

ASA Impacts Soybean Policy and Profitability



If you believe, belong.

(ASA) is the only national organization devoted to providing a voice solely for soybean growers when policy and legislation are being created. ASA is doing important policy work that your soybean check-off cannot do.

Policy has a Direct Effect on Your Bottom Line—Like it or not, what happens in Washington, D.C. has a lot to do with your profitability. ASA works to create policy and legislation that increase demand for soybeans and increase the price you get for your crop.

The Soybean Checkoff Cannot Do What ASA Does—By law, not one dime of soybean checkoff money can be used to develop policy or influence legislation. ASA and your state soybean association serve as the voice of soybean growers on Capitol Hill and in your state capitol.

There is Real Power in Numbers—A greater number of grassroots growers united on behalf of the soybean industry truly does have an effect on Congress—and gets things done on Capitol Hill.

Soybean Production Needs to Stay Competitive—With nearly 90 years on the job for soybean farmers, ASA has the connections and experience to make good things continue to happen for the soybean industry, domestically and internationally.

ASA Membership is a Choice—Your membership in ASA is critical to the future of the soybean industry. Membership in ASA and your state soybean association is a choice. And it is the right choice for growers who truly care about the future of the soybean industry.

One vote in the halls of Congress can have as much to do with your profitability as all the work you put into your crop. The American Soybean Association

Two Memberships, One Dues Payment—When you join ASA, you also join your state soybean association—helping support important policy work in Washington, D.C. and your state capitol. To join ASA and your state soybean association go to www.SoyGrowers.com or call 1-800-688-7692.

ASA Has Track Record of Success

2007—After 10 years of coalition lobbying with other farm organizations, ASA and state associations convince Congress to pass legislation authorizing over \$2.2 billion for the construction and upgrading of locks and dams on the upper Mississippi and Illinois Rivers. With 70 percent of soybean exports moving through these waterways to the Gulf, modernizing this infrastructure is key to maintaining U.S. soybean farmer competitiveness in international markets.

2006—As a result of ASA and state association efforts, USDA and the Department of Energy announce a joint initiative to map the soybean genome. Genome mapping is key to improved soy yields, pathogen resistance, and improved nutrition. Additionally, in response to ASA leadership, USDA announces \$5 million for legume genomics funding.

2005—ASA and state associations successfully lobby Congress to extend the biodiesel tax incentive through 2008. Biodiesel sales grow from 75 million gallons in 2005 to 350 million gallons in 2007. The growth in biodiesel sales raises soybean prices significantly, increasing annual soybean farmer revenue by \$1.1 billion.

2004—ASA supports negotiation of the Chilean Free Trade Agreement (FTA). The value of U.S. soybean meal exports to Chile has increased from \$248,000 before the Agreement to \$43 million in 2006.

2003—ASA and state associations succeed in increasing Federally-funded soy research by \$10 million per year over year 2000 levels. As a result of these and previous efforts, Federally-funded soybean research now exceeds \$40 million per year.

ASA, Deere Host Precision Ag Meetings

The American Soybean Association (ASA), in partnership with John Deere Ag Management Solutions (AMS), hosted a series of Precision Ag Grower Education Meetings to help growers learn about the value of precision ag systems.

"This was the winter education series of our 'Reach for the Stars' precision ag program," said ASA President John Hoffman. "These meetings provided a great learning opportunity for those who are considering integrating precision ag into their operation."

On Jan. 8, 85 people participated in the first of three Precision Ag Education meetings in Wahoo, Neb. Nebraska Soybean Association (NSA) President Debbie Borg welcomed growers and talked about how ASA and NSA work together on farmer-friendly policy initiatives. ASA Executive Committee member Steve Wellman gave a presentation on how precision ag is helping to meet global demand for U.S. soy.

Additional presentations were made by Todd Peterson, Pioneer Emerging Technologies Manager, on The Benefits of Precision Agriculture; and Laura Dierick Robson, John Deere Senior Marketing Representative-Guidance, and Jason Dougherty, John Deere Customer Contact Center Technician, on Precision Ag Equipment and Farm Management Software.

Petersen and Robson were then joined by Todd Swanson, one of the 15 "Reach for the Stars" contest winners, and Mike Brandert, AMS Consultant from Platte Valley Equipment, for a panel discussion.

Then on Jan. 28, 46 people participated in the second meeting at Arkansas State University in Jonesboro, and at the third meeting in Indianapolis on Jan. 29, 68 people participated.

Arkansas Soybean Association Past President Drew Oliver welcomed participants and provided opening comments in Jonesboro, and Indiana Soybean Alliance Director Jim Cherry did the same in Indianapolis. ASA Board member Ted Glaub and ASA past Board member Roger Hadley gave presentations on how precision agriculture is helping to meet global demand for U.S. soy.

Terry Griffin, Assistant Professor and Extension Economist, University of Arkansas, and Scott Gabbard, Extension Educator, Shelby County Indiana, gave presentations on the benefits of

precision agriculture. In Jonesboro, Brent Madden, Senior Product Development Representative and Jason Dougherty, Customer Contact Center Technician John Deere, and in Indianapolis, Jason Beuligmann, RTK Network Specialist, and Kim Fletcher, Marketing Representative, John Deere, provided information about precision ag equipment and farm management software.

"Reach for the Stars" contest winners Nathan Wright, Alan Meadows, and Ted Vinson participated in the meetings and joined in a question and answer session along with Derek Rand, local AMS Consultant from Greenway Equipment in Jonesboro and Lynn Wainscott, AMS Consultant from Reynolds Farm Equipment in Indianapolis.

Following lunch, growers at each of the three meetings participated in hands-on equipment demonstrations showcasing John Deere's GreenStar™ 2 System including the AutoTrac™ Universal Steering kit and the newly released iTEC Pro.



Panel discussion in Jonesboro. (L to R) Terry Griffin, Brent Madden, Alan Meadows, Nathan Wright, and Derek Rand, AMS Consultant at Greenway Equipment, Weiner Ark.

(ASA photos by Bob Callanan)



Growers had an opportunity to ask questions and listen as panelists and local John Deere dealer representatives provided valuable information about precision ag systems.