states can expect to hear from members who are volunteering their time to help increase membership in their state association and ASA.

"You can't be on Capitol Hill to make sure Congress considers what's right for the soybean industry. But ASA can, and does—every day," said ASA President John Hoffman, a soybean producer from Waterloo, Iowa. "If you believe the American Soybean Association and your state soybean association are doing important work I encourage you to make the decision to belong. Become a member today."

Join online today at www.SoyGrowers.com. If you believe, belong.



If you believe, belong.

Announcing 2008 ASA-BASF SOY Field Trial Program

The American Soybean Association (ASA) and BASF present the 2008 Secure Optimal Yield (SOY) Field Trials program to provide soybean growers with an opportunity to demonstrate enhanced weed and disease management techniques on their farm. More than 100 growers across the country took part in last year's test program, and in 2008, the program will be open to all growers seeking to increase net yield and profit per acre by utilizing the technology and products available today.

"In my estimation, with higher prices and input costs in 2008, more producers are going to consider the value of intensive crop management practices because they pay off," said ASA President John Hoffman, a producer who farms near Waterloo, Iowa. "I invite all growers to take advantage of this opportunity."

The SOY Field Trials are designed to educate producers about the best ways to enhance yields and profitability, while also preserving the benefits of herbicide-resistant crops, specifically, Roundup Ready Soybeans®, by using a BASF residual herbicide in combination with glyphosate and one application of Headline® fungicide.

Get expert advice from BASF on how to better manage weeds and diseases to maximize soybean yields and profit per acre. Learn how to protect your soybean yields by reducing early season weed com-



petition. Reduce the risk of missing post timing by lengthening the glyphosate applications window. Enhance post herbicide performance and reduce the risk of weed resistance or weed shifts. Improve plant health through enhanced disease management.

"Pressures from diseases, weeds and insects are always present in varying degrees; however, the threat is not always evident until it's too late," said Dr. Gary Fellows, BASF technical manager. "To get the most out of every acre of soybeans it's critical to use innovative crop protection products tools to protect the crop and maximize yield every step of the way."

For complete program details, and to sign up for this program, go to www.SoyGrowers.com/SOY/.



The American Soybean Association is a national commodity organization with 23,000 members and affiliation with 25 states. For membership details, call 1-800-688-7692.



You can't always be here.
But ASA can.

Some of the most important decisions affecting your soybean operation are made by people who have never set foot in a soybean field.

Membership in the American Soybean Association makes sure these policymakers understand what really goes on in the country. While you're working hard on your farm, ASA and your state soybean association are working hard to create policy that increases demand for your soybeans and protects your profitability:

- Soybean prices are significantly higher today thanks to ASA success in creating biodiesel tax incentives.
- Trade agreements influenced by ASA have brought millions of dollars in new exports of U.S. soybeans and soybean meal.
- There would be no safety net in the Farm Bill if ASA didn't help build it.

The law says your soybean checkoff can't do these things. But ASA can. And does—every day. If you believe we're doing important work, join us. Your membership will make our voice even stronger.



If you believe, belong.

Visit soygrowers.com or contact the American Soybean Association at 800.688.7692.