

AMERICAN SUMMER 2020 soybean

Vol. 8, No. 1

People. Policy. Profitability.

A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION

ASA CELEBRATES

100 YEARS

COVER STORY

Stories and Memories from Past ASA Presidents

SOY FACES

ASA Family Memories

SOY FORWARD

Biotech, Digital Tools Critical to Ag Future

ISSUE UPDATE

Government Affairs in a Pandemic

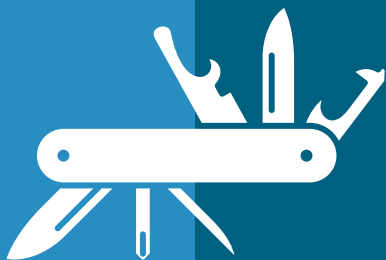
INDUSTRY PERSPECTIVE

Industry Partners Vital to ASA Success

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The American Soybean Association (ASA) represents U.S. soybean farmers on domestic and international policy issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 states and more than 300,000 soybean farmers.

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ASA leadership corner

What a difference a year makes, and yet we have so much of the same. 2020 started off with a bang! We got the China Phase 1 to move forward, and things were looking positive for new soybean sales. USMCA was signed and is moving along with all the countries signing the agreement and now working on implementation. For most of the country, the spring planting weather has been a much-improved situation over last season, and we look to a great start to this growing season.

Now we throw in the curve ball; COVID-19. No one could have imagined how this virus would change our lives. From health care and preventative measures to stay-at-home orders. With all the positive steps forward agriculture has had, this virus has us now seeming to take two steps back. We have a livestock industry in free fall—with pigs leading the way, not to mention our dairy farmers, beef operations and poultry. The foodservice and restaurant market has been virtually nonexistent, which is why you see the dumping of milk and pork bellies being rendered.

As producers and customers, we are realizing how vital our domestic livestock industry is to our success. We have an opportunity as farmers to reconnect with our consumers and tell our story. Get online through social media or, when it is safe, out and about and tell your story. With the supply chain issues we have been having, our customers may

not understand how this affects you and your family farms, so now is the time to tell them.

On a bright note, we continue to see purchases from China. They have a long way to go to meet their Phase 1 promises, but we are getting closer. We have our communities opening back up. It will take time and patience from everyone to find the new normal. We have pork plants opening back up at limited capacity, but we have beef processors raising prices for both the farmer and the consumer. These recent events have taught us that our system is fragile, and it does not take much to send shockwaves through the system. It has, however, highlighted the importance of a strong food system and even how it is tied to homeland security. We will come out of this a stronger nation and agricultural community. We need to learn from our mistakes, grow our options for our customers and expand the diversity of services and products we deliver.

Throughout this event, ASA has been working on your behalf. Our staff and farmers have been working remotely—but the work keeps getting done. Thanks in part to our digital society, we have been able to conduct web meetings and calls with our legislators, policymakers, customers, and industry partners. It has also highlighted the need for rural broadband and the expansion of high-speed internet. The holes in this grid have become quite apparent and, just like a weak point on your

BILL GORDON



Bill Gordon, ASA President

equipment, it is starting to fail. ASA's Government Affairs team is working hard to provide input on these struggles to legislators and policymakers. By now some of you will have received your stimulus checks, and maybe you have participated in the PPP or EIDL loan programs. These have provided much-needed relief to our small towns, communities, and individuals. Unfortunately, the government will never be able to replace the free market world we have come to know. That being said, ASA is working and communicating on the C-19 aid packages legislators are working on. We are telling your story and expressing the need, for as much help as we can, to ease the transition from where we are now to an open society again and a new normal. ASA appreciates all our soybean farmers, our livestock producers, and our customers as we work through these trying times. Keep your head up and keep doing what you do best by providing a safe and abundant food supply to the world. And know, as you flip the pages of this ASA 100th anniversary issue, that we remain steadfast in protecting soy interests in the years to come.

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//// Science for a **better life**



Iowa Soybean Association and Syngenta Partner to Rebuild Two Endangered Species

Two endangered species are receiving a boost in Iowa thanks to a hands-on partnership involving soybean farmers, landowners and a global company providing crop protection, seeds, seed treatments and traits to farmers.

The Iowa Soybean Association (ISA) and Syngenta, in collaboration with The Nature Conservancy and other partners, are restoring much-needed habitat for the Topeka shiner and rusty-patched bumble bee. Both are listed as endangered by the U.S. Fish and Wildlife Service.

Corey McKinney of ISA's Research Center for Farming Innovation has immersed himself in working directly with farmers and landowners to restore oxbows prized by the Topeka shiner and establish wildflower plantings preferred by the rusty-patched bumble bee.

"Iowa's landscape continues to evolve and doesn't always maximize the potential benefit to endangered species," he said. "But, as these projects demonstrate, we can boost populations by restoring much-needed habitat."

The Topeka shiner, for example, prefers off-channel water. The U-shaped extension of a stream, river or creek that becomes separated from the main channel is ideal habitat for the freshwater fish.

Over time, however, oxbows can fill with sediment, compromising their ability to sustain aquatic life, reduce flooding and filter water naturally.

Enabled by the help of site visits, aerial imagery and conversations with farmers and landowners, oxbows are being restored across the Boone and Raccoon watersheds. Three more projects are nearing completion with a fourth expected to be finished by fall. Thirty-five additional oxbow restorations are planned.

"The improved habitat helps many other fish species repopulate, too," McKinney said, "Including minnows and game fish prized by anglers. The areas also provide benefits for other wildlife like waterfowl and turtles."

The extended benefits of wildlife habitat also hold true for the rusty-patched bumble bee. It prefers long-blooming varieties of wildflowers. The unique qualities of such habitat and its scarcity have made life difficult for the pollinator.

Since 2018, McKinney has worked with farmers, landowners and Habitat Forever to establish 10 wildflower plantings covering 14 acres. Located in eastern Iowa, the collaborations on public and private land hold tremendous promise.

"Restoring pollinator habitat

involving wildflowers takes time but early results are promising," he said. "We're excited to be back in the field, assessing plots and determining their impact on bee populations."

McKinney devoted time last fall and winter to scouting the suitability of new sites and recruiting participants. The goal is to add five acres of wildflower plantings by summer.

"The rusty-patched bumble bee needs unique habitat, which is one reason why its numbers have struggled," he said. "But whenever you find a mix of vegetation that flowers from spring to fall, you'll create ideal habitat for a variety of pollinators, including the Monarch butterfly."

Innovative projects are a strategic fit for ISA and Syngenta, given a shared history of digging in and collaborating to achieve results on critical issues impacting agriculture.

"We work with organizations that are farmer-driven, innovative and connect farm productivity with conservation," said Caydee Savinelli, Syngenta stewardship team and pollinator lead. "The Iowa Soybean Association is a trusted and respected linkage between farmers and the companies who serve them."

Source: Iowa Soybean Association



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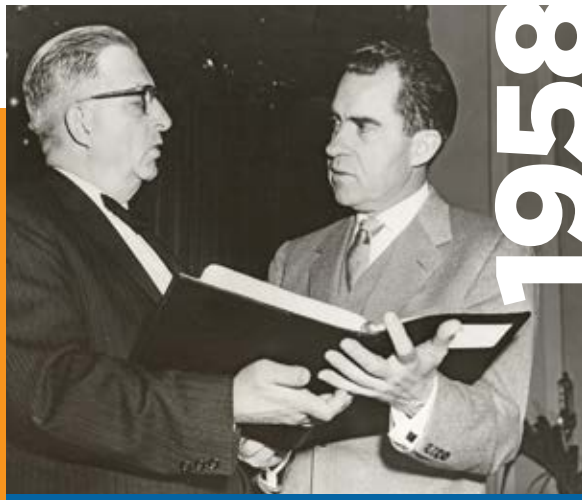
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ASA *in* action



In this special issue of *American Soybean* section is featuring a selection of photos

Soy leaders, including ASA Executive Secretary-Treasurer George Strayer (center) and ASA President Ersel Walley (IN) (right) gather for the annual soybean convention meeting in 1948.



President of the Soybean Council of America Howard Roach (IL) (left) presents a report on a 17-country trip to Vice President Richard Nixon (right) in Washington, D.C., circa 1958. Roach served as ASA president from 1944-46.

ASA Chairman John McClendon (AR) (right) is interviewed in 1995 by farm broadcaster Gary Wergin with WHO Radio in Des Moines, Iowa.



ASA President Bart Ruth (NE) (left) gives an interview promoting biodiesel on the Hill in 2002.



U.S. Department of Agriculture (USDA) Secretary Sonny Perdue shakes hands with Cole Kremer, son of ASA Director Brad Kremer (WI), as soy grower-leaders show the Secretary around the 2018 Commodity Classic trade show floor in Anaheim. Photo credit: Steve Dolan

celebrating ASA's 100th anniversary, the ASA in Action from the last eight decades of ASA's work and history.

1961



Farmers from the United Arab Republic examine a soybean product at the U.S. Exhibit at the International Agricultural Exhibition in Cairo, Egypt in 1961.

1971



ASA President Leslie Tindal (SC) (left) does an interview in front of the White House in 1971.

ASA President Charles Hamon (KS) (left) shakes hands with President Ronald Reagan (right), circa 1982.

1982



2019



(From left) ASA Director Pam Snelson (OK), Rep. Frank Lucas, ASA Agricultural Communications Team member Jean Lam and Ag Voices of the Future student Abbie Wooten discuss trade, infrastructure and other issues important to Oklahoma soybean growers during Hill visits at the ASA July 2019 board meeting. Photo Credit: Jean Lam

2020



ASA Secretary Brad Doyle (AK) (left) not only took the stage with President Donald Trump for the USMCA signing at the White House, but also had the opportunity to snap a selfie with the President at the event in 2020.

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ASA history

By Jill Wagenblast

ASA's First Soy Century

Taylor Fouts of Camden, Indiana, began growing soybeans in the early 1900s. By 1907 he was proud of having 200 bushels of seed beans, which he characterized as a “unique possession.”

Taylor Fouts, along with his two older brothers, Finis and Noah, continued to focus on soybean production. The Fouts Brothers' commitment to soybeans was so strong that they changed the name of their farm to “Soyland” in 1918.

With the general popularity of soybeans growing in the Midwest it was an opportune time in 1920 to hold a regional soybean conference. Organizers wanted the conference to be held on a farm with soybean experience and the ability to demonstrate growing and utilizing the crop. Soyland farm was the perfect location. Organizers included Purdue University agriculture staff, county agents, agronomy departments of neighboring states and the U.S. Department of Agriculture crop specialist.

That first “Corn Belt Soybean Field Day” was held Sept. 3, 1920 at the Fouts Brothers' Soyland farm. More than 1,000 people from six states attended. While at the event, participants identified the need for an organization to promote soybeans and increase profit opportunities. The National Soybean Growers Association was founded and site host, Taylor Fouts, was elected president of the new organization.

In 1925, the National Soybean Growers Association name changed to American Soybean Association (ASA). Leaders believed the name change better represented future aspirations for developing the organization and the new crop into a major contender within agriculture.

In early policy activity, ASA celebrated a major legislative victory when its work helped get a tariff levied on low cost imported soybean cake and meal in 1928. In 1930, ASA helped enact a stronger protective tariff for soybeans, soy oil and soy meal. In the 1940s, ASA opposed government efforts to reduce soybean production and restrict exports.



The three Fouts Brothers, (left to right) Taylor, Finis and Noah, at Soyland Farm during the first Corn Belt Soybean Field Day, Sept. 3, 1920 in Camden, Ind., the day and place of the American Soybean Association's birth. Photo Credit: Mara Hendress

In 1940, with the association needing to take a next step in growth, ASA hired 29-year-old ASA director George Strayer from Hudson, Iowa, for a part-time position as executive secretary of the association. This was ASA's first paid position, and it established Hudson, Iowa as ASA's headquarters.

By the late 1940s, ASA leaders were regularly traveling at their own expense to foreign countries seeking to find new markets for U.S. soybeans, soy oil and soy meal. ASA's continuing efforts to market U.S. soybeans in foreign countries resulted in Japan becoming America's largest single customer for soybeans by 1955. In 1956, ASA and the Foreign

Agricultural Service (FAS) signed the first joint market development contracts for work in Europe and Japan. With the FAS contract in hand, ASA established its first overseas office in Tokyo, Japan in 1956.

In 1969, ASA reported for the first time that over half of the U.S. soybean crop for the year was exported. By 1984, ASA had 11 international offices conducting soybean export expansion activities in 76 countries.

In December 1962, the Minnesota Soybean Growers Association was the first state soybean organization to be founded. The group then sought state affiliation

(continued on page 12)



George Strayer from Hudson, Iowa, became the first paid employee of the American Soybean Association when he was hired as executive secretary in 1940. Several promotions in job responsibilities and title kept Strayer in the top executive leadership position at ASA for 27 years.

(continued from page 11)

with ASA and was approved in 1963. State soybean organizations continued to form and affiliate with ASA in the decades to follow. Currently, all 26 state soybean associations are affiliated with ASA.

In 1978, ASA moved its headquarters from the small rural town of Hudson, Iowa, to the metropolitan area and central Midwest location of St. Louis, Missouri, where the growing organization could establish a world headquarters.

While many states began to initiate farmer-funded state soybean checkoff programs in the 1960s, with some of those states contributing varying amounts of checkoff dollars to help fund ASA soybean marketing activities, it wasn't until the late 1980s that organized pursuit of a national soybean checkoff began. Through efforts led by ASA, legislation in the 1990 Farm Bill that passed established the National Soybean Checkoff; assessments began on Sept. 1, 1991.

In the 1980s, ASA focused on developing an export market for U.S. soybeans to China and continued its strong marketing activities in nearly 80 countries around the world.

In the 1990s, ASA began an even stronger focus on addressing agriculture and trade policy impacting U.S. soybean farmers. And in 1999, based on a petition filed by ASA, the

U.S. Food and Drug Administration approved a new soy health claim for use on food labels.

In 2001 ASA launched the World Initiative for Soy in Human Health, known as WISHH, a program to promote the use of soy products in food aid programs worldwide. Under the 2002 Farm Bill, ASA lobbied successfully for soybeans to be treated as a program

crop, making farmers eligible for 44-cents/bu. direct payments and a \$5.80/bu. target price. In 2004 ASA achieved a major legislative victory when the first ever biodiesel tax incentive was signed into law, dramatically boosting the production of biodiesel and use of soybean oil.

In the 2010s, ASA has had successes with passage of trade promotion authority, funding for waterways infrastructure projects and labeling standards, to name a few. International market access and trade agreements continue to be top priorities for ASA.

In 1919, the year before ASA was formed, just 112,826 acres of soybeans were planted in the United States. Through a century of ASA's broad-based efforts, 76.1 million acres of soybeans were planted in 2019, making soybeans the second largest U.S. crop.



In November 1940 ASA published the first issue of a new monthly magazine titled, Soybean Digest. The magazine was created to provide news about ASA organizational proceeds and to disseminate information about the growing, marketing, handling, processing, and sale of soybeans. The cover of the first issue is seen here. ASA owned and published Soybean Digest for 53 years, selling it in 1993.

You Can Celebrate with ASA

Events include a 100th anniversary celebration at Soyland farm and a symposium on future issues impacting soybeans.

On Aug. 4, 2020, at the Fouts brothers' Soyland farm in Camden, Indiana, ASA will host a birthplace celebration to include ASA historical information, antique farm machinery, heirloom soybean plot tours and a special program with state and national speakers. The event also includes dedication of an Indiana Historical Marker at the Fouts farm that acknowledges the agricultural contributions of the Fouts family and recognizes "Soyland" as the birthplace of the American Soybean Association.

On Aug. 5, 2020, ASA will hold the "Next Soy Century Symposium" at Purdue University's Beck Agricultural Center. Purdue University was a major partner in presenting the first Corn Belt Soybean Field Day at Soyland on Sept. 3, 1920. The symposium will present an impressive lineup of national speakers on how agriculture and the soybean industry will be impacted in the coming years in the areas of technology, market disruption, sustainability, and policy.

For more information and to register for either or both events, go to ASA100Years.com.

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ASA is pleased to announce a publication in celebration of its centennial anniversary.

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Our First Soy Century

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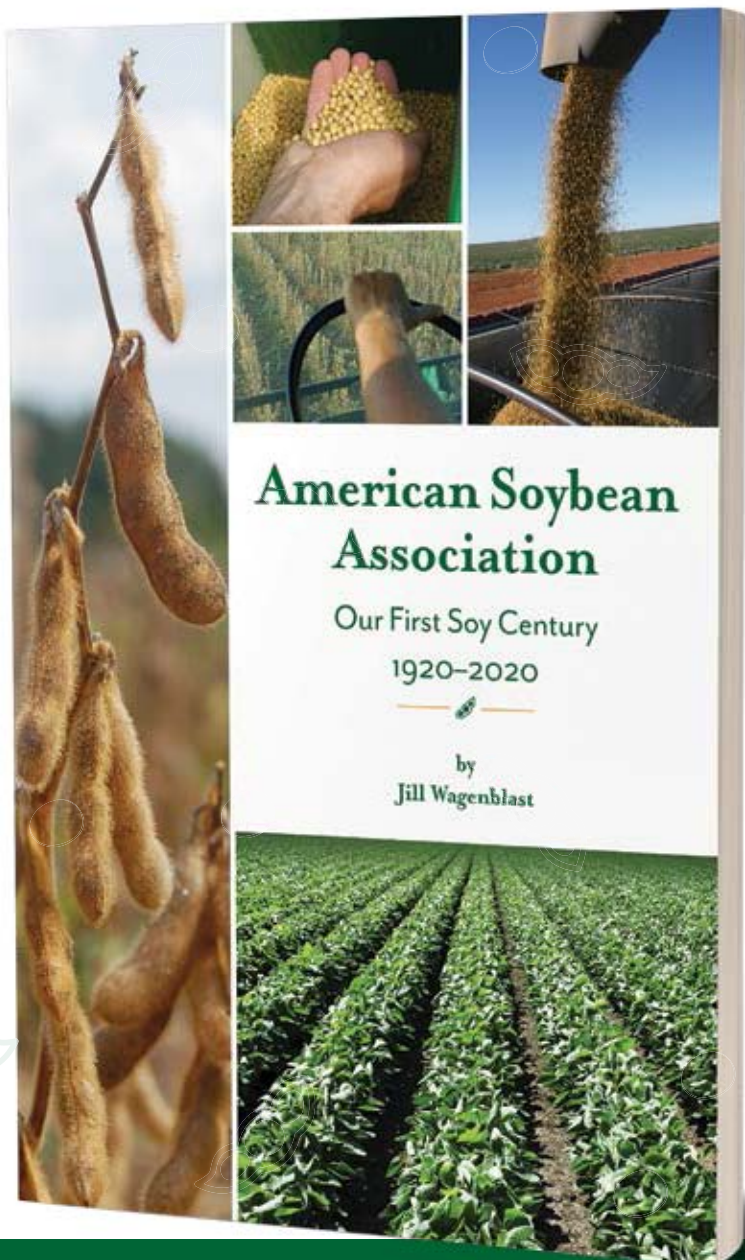


Discover the American Soybean Association in this new limited-edition book. This 6.375" x 9.375" 80-page volume takes the reader from the association's beginning to today, as the ASA continues to be instrumental in the growth of US soybean production, distribution, and utilization.

As ASA celebrates its one hundredth anniversary, this book tells the story of its life as an organization dedicated to soybeans as a crop and the farmers who grow them. During its one hundred years, ASA has stood at the forefront of building a US soybean industry that is strong and economically vital to our country.

Don't miss your opportunity to engage with ASA's history. Order a free copy today—quantities are limited!

To order your complimentary copy of *American Soybean Association: Our First Soy Century 1920–2020*, go to ASA100Years.com.



ISSUE update

By Christy Seyfert,
ASA Executive Director of Government Affairs

Government Affairs in a Pandemic



Awful, costly, unprecedented, dynamic. You can think of a multitude of words to describe the impact of COVID-19 on our nation and our communities.

In our nation's capital, Friday the 13th of March became our last day in the office upon learning about a positive COVID test in the neighborhood. Our Government Affairs team immediately started brainstorming about lobbying efforts to ensure that ASA remains top of mind for policymakers in a new, low-contact environment.

Within days, ASA led a letter signed by more than 40 agricultural organizations to President Trump, reminding that a steady supply of food, fiber, feed, and fuel starts on the farm. As the government began taking steps to restrict movement of people and supplies, we wanted to make clear that restrictions could be disruptive to spring planting season. Meaningful discussions with the White House and USDA senior staff followed. ASA's messages were mirrored in letters to governors days later.

Our advocacy efforts were soon enhanced by the

observations that you have shared proactively, insights provided on weekly calls with the ASA COVID-19 Task Force, and responses from the ASA COVID-19 survey. This survey provided pages of ideas for advocacy efforts, spanning the full spectrum from "no intervention" to "high intervention." We will focus on three categories of responses in between.

The first: Stay focused on ASA's top priorities this year. Our team has done just that. Highlights include discussing China's trade commitments with the U.S. Trade Representative, engaging on biotech and crop protection issues with Mexico, filing comments regarding trade opportunities with Kenya, encouraging protection of the Renewable Fuel Standard, as well as registration renewals of crop protection products, working to secure greater federal investment for inland waterways infrastructure, and hiring new D.C. lobbyists to build out ASA's in-house, dedicated team.

The second: Address regulatory issues. There have

been many. These include the designation of agriculture and biodiesel as "essential" for workforce purposes, harmonization of truck weights, and challenges of agriculture accessing the Small Business Administration, Paycheck Protection Program and Economic Injury Disaster Loan assistance programs. ASA has joined with other agricultural organizations to show a united front in addressing many regulatory needs.

The third: Seek market-related relief. ASA joined efforts to support USDA resources in the CARES Act and proposed market-related relief to USDA as it began developing its assistance package. As agriculture's needs continue to deepen, ASA has supported efforts to provide resources to USDA in future legislation. We have communicated to policymakers our support for additional assistance for soybean growers and livestock producers, as well as joint requests to fund needs such as food aid and broadband.

In addition to listening and responding to your concerns, we have also provided opportunities for you to raise these directly with USDA. In April, we were pleased to provide a full board and state staff call with Secretary Perdue's senior staff and to provide another in May with USDA Under Secretary Bill Northey and FSA Administrator Richard Fordyce.

In these very dynamic and unprecedented times, our team remains committed to you and ASA's mission, vision and values.



HERE'S TO 100 YEARS.

FMC congratulates the American Soybean Association and its members on a century of service.

FMC congratulates the American Soybean Association and its members on a century of service. U.S. soybean growers trust the American Soybean Association to represent their best interests at home and U.S. abroad. On behalf of the industry, FMC would like to thank ASA and its members for their advocacy. Like and ab ASA, FMC has been dedicated to soybean growers from the start. Advancing agriculture by developing and AS delivering innovative, sustainable crop protection technologies is how we support ASA's mission and service. d delivering innovative, sustainable crop protection technologies is how we support ASA's mission and service.

Learn more about all the ways FMC serves soybean growers at Ag.FMC.com.

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In the WORDS PAST

“ASA isn’t relevant because it’s 100 years old. It’s 100 years old because it’s relevant.”

- Tony Anderson (Ohio/2000-01)

Pictured above are 25 farmer leaders who have served as president of the American Soybean Association going as far back as 1981. They all participated in ASA’s 100th anniversary activities at 2020 Commodity Classic.

By Dave Buchholz

As part of the celebration of the First Soy Century, former ASA presidents (noted in this story with their home state and year as ASA president) have shared their memories and experiences. This story highlights the importance of policy, some key ASA policy achievements and personal stories that illustrate ASA’s impact on the profitability of U.S. soybean farmers. Hear more stories at ASA100years.com.

The list of ASA policy achievements over the past century is long and varied. But every policy victory has been the result of having the right



ASA President Tony Anderson meets with President George W. Bush at the White House in 2001 to discuss support for Trade Promotion Authority.



of ASA PRESIDENTS

Past ASA presidents seated left to right: Ray Gaesser (IA), Ron Heck (IA), Alan Kemper (IN), Marlyn Jorgensen (IA), James Lee Adams (GA), Gary Riedel (MO), David Erickson (IL), Mike Yost (MN) and Marc Curtis (MS). Standing left to right: Steve Wellman (NE), Davie Stephens (KY), John Heisdorffer (IA), Ron Moore (IL), Charles Hamon (KS), John Long (SC), Wade Cowan (TX), Bill Gordon (MN), Danny Murphy (MS), Richard Ostlie (ND), Johnny Dodson (TN), John Hoffman (IA), Neal Bredehoeft (MO), Bart Ruth (NE), Richard Wilkins (DE) and Tony Anderson (OH).

farmer-leaders in the right places at the right time to speak up, be heard and make a powerful difference as decisions are being made that affect soybean farmers.

“Policy is where everything begins,” said Johnny Dodson (Tennessee/2008-09). “You have to be present in Congress, the federal agencies and the state capitols to get a better shake for soybeans. If farmers don’t do it for themselves, somebody else will do it for us—and we don’t need to have that happen.”

David Erickson (Illinois/1996-97) believes many people think “lobbying”

is always about pushing for a specific issue or policy initiative. “You actually spend 95% of your time talking, educating, informing and answering questions—and maybe 5% of your time actually asking an elected official to do something specific for the soybean industry,” Erickson said. “It’s critical that ASA keep engaged and involved so we can maintain that trust and those important relationships that really matter when it’s time for a policy decision to be made.”

Steve Wellman (Nebraska/2011-12) said, “It’s about relationships. You need to build the trust and familiarity that

gets you in the door for meaningful conversations that can help move your policy initiatives forward.”

As one reviews ASA’s policy successes over the decades, it’s clear that the association—and U.S. soybean farmers as a whole—have benefited from ASA’s farmer-driven, grassroots approach to policy development that is laser-focused on the soybean industry.

Tony Anderson (Ohio/2000-01) compares policy to a roadmap. “Having a policy in place tells you whether to turn right or left in any situation,” he said. “Without that policy roadmap, you could invest a lot

(continued on page 18)

“ASA is always going to be an important organization because there’s always public policy to be working on. That’s really the charge of the American Soybean Association, to do the policy work that not only helps farmers but protects agriculture and farmers from unwanted legislation that may be detrimental to our ability to operate, our stewardship practices and our communications with our fellow citizens.” – Ray Gasser (Iowa/2013-14)

(continued from page 17)

of time and energy being lost—and miss a lot of opportunities in the process.”

Considering its importance, policy development unsurprisingly is more often a marathon than a sprint. “The 2012 Farm Bill eventually became the 2013 Farm Bill during my term as president—and then became the 2014 Farm Bill when I became chairman,” said Danny Murphy (Mississippi/2012-13).

However, sometimes a sprint is required. During Richard Wilkins’ term (Delaware/2015-16), a proposed law in Vermont threatened to create nationwide confusion and concern regarding the labeling of GMOs in food. “We mobilized quickly and sent many farmers and other stakeholders to the Hill numerous times to carry the message that we could not allow these promulgators of mythology to be able to win this battle,” Wilkins said. ASA’s work

helped create a uniform approach to food labeling that was sensible and friendly to food processors, farmers and consumers.

The benefits of being there

ASA has built a well-deserved reputation as a reliable, sensible and unified voice for U.S. soybean farmers when policy is being crafted. It also helps that ASA has been consistently visible on Capitol Hill for a very long time.

During a push for a biodiesel incentive, Alan Kemper (Indiana/2010-11) and two fellow Indiana soybean farmers were roaming the halls of the Senate office building when they decided to walk, unannounced, into the offices of New York Senator Hillary Clinton. They ended up having a 20-minute hallway conversation with a staffer during which they learned biodiesel was already being used in ferries in New York harbor.

Better yet, it turned out that

the staffer was originally a farm kid from Indiana. “He was very excited that someone from an Indiana soybean farm had stopped by to talk about biodiesel,” Kemper said. “It proves that it’s a good thing to consistently be on the Hill. You never know when you might make a connection that makes a difference.”

The stars align for soy’s future

The period of 1988-1990 was a pivotal point in ASA history. And again, the stars aligned to have a team of capable, dedicated farmer-leaders at the helm. “It was a three-year period that probably changed the course of the American Soybean Association,” said Marlyn Jorgensen (Iowa/1989-90).

In that time, ASA filed a 301 complaint against the European Union for unfair subsidies, which ASA eventually won—establishing ASA as a major player on the international stage. ASA successfully pushed to have soybeans designated as an official crop in the Farm Bill. And if that wasn’t enough, ASA decided to pursue the creation of a national soybean checkoff.

During those three years, ASA was led by Wayne Bennett, Sr. (Arkansas/1987-88), James Lee Adams, Jr. (Georgia/1988-89) and Jorgenson. The fortuitous combination of top ASA leaders from both sides of the Mason-Dixon Line in that period helped the association quell soybean farmers’ concerns regarding details of the Farm Bill and the national checkoff. For example, northern soybean farmers wanted a pricing floor under soybeans to protect against potential disaster. Farmers in the south were concerned about planting restrictions in terms of acres.

“Together, James Lee and I spent about 500 days over two years sharing a foxhole in



ASA President David Erickson talks about important soybean issues and initiatives during a media interview in the ASA booth at Trade Talk at NAFB’s 1996 National Convention.



1990

ASA President Marlyn Jorgensen (center) visiting Taipei, Taiwan in 1990 to celebrate the 20th anniversary of ASA's office in Taiwan.

Washington, D.C.," Jorgenson said. "We had Southern politicians shooting at me, and we had Northern politicians shooting at James Lee, and we had to put up the firewall to make good things happen."

The power of farmer representation

"When ASA walks into the offices of a policymaker, they know they're talking with a farmer. They know that yesterday I might have been scooping out a bin of soybeans—actually out there doing the work," said Neal Bredehoeft (Missouri/2004-05). "They know the people they're talking to are the ones who will have to live with the legislation they pass. I think

that has a profound impact."

"Policymakers know that, when you go home, that's one vote they've either lost or gained—and likely more than one because you'll talk with your fellow farmers about what happened on the Hill," said Marc Curtis (Mississippi/1999-2000).

According to Wade Cowan (Texas/ 2014-15), ASA makes that critical connection between the farmer and the policymaker by being a grassroots organization. "The biggest thing a soybean farmer can do is get involved. Your voice and your ideas are valuable. Let's transfer those ideas and comments from the coffeeshop, the tractor and the combine to folks in government whose

decisions affect our future."

Traveling to meet in person with key decision makers is part and parcel of being an ASA farmer-leader—and that means sometimes taking valuable time away from the farm, even when you're not always sure what the return will be.

"When I left my house in the morning and went out on the farm, I always had a 95% idea of what I was going to accomplish that day," said Gary Riedel (Missouri/ 1991-92). "When I went to Washington, D.C., I had about a 5% idea of what was going to get done."

Case in point: One spring morning, Riedel parked his planter and caught an early flight to D.C. to testify on the Farm Bill. When he arrived, there were only two legislators in the hearing room. Two. "But I still took the opportunity to tell them what they needed to be doing for America's soybean farmers in the next Farm Bill," he said.

Representing soybean farmers as ASA president goes well beyond the halls of Congress. It was during John Heisdorffer's term (Iowa/2017-18) that the trade war between China and the U.S. flared up. "I did around 240 media appearances that year talking about the impact of trade wars and tariffs on the profitability of soybean farmers," he said.

ASA's impact around the world

Over the years, ASA has also worked beyond the borders of the U.S. to nurture global demand for soybeans. In fact, when ASA opened an office in Japan in 1956, it was the first commodity association to work with the Foreign Agricultural Service to establish a physical presence overseas. Since then, ASA has created and sustained critical and profitable connections around the globe, growing the export market

(continued on page 20)



1956

ASA President Gary Riedel (left) in conversation with a soybean supporter. Circa 1992.

How One Meeting with One Senator Led to 4 Billion Gallons of Biodiesel

To kick-start the biodiesel industry in the early 2000s, ASA worked to get the federal government to adopt a tax incentive for renewable fuel made with soybean oil. But repeated efforts by ASA's contracted lobbyists to get a meeting to discuss this initiative with lawmakers were getting nowhere.

John Hoffman (Iowa/2007-08) was in line to be ASA president in a few years. But being from Iowa, he had a personal relationship with Sen. Chuck Grassley (R-IA).

One day, Hoffman simply took it upon himself to call the Senator's office—and 30 minutes later, Senator Grassley called back to hear what John had to say. "Within two hours, the chief of staff of the committee called me from an airport and three days later we had a meeting set up in D.C. to start talking about a biodiesel incentive," Hoffman recalls.

Over the next few months, ASA continued to shepherd the tax incentive through its legislative journey. But all was nearly lost in the eleventh hour.

Late on a Friday in 2004, Ron Heck (Iowa/2003-04) received a call from ASA's Washington, D.C., staff with bad news. Senator Grassley's staff had just

informed ASA that the proposed first-ever biodiesel tax incentive was not going to be included in the American Jobs Creation Act of 2004 bill going to the Senate that following Monday. Since Heck was from Iowa—Sen. Grassley's home state—the only last-gasp hope was to buttonhole the Senator over the weekend and attempt a Hail Mary to save the incentive.

"We found out that he was in the state, meeting with other constituents, and three of us went to that event," Heck said. "We told the Senator we needed five minutes alone with him to talk about the critical importance of the tax incentive to soybean farmers." On Monday, Sen. Grassley return to D.C., overruled his staff and inserted the biodiesel tax credit into the bill.

"We have a four-billion-gallon-a-year biodiesel industry because ASA was in a position to inform me that I needed to go talk to one particular senator on one particular day. You don't know when those days or when those calls are going to be there. You have to have the organization in place," Heck said. "That's the power of ASA."

(continued from page 19)

for U.S. soybeans to its current level of nearly 2 billion bushels.

Richard Ostlie (North Dakota/2006-07) was on an ASA-sponsored mission to Japan which, at the time, was buying 75% of its soybeans from the United States. Always tough negotiators, the Japanese contingent was pointing out their concerns about small beans and foreign matter in U.S. soybean shipments. Ostlie interrupted the presenter and point-blank asked, "What can I do to continue to supply 75% or more of your soybeans?" The buyer stopped and pointed his finger at Ostlie: "Nobody has ever been here from South America and asked me that question," he said. "I will keep buying my soybeans from you [the U.S.] because you are here. We may not always agree, but we know you want to bring us the best possible product you can."

"The memory of that moment

has never left me," Ostlie said.

John Long (South Carolina/1995-96) was ASA president when Roundup Ready soybeans entered the market and caused concern among key global customers, especially in Europe, which at the time was the top export market for U.S. soybeans. Long and other ASA leaders traveled there to help inform decision makers about the research behind and safety of the new technology and urge them to approve it. "They didn't even have a protocol in place for approval of biotechnology, so we had some very interesting conversations," he said.

On at least one day, those conversations took place in three different countries. "On one trip, we had breakfast in Paris, lunch in Rome and dinner in Madrid," Long recalled. "It was definitely a whirlwind trip all based on the schedules of the ministers and officials we needed to meet with

face to face."

Things don't always go as planned, as Charles Hamon (Kansas/1981-82) can attest. ASA was working to open an office in China to serve that important export market. In that time before laptop computers, ASA had received approval from Chinese officials to take typewriters overseas with them. But when they arrived, there ended up being a catch. "When we got there, they wouldn't let us put ribbons in the typewriters, so we couldn't even use them," Hamon said.

Doubling down on policy

A significant shift in ASA's strategic direction occurred during Ron Moore's (Illinois/2016-17) term as president. ASA made fundamental structural adjustments to provide even more focus on policy, advocacy and leadership development, while giving all its state affiliates sole discretion over their membership

structure and management. This shift allowed ASA to redirect resources into even more robust policy initiatives.

“ASA is the national organization representing soybean farmers. That’s what we should be doing—going to D.C. and talking to the regulators and Congress about the impact they have on soybean farmers out in the countryside,” Moore said.

“If you’ve got the wrong policy, it’s going to destroy you,”

said James Lee Adams (Georgia/1988-89). “You have to have somebody who stands up and points out the risks that soybean farmers take with their money, their land and their livelihood—and protects them. I don’t know any organization that does that as well as ASA.”

During his term as ASA president, Bart Ruth (Nebraska/2001-02) saw several huge wins for the soybean industry from the passage of “Fast Track”

Trade Promotion Authority to the Renewable Fuels Energy Security Act. “If you look at the success that ASA has had in the policy arena over the past century, I think it’s unrivaled across the industry,” he said. “We’ve had great representation. We’ve had great leadership. And, all of those things have put dollars in the pocket of American soybean farmers.”

See a list of some of ASA’s key policy initiatives over the years on page 22.



ASA President Charles Hamon (seated at table, far right) participating in a meeting at the White House with President Ronald Reagan to talk about soybean issues. Circa 1982.

The ‘Secret’ Oil Summit in Hawaii

The food grade oil marketplace is incredibly competitive—and that competition got very ugly and very public in the early 1990s. In the end, ASA went the extra mile—several thousand miles, actually—to come to a compromise with its rivals.

In an effort to displace tropical oils in the U.S. foodservice and food processing industries, ASA had funded a hard-hitting consumer education effort entitled “Tropical Facts” in which they pointed out the high cholesterol dangers of coconut and palm oils, which were being widely used, especially in the fast food industry.

In response, Malaysian tropical oil producers, who depended on exports to the U.S., mounted a retaliatory campaign claiming that soybean oil was unhealthy because it was hydrogenated.

“Farmers loved the ASA campaign, but it was self-defeating,” said James Lee Adams (Georgia/1988-89). “We were hurting the industry as

a whole and destroying both markets in the process, so we needed to figure out a way to call a truce.”

Unbeknownst to but a handful of ASA leaders who participated, a face-to-face meeting was set up with Malaysian food oil representatives in Honolulu, Hawaii, in August 1988. “I got on a plane in Camilla, Georgia, around 5 p.m. Friday and arrived in Hawaii at 2 a.m. local time Saturday. We met from 8 a.m. until about 5 p.m. and finally worked out an agreement by which we would all back off, keep our mouths shut and try not to hurt each other,” Adams said. “We never put it in writing. We just shook hands on it.”

Adams left Hawaii immediately after and landed back in Camilla early Sunday morning, about 36 hours after he left. “Those of us involved at ASA never said much about the incident but we got the rhetoric tamped down by making a good-faith effort to meet in the middle with our competition,” he said.

Key ASA Policy Initiatives Over the First Soy Century

ASA has been at the table for 18 different federal Farm Bills—each one since the first in 1933. In addition, ASA has served as the voice for U.S. soybean farmers in a wide range of policy initiatives over the First Soy Century. Here are just a few examples from the hundreds of policy efforts ASA has worked on over the past 100 years:

- Supporting a 1922 tariff on imported goods, including ag products such as soybeans
- Helping pass the Smoot-Hawley Tariff in 1930, which imposed duties on imported soybeans and soy products
- Supporting the Revenue Act of 1936, which placed a processing tax on imported oils
- Securing appropriations of \$70,000 for the 1945-46 fiscal year for soybean disease and insect studies, an amount equal to approximately \$1 million today
- Achieving passage of legislation in 1950 that repealed a tax on yellow margarine, which was made primarily with vegetable oil—soybean oil being the main source
- Tightening U.S. soybean grading standards in the 1950s to address quality concerns expressed by European customers
- Working with the Foreign Agricultural Services starting in the 1950s to aggressively expand global demand for soy
- Creating the national soybean checkoff and establishing soybeans as a program crop in the 1990 Farm Bill
- Raising the soybean loan rate in the 1996 Farm Bill
- Gaining federal approval for B-20 biodiesel blend as an alternative fuel in 1997
- Securing FDA approval for a health claim for soy in 1999
- Achieving passage of Permanent Normal Trade Relations with China in 2000
- Securing “Fast Track” Trade Promotion Authority in 2002
- Establishing the biodiesel tax incentive in 2004
- Securing landmark commonsense GMO labeling guidelines in 2016

ASA's policy work on behalf of U.S. soybean farmers is never-ending. Stay connected with ASA by visiting soygrowers.com.

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Farm Credit congratulates the American Soybean Association on 100 years of success and hard work on behalf of our nation's soybean growers.



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The American Soybean Association thanks the following sponsors for their generous support of ASA's 100th anniversary celebration with events and activities throughout 2020.

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Say CONGRATULATIONS

CELEBRATING 100 YEARS OF ASA

ASA PRESIDENTS FROM ILLINOIS

W. E. Riegel

Tolono, 1920-21

W. L. Burlison

Urbana, 1929-30

J. C. Hackleman

Urbana, 1936-37

Joe Johnson

Champaign, 1943-44

Walter W. McLaughlin

Decatur, 1946-47

Albert Dimond

Lovington, 1955-57

Carl G. Simcox

Assumption, 1959-60

Harold Kuehn

Du Quoin, 1971-73

Allan Aves

Kirkland, 1979-80

George Fluegel

Leroy, 1985-86

David Erickson

Altona, 1996-97

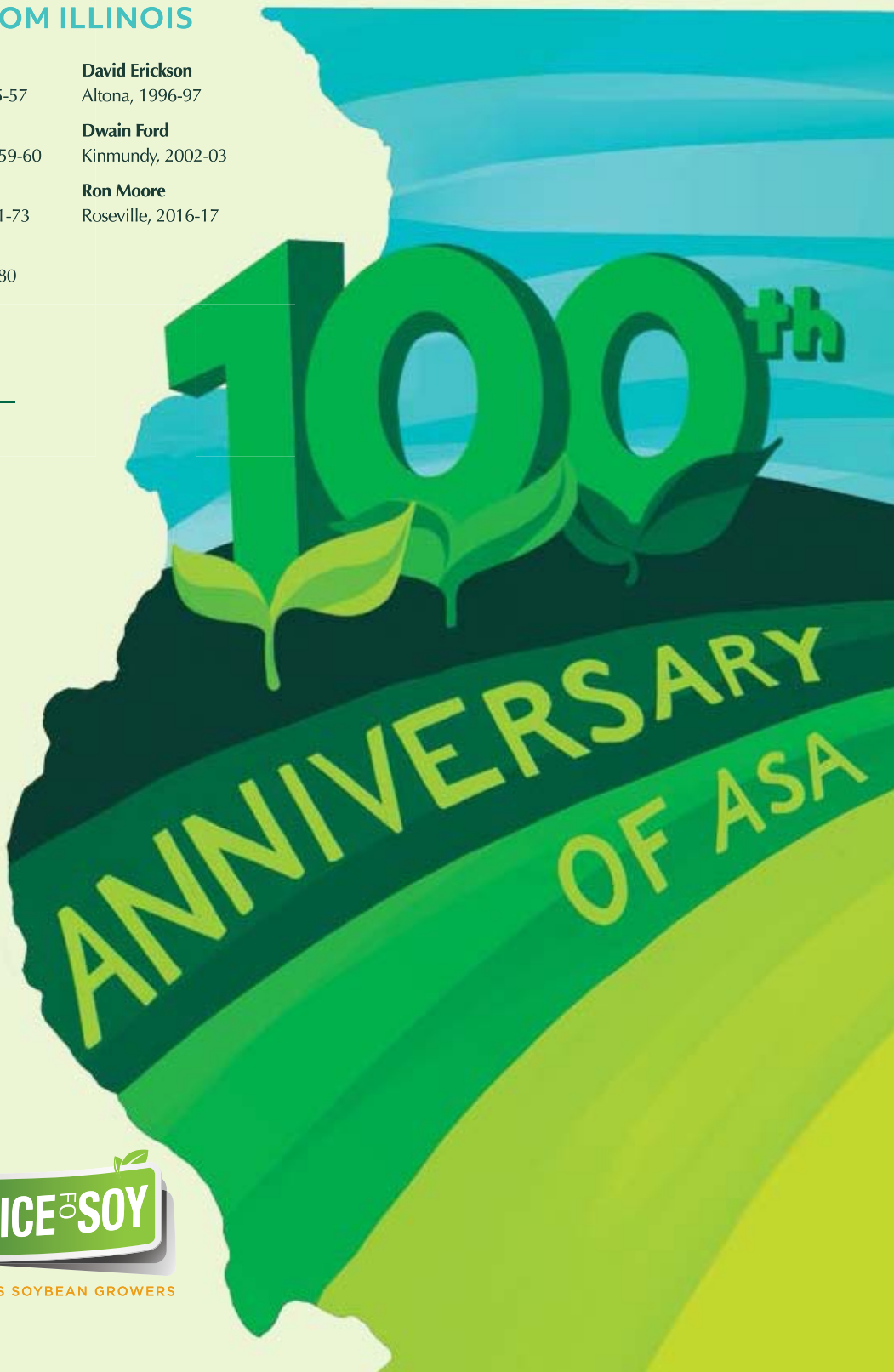
Dwain Ford

Kinmundy, 2002-03

Ron Moore

Roseville, 2016-17

From a strong beginning with a visionary group of farmers, to a global leader in the advancement of the soybean industry, the Illinois Soybean Association applauds the American Soybean Association on 100 years of farmer-focused success. The long list of Illinois leaders that have served as ASA presidents over this past century shows the clear commitment that our state has to this vital national organization. ASA has been at the forefront of a century of incredible growth for soy and we look forward to creating a bright future together!





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SOY



RESEARCHING A BETTER BEAN

Whether you're dealing with drought, flood, heat or other climate-related stress, the soy checkoff is working behind the scenes to diversify U.S. soybean genetics and increase stress tolerance. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.

See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at unitedsoybean.org

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Increasing Oil Content Could Improve Meal Quality

While grown for their protein and oil values, soybeans are made up of many more components. Some of those components, such as insoluble carbohydrates, are not as valuable as others to farmers. As the soybean industry continues to investigate ways to make the most out of soy's nutritional values, these less-valuable components may be on the chopping block.

One option for expanded soybean research is to reduce insoluble carbohydrates to make room for more oil. Increasing oil without decreasing protein will result in the production of a higher-protein meal. Essentially, the bushels produced by this technology have less meal but the same amount of protein, resulting in a higher-percentage meal when looked at from a processing standpoint.

"Reducing insoluble carbohydrates in the soybean would give us a more complete product for both protein and oil to offer our customers," says Dan Corcoran, a soybean farmer and soy checkoff farmer-leader from Piketon, Ohio. "These soybeans will produce a meal with a higher percentage of protein, making them more attractive to our animal-agriculture customers and adding more



*Poultry and livestock account for nearly 97% of the domestic consumption of U.S. soy.
Photo Credit: United Soybean Board*

demand for us as soybean farmers."

"Feeds for rapidly growing animals require nutrient-dense ingredients, which tend to be expensive," says Dr. Nick Bajjalieh, an animal nutritionist who works as a consultant for the United Soybean Board. "Soybean meal with greater nutrient density can better address this need while potentially reducing feed costs. Lower feed costs reduce the overall cost to produce a unit of animal protein."

The soybean industry thinks animal nutritionists will agree. A higher percentage of protein in the meal will give advantages to those using soy in their feed rations.

Now, the soybean industry must investigate the value across

the industry that can be added to soy by reducing insoluble carbohydrates and see if that value makes sense for an investment. Seeing the value will help begin the development of these seed varieties, which can take 10-15 years to come to market.

End users and their customers are demanding sustainably produced products to meet their sustainability and social responsibility goals. And U.S. soy has the best raw material to meet those goals. To increase preference of U.S. soy, the checkoff continues to make communicating about sustainability one of its three target areas.

Source: United Soybean Board

'U.S. Soy' Aligns with U.N. Sustainable Development Goals

As part of U.S. Soy's role as a leader in global sustainable agriculture practices, the U.S. Soybean Export Council (USSEC) led a global stakeholder engagement process to prioritize economic, social, and environmental aspects for ensuring future global success of

U.S. sustainable soy. These priorities were then mapped to the United Nations' Sustainable Development Goals. This assessment set a benchmark for the sustainability of U.S. Soy.

The U.N. Sustainable Development Goals aim to improve 17 identified

global challenges. The goals include zero hunger, good health and well-being, clean water and sanitation, climate action and more. Set for 2030, the sustainable development goals support the world's growing population needs through actions of business, industry, governments,



End users and their customers are demanding sustainably produced products to meet their sustainability and social responsibility goals. And U.S. soy has the best raw material to meet those goals.
Photo Credit: United Soybean Board

SUSTAINABLE DEVELOPMENT

and others, according to the U.N.

Derek Haigwood, USSEC chair and soy checkoff farmer-leader, says agriculture is a key component of these goals, and as a result, the agricultural industry has the ability to influence the outcome.

“Agriculture plays a major role in world activities and is an essential part of the solution to addressing the issues outlined in the U.N. Sustainable Development Goals,” Haigwood says. “Aligning the work of U.S. Soy to the goals identifies ways to minimize the negative and increase the positive impacts of soybean production in a prioritized, deliberate way.”

Understanding how the soy checkoff and the U.S. Soy community’s current and future sustainability programs map to international goals is a logical way to recognize which sustainable goals U.S. Soy can impact now and in the future. This mapping exercise evaluates both the opportunities and risks that come with implementing change. The assessment process sets the foundation so the industry can then lead and implement actionable steps that prioritize where U.S. Soy can make the biggest difference toward the ultimate goals.

“Mapping our work to the U.N.

goals will help U.S. Soy adapt our strategy to put effective change into action with measurements,” Haigwood says. “The accountability data will help U.S. Soy strengthen its reputation and trust with stakeholders.”

The assessment consisted of 63 interviews with representatives from across the global value chain for U.S. Soy, including representatives from USSEC, the American Soybean Association (ASA), government, academia, international buyers and market influencers, industry associations and more. Each participant was asked to rank the top economic, social, and environmental aspects of soy grown in the U.S. by its importance in the next five to 10 years and U.S. Soy’s ability to impact these risks and opportunities.

Through this stakeholder prioritization process and an assessment of current projects across the soy checkoff, USSEC and ASA, the team prioritized the top sustainable development goal (SDG) where U.S. Soy can have the greatest impact.

That goal is SDG No. 2—zero hunger. Section 2.4 of this goal states what U.S. Soy growers continue to pursue:

“By 2030, ensure sustainable

food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.”

Overall, U.S. Soy influences all the U.N. Sustainable Development Goals in some way, yet the mapping project prioritized where U.S. Soy can have the greatest impact. Five other sustainable development goals were identified as contributing to SDG No. 2. They address water, soil health, responsible production and consumption, climate action and use of partnerships for solutions at scale.

This sustainable development goal mapping project serves as a guide for targeted goal setting, project funding and cross-functional partnerships. The project allows U.S. Soy to demonstrate its commitment to sustainability and integrate these global objectives into current and future project work.

“The assessment and our actions from the results will help U.S. Soy strengthen its reputation and trust with stakeholders,” Haigwood says.

Source: United Soybean Board

FULL-CIRCLE RETURN

HERE'S HOW THE SOY CHECKOFF WORKS. The national soy checkoff was created as part of the 1990 Farm Bill. The Act & Order that created the soy checkoff requires that all soybean farmers pay into the soy checkoff at the first point of purchase. These funds are then used for promotion, research and education at both the state and national level.

FARMERS SELL BEANS TO ELEVATORS, PROCESSORS & DEALERS



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0.5%



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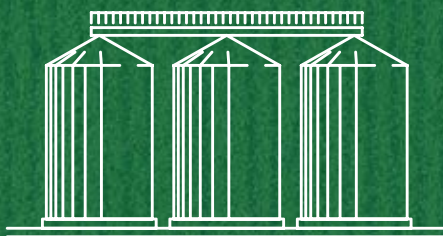
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Indiana Soybean Alliance (ISA) is the state soybean checkoff organization. ISA ensures there are strong, viable markets for soybeans through the discovery and development of innovative new uses that have major commercial value. Through partnerships with development companies, entrepreneurs and universities, ISA's new use innovation efforts have led to the creation of popular commercialized products, including: soy candles, soy crayons and soy-based concrete sealants.



To learn more about Indiana soybean checkoff investments, visit indianasoybean.com.



Funded with Indiana soybean checkoff dollars.

Memories Made, Memories Shared

Members of the greater soybean family reminisce about their history with ASA

As ASA reflects on its First Soy Century, it makes sense to highlight the accomplishments, achievements and contributions of the dedicated soybean farmers who have led the association over the decades.

At the same time, ASA has had a powerful and positive impact on the families of those leaders and the ASA staff who have had the privilege of working with the association and its farmer-leaders.

In this story, members of the broader ASA “family” share amusing anecdotes, inspiring stories, and their personal history with the American Soybean Association—and in the process, these friends of ASA illustrate that ASA is not just about policy. It’s also about developing lasting relationships and creating memories that truly span a lifetime.

Growing up in the ASA Family

Sarah Adams was 9 years old the year her father James Lee Adams was ASA president [1988-89/ Georgia], so she spent much of her early childhood as a member of the ASA “family.” Sarah has especially fond memories of numerous years attending the annual SOYBEAN EXPO convention with her parents. The convention offered a complete supervised program for young people who were grouped by age for a wide range of activities.



Pictured is 5-year-old Sarah Adams in 1985. As a child, she attended multiple annual ASA soybean conferences with her dad, James Lee Adams, who served as ASA president 1988-89. Photo credit: James Lee and Sarah Adams

“I had a blast—and I thought all kids experienced the same thing I did,” Sarah recalled. “But I found out that wasn’t the case when I went back to school in the fall,” she recalled.

Sarah’s memories include visits to Pike’s Peak, the U.S. Air Force Academy, the St. Louis Arch, and a brief encounter with at least one well-known athlete. “In St. Louis, I got to sit in Pete Rose’s lap. That was, of course before his ‘downfall,’” she said.

Sarah recalls accompanying her parents one evening during the EXPO’s round of state receptions. “Dad told me to be polite and snack on something at every event we attended. I figured it would be maybe two or three, but it was more like thirty,” Sarah said. “They had the same menu at

each one, so I ended up getting very full and not feeling very well.”

“Growing up in the ASA family gave me experiences I would have never had available around our hometown,” she said. “I distinctly remember going to an



Sarah and her dad, James Lee Adams, returned for the 2020 Commodity Classic to help celebrate ASA’s 100th anniversary, where they posed together in the ASA photo booth. Photo credit: James Lee and Sarah Adams



As young boys, Geoff Ruth (left) and his brother Brent (right) don cowboy outfits for a photo opportunity in the Zeneca trade show booth at the 1994 SOYBEAN EXPO in Kansas City. Photo Credit: Lynne Ruth

art museum in St. Louis that must have made an impression, because I'm now involved in art and design as a career."

Geoff Ruth's father Bart was also ASA president [2001-02/Nebraska]. Geoff's memories of attending SOYBEAN EXPO sound much like Sarah's. "It was a blast," he said. "As dad went to meetings, we would go to the childcare center and hang out with kids our same age from all over the country whose dads were doing the same thing. I remember the great opportunities it created for my brother and me to travel around the country and meet a lot of really great people."

Geoff continued to accompany his parents after ASA joined with the National Corn Growers Association to create the Commodity Classic convention and trade show—and the memorable moments continued.

"The year Dad was ASA president Commodity Classic was held in Nashville, and we

were staying in a very nice suite. I remember waking up in the middle of the night to find four or five strange people wandering around in our hotel room. It turns out they had to clean and restock the room overnight in order to have it ready for the meetings and receptions that started early the next morning," he said.

When the rest of the Ruth family headed to Nashville in 2002, Geoff stayed behind a few days to play in the district basketball championships. "We won the game to qualify for the state tournament that night. The next morning, I got up at 2:30 to get to the airport to catch a flight to Nashville," he said. "It was my first time flying alone and I made it to Nashville, caught a cab and made it to the convention center just in time for the ASA awards banquet."

Geoff inherited his father's penchant for service. He serves on the Nebraska Farm Service Agency (FSA) State Committee and has served 10 years on the local school board.

He was also president of the Nebraska Soybean Association. "I'm super proud of what Dad has accomplished, and it drives me to do some of those same things," he said.

So, might Geoff follow in his father's footsteps as ASA president? "I hope someday I have the opportunity to sit down at the kitchen table and have that conversation with my kids," Geoff said. "I'd say 'Hey, look, here's something I think I can do for the soybean industry. Do you guys want to come along for the ride?'"

Geoff Ruth (left) was serving as president of the Nebraska Soybean Association (NSA) here in 2012, when he presented ASA President Steve Wellman from Syracuse, Neb., with NSA's Soy Promoter Award. Photo Credit: Nebraska Soybean Association



(continued on page 32)



ASA Executive Secretary-Treasurer George Strayer, President Jake Hartz, Jr., and Vice President Albert Dimond confer during ASA's 1954 annual convention. Dimond became ASA president in 1955.

(continued from page 31)

Generations of soybean leadership

Bill Dimond recalls meeting several ASA leaders over the years as he grew up in Illinois. His father Albert farmed land managed by Joe Johnson of Champaign, Illinois, who served as ASA president in 1943-44. "I can't remember ever seeing Joe Johnson without a bowtie," Bill said. "We have a photo my mother took of Joe standing in our soybean field, and sure enough, he has on that bowtie."

A few years later, Albert Dimond was talking in front of hundreds of soybean farmers and, as it turns out, beginning his journey to the top of ASA leadership himself. "Dad made his first appearance at an ASA 'EXPO' in 1950, but he wasn't on the ASA board. He was invited to talk about why farmers should

grow soybeans," Bill said. "I'm sure his connection with Joe Johnson prompted that invitation."



Joe Johnson managed the farm Albert Dimond was renting from 1939-1959. Johnson served as ASA president 1943-44 and Dimond was president 1955-57. Mrs. Albert Dimond took this photo of Joe Johnson in one of their soybean fields in the early 1940s. Photo credit: William Dimond

There was no state soybean association in Illinois in the early 1950s when Albert was elected to the ASA board in 1952. About that same time, he was working to repeal an Illinois state tax on margarine, which was a significant market for soybean oil. "I think his involvement in that issue here in Illinois led to him becoming an ASA director," Bill said.

Albert was president during a pivotal time in ASA's push into the Japanese market. The Japanese-American Soybean Institute was established in 1956, essentially establishing a trade promotion office for ASA in Japan. "While he didn't graduate from college, Dad was always interested in things beyond the farm, beyond the county and beyond the state," Bill recalled. "For example, he created a grain company that pioneered the selling of soybeans by specification instead of grade with an emphasis on export markets. Today we might call those identity-preserved beans."

Bill was working on the family farm when his father became ASA president in 1955. While he eventually joined ASA, Bill was not active in the association in terms of leadership. He continued to farm until 1971, however, and Bill's career path sustained the family tradition of promoting soybeans; he joined Asgrow Seed Company, eventually becoming soybean product manager for the company. "We were very involved in the ASA SOYBEAN EXPO for several years, and Asgrow received the Agribusiness Program Award from ASA in 1984," he said.

In addition to Joe Johnson, Bill remembers meeting many ASA

presidents, including Jake Hartz, Jr., Ersel Walley, Howard Roach, Chester Biddle, John Sawyer and Carl Simcox. He also knew George Strayer, the first executive secretary of ASA. "ASA became an important part of Dad's life," Bill added.

You can't write a history of soybeans in Arkansas without seeing the Hartz name show up somewhere.

Rice had been introduced into Arkansas in the early 1900s, and by the 1920s, yields were starting to suffer due to nutrient depletion in the soil. Jacob Hartz, Sr., and A.R. Thorell were partners in an International Harvester dealership in Stuttgart, Arkansas, and saw their farmer customers struggling with decreasing rice production. As a possible solution, Hartz and Thorell were the first to bring soybeans to Arkansas in 1924 when they purchased 10 bushels of Laredo soybeans from a farmer in Illinois.

Jacob soon connected with Heartsill Banks, who was in charge of the Rice Branch Experiment Station in Stuttgart. "My grandfather and Heartsill Banks felt there needed to be something planted in conjunction with rice or in a rotation with rice that would help the soil fertility," said Doug Hartz, Jacob's grandson. "Soybeans enrich the soil with nitrogen, so it seemed like a promising crop to help Arkansas farmers."

Together, Hartz and Banks became known as the "soybean twins" as they traveled a 50-mile radius to promote this new crop. Banks would speak to the technical aspects while Hartz talked about

the practical considerations of growing soybeans.

Jacob Hartz, Sr., eventually established Hartz Seed Co., which became one of the nation's leaders in soybean seed research. Jacob died in 1963, and his sons Jake and Marion (Doug's father) continued to build the company through proprietary soybean breeding, which led to several soybean varieties being released into the marketplace. The company was eventually purchased by Monsanto in 1983.

Doug's uncle Jake became very involved with the American Soybean Association, eventually rising to the position of ASA president in 1953-55.

While Doug's grandfather never served in a leadership



Former ASA director Doug Hartz, Stuttgart, Ark., holds the framed shadowbox that displays the ASA Meritorious Service medals presented to his grandfather, Jacob Hartz, Sr., in 1949 and his uncle, Jake Hartz, Jr., in 1965.
Photo Credit: Doug Hartz

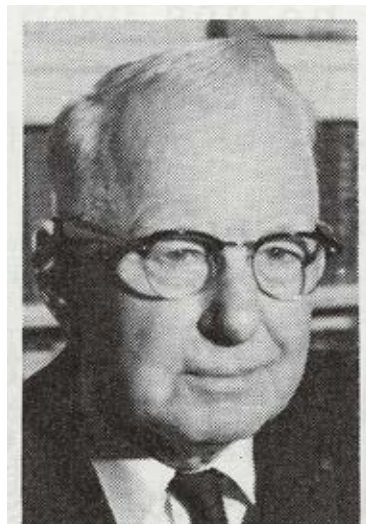
capacity with the American Soybean Association, Jacob Hartz, Sr., was recognized by ASA with its highest honor, the award for Outstanding Achievement in the Soybean Industry.

"My grandfather received the award in 1949, and my uncle Jake received the same award in 1965," Doug said. "I have both of those medals in a framed shadowbox in my office."

Doug became the third generation of the Hartz family to become engaged in the soybean industry. He served on the ASA board from 1996 to 2005 and served on the Public Affairs Committee during his entire term on the board.

Doug looks back with pride at his family's leadership in the U.S. soybean industry. "It's pretty awesome to think that my grandfather played such a significant role in the introduction of such a versatile crop to this part of the country," he said.

(continued on page 34)



Jacob Hartz, Sr. (pictured here), along with A.R. Thorell, Hartz's partner in an International Harvester dealership, were the first to bring soybeans to Arkansas in 1924.



ASA CEO Ken Bader (standing) addresses attendees at a Tennessee Soybean Association meeting, circa 1989.

(continued from page 33)

Making moves that mattered

In 1976, Ken Bader was serving as vice chancellor of student affairs at the University of Nebraska-Lincoln, with a career goal of eventually becoming a university president.

Then the headhunter called.

“He asked if I’d be interested in leading a small, midwestern agriculture organization with international programs,” Bader said. “I told him I was very happy where I was but would be interested in learning more. That started the ball rolling to me becoming executive director of the American Soybean Association.”

But the ball started out slowly.

Before agreeing to an interview, Bader and his wife decided to drive to Hudson, Iowa, the small rural community where ASA was headquartered in a cramped basement office. “As we drove back into Nebraska on our return from Hudson, we saw the sign that

said ‘Nebraska: The Good Life,’ and I decided right then I was not interested in the ASA job,” he said.

But the headhunter persisted and set up a meeting in Omaha with Bader and top ASA leadership, Seymour Johnson from Mississippi and Jerry Michaelson from Minnesota. “My wife and I enjoyed a delightful dinner with them, and they presented their offer,” he recalls. “After nailing down some details, I accepted the position.”

Bader was intrigued by the quality of the ASA leaders who interviewed him and their vision for ASA. “Seymour was a farmer with a business degree from Harvard and Jerry was a very successful farmer in his own right,” he said. “They instilled confidence in me that they were truly wanting to move the association to a new level.”

Bader’s first challenge was daunting: Assessing the viability of keeping the ASA offices in their longtime, original Hudson, Iowa,

location. Memphis, Indianapolis, and Louisville were among the new locations considered. Eventually St. Louis was selected, but the move didn’t come without controversy. “Iowa was the top soybean-producing state in the country, so there was significant pressure to remain in Iowa. Even the governor of Iowa got involved,” he said.

Under Bader’s leadership, ASA significantly expanded its international footprint. “At the time I joined, we had two offices overseas in Japan and Belgium. That number grew to 12 while I was with the organization, including a Moscow location,” he said. “We also established a nursery facility in Central America to conduct soybean research in the winter months. We conducted feeding trials in Southeast Asia. It was an exciting time.”

“The Gold That Grows” was a major theme of ASA marketing efforts in Bader’s day. “I think we were able to show a connection between the efforts we were making in market development and research and the profit opportunities for U.S. soybean farmers.”

Bader also felt that ASA needed to increase its visibility in Washington, D.C. “We opened an office in D.C. and hired a staff of three to stay on top of policy developments affecting U.S. soybean farmers.”

The ASA and Lexone (now Corteva Agriscience) Young Leader Program was also launched on Bader’s watch. “It was important to have young farmers who could carry the ASA flag and be prepared to participate in a

national organizational leadership role,” he said. “We wanted to get young farmers interested in what their future might be relative to producing soybeans in the U.S.”

As state soybean checkoffs expanded, the states committed a portion of their funds to ASA. “That really helped stabilize the financial position of ASA,” he said. “When I joined ASA, we had a budget of around \$750,000. By the time I left in 1992, we were around \$75 million including the USDA contribution through the Foreign Agricultural Service.”

Bader was also involved in the early discussions regarding a national soybean checkoff. “It was important to have all states participate in funding the development of the soybean industry,” he said. “The challenges came in terms of how funds would be managed and how the creation of a checkoff would affect programs that had, up until then, been the sole responsibility of ASA. Those discussions in terms of structure were still underway when I left in 1992.”

“Those were very fond years of my professional life,” Bader said. “I think back with a lot of satisfaction of my work with the soybean farmers of America and an organization that was really forward thinking. I had the good fortune of having a host of great soybean leaders who were willing to give up time on their farms to do important work for ASA.”

Steve Censky agrees with that sentiment. Starting in 1994, he was ASA’s executive director of international marketing for two years, then chief executive officer of ASA from 1996 until 2017 when



Pictured here at ASA’s 2017 Voting Delegates Session, then CEO Steve Censky (left) and Chairman Rob Joslin (right) discuss a resolution.

he left to accept the position of deputy secretary of the U.S. Department of Agriculture. Due to federal ethics standards, Censky could not have business-related conversations with ASA directors or staff for a period of two years once he left for USDA. “That was tough after spending 23 years with the association and not being able to reach out to people with whom I had close relationships and friendships for so long,” he said.

“You know your role as a staff person, but you also feel a part of a larger family. My wife has commented on that as well. That’s one of the things that she misses—is feeling part of that family together. It’s something we really enjoyed,” Censky said. “We attended our first Commodity Classic when my wife was pregnant with our first child, and our girls grew up always attending Commodity Classic, all of the way through their 20s. It really was a great opportunity.”

Censky sees an important role for ASA as world population approaches 10 billion, requiring farmers to grow more food and do so with reduced environmental impact. “I think it calls for

innovative solutions; it calls for innovation in how farmers produce. I think ASA, along with other organizations, will be at the forefront of that,” he said.

Censky underscored the importance of a soybean organization focused on policy. “Whether it be on expanding trade or making sure farmers are able to manage their risks, whether they’re able to expand domestic marketing opportunities and find new uses for their product—those key issues remain the same. The specifics have changed over time, but the need for the American Soybean Association still remains.”

Censky reflected on the 100-year anniversary celebration of the American Soybean Association. “The fact that it’s still flourishing today is a compliment to the dedication of the farmer-leaders and the staff at both the state and national levels, but also to being able to change over time and set new priorities and be dynamic for 100 years,” he said. “ASA is not a new organization, but it needs to continually act young and make sure the organization is addressing the needs of growers today.”



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John Deere is proud to sponsor the American Soybean Association on its 100th anniversary.



JOHN DEERE



Showcase Conservation On Your Farm

Tell us your conservation story and you could be a winner.

Are you using a reduced tillage practice on your farm? Do you grow cover crops? Have you taken steps to reduce soil loss or improve water quality? These are just a few conservation practices used on some farms today that help produce sustainable U.S. soybeans. If you are using one of these practices or others, tell us about your accomplishments and you could win a Conservation Legacy Award.

This annual awards program recognizes U.S. soybean farmers who distinguish themselves through outstanding conservation practices, while remaining profitable. All U.S. soybean farmers are eligible to enter. Four regional winners and one national winner are selected.

Applications must be submitted by September 1, 2020. Visit SoyGrowers.com for application details and video features on past winners.

Winners receive:

- Expense paid trip for two to Commodity Classic, March 4-6, 2021, in San Antonio, Texas.
- Recognition at the ASA Awards Banquet at Commodity Classic.
- A feature article and news segment on your farm in *Farm Journal* magazine and on the *AgDay* television show.



Apply for the 2021

Corteva Agriscience™
YOUNG LEADER PROGRAM
American Soybean Association



Learn, Grow, Connect and Influence

Apply for the 2021 ASA Corteva Agriscience Young Leader Program!

The Young Leader program, sponsored by ASA and Corteva Agriscience, provides training for actively farming couples or individuals who are passionate about the future of agriculture.

This two-phase training program is unique in that your spouse (if applicable), even if not employed full time on the farm, may actively participate in all elements of the training.

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- Engage in leadership training that will enhance your farming operation, as well as the other organizations in which you serve
- Gain tools to better enable you to tell your story
- Meet and learn from agricultural industry leaders
- Connect with soybean farmers from the U.S. and Canada, creating valuable new agricultural relationships



Program information:

PHASE I

Tuesday, December 1 – Friday, December 4, 2020, in Johnston, Iowa

PHASE II

Tuesday, March 2 – Saturday, March 6, 2021, in San Antonio, Texas, in conjunction with Commodity Classic

For more information about the Young Leader Program and to apply for membership in the class of 2021, go to soygrowers.com.

INDUSTRY

perspective

Industry Partners Vital Part of ASA's Success

The American Soybean Association's (ASA) industry partners have played a critical role in its success—from regulatory policy work to supporting meetings and cultivating generations of new soybean policy advocates with leadership programs. ASA's 100th Anniversary Platinum sponsors shared insight on the impact of these strong partnerships, along with a look ahead at the biggest opportunities on the horizon for the next soy century.

Bayer

"Bayer has enjoyed a long and strong relationship with ASA, whether in the past as 'legacy Monsanto' or 'legacy Bayer' or now, as part of the newly integrated Bayer. Over recent decades, Bayer and ASA have partnered to bring innovative new technologies to soybean farmers, such as Roundup Ready Soybeans and Liberty Link Soybeans, and to also maintain access to existing technologies such as glyphosate and imidacloprid. Since ASA is a trusted voice of the U.S. soybean farmer with D.C. regulatory agencies, the agencies value ASA's opinion on

the importance of seed and crop protection tools and the continued access to those tools.

"Additionally, ASA has remained a critical partner with Bayer in the area of outreach to consumers. ASA was one of the first grower organizations to create a formal process to train and enable soybean farmers to develop the skills to successfully communicate to non-ag consumers around how food is produced sustainably and safely utilizing a variety of agricultural practices. These critical communications have grown to be one of the most valuable activities in agriculture, and ASA has continued to lead soybean farmers to the forefront on consumer conversations around sustainable agriculture and conservation.

"At Bayer, we believe the future of the soybean industry will be to continue to drive innovation through the combination of existing technologies with new technologies. While we will continue to innovate with the 'old tools' such as traditional germplasm breeding, 'new tools' like data optimization, gene editing and biologicals will enhance those existing technologies and drive us more rapidly into the future."

Corteva Agriscience

"Congratulations to the American Soybean Association on its 100th anniversary! As Corteva Agriscience works to fulfill its purpose to enrich the lives of those who produce and those who consume, our partnership with ASA has helped us strengthen the soybean industry for farmers and consumers around the world. Corteva is entering its second year as an independent, pure-play

Mike DILLON



Mike Dillon, Corteva Agriscience Global Soybean Portfolio Lead

agriculture company—and we're proud that our heritage companies' relationship with ASA extends for decades. As we work with America's soybean farmers, we have benefited from the valuable advice of those same farmers who volunteer their time as ASA leaders. And we appreciate the opportunity to give back through our 35-year sponsorship of the ASA Young Leader Program.

"Corteva Agriscience is excited about the future of soybeans, an important and versatile oilseed crop. We continue to focus on increasing yield potential and the agronomic performance for farmers around the world, as well as developing and expanding new markets for soybeans. Corteva is continuing to evaluate ways to maximize the value of soybeans for farmers so they can meet customer needs, including these innovations: Expanding the market for Plenish® high oleic soybeans, which allows the industry to promote a healthier oil to consumers; Elevating and stabilizing the protein content to maximize the value of soybean meal in livestock rations; Enhancing the nutritional properties of

Mindy WHITTLE



Mindy Whittle, Bayer U.S., Crop Science Oilseeds Industry Affairs Lead

soybeans, which will be important as more plant-based protein alternatives are introduced; and, Exploring the use of soybeans in other manufacturing applications as a sustainable alternative to current practices.”

FMC

“Supporting the work of ASA has meant building a closer connection with soybean growers and the chance to collaborate on issues of mutual interest including trade, infrastructure, new markets, farm policy and regulatory processes. Together, we amplify our voices to assure the competitiveness of the U.S. soybean industry.

Ronaldo PEREIRA



Ronaldo Pereira, FMC President Americas Region

“FMC is focused on advancing agriculture through innovative and sustainable crop protection technologies. Our success as a company is dependent on the success of growers here and around the world. We partner with ASA because both of our organizations are focused on helping soybean producers grow and sustain their businesses.

“FMC is focused on one of the biggest challenges facing growers—resistant pests. Our research and development investment is focused on the discovery of new molecules and new modes of action, both synthetic and biological. FMC has a full-discovery R&D innovation engine across herbicide, insecticide, fungicide and plant health categories. We are committed to bringing one new active ingredient to the market each year.

“A growing population and a rising middle class around the world means greater demand for protein of all types, and soybeans will continue to play a key role.”

John Deere

“John Deere is proud to be a Platinum level sponsor of the American Soybean Association and to participate in the celebration of ASA’s 100th anniversary. Our partnership with ASA is a very important method for John Deere to stay connected to and support soybean farmers in the United States. At John Deere, we are committed to those ‘Linked to the Land’ and who feed, fuel and fiber the world. ASA is a strong organization that advocates on behalf of soybean farmers and aligns with the John Deere goal to provide products, technology and innovations that help increase the efficiency, capability and profitability of soybean farmers.

John Deere has a history of “disrupting” agriculture with new innovations and technology. Today, we believe that the next significant milestone in the agricultural industry evolution will be the Digital and Artificial Intelligence (AI) transformation. John Deere is well positioned to capitalize on this transformation opportunity. However, we must ensure that we, collectively (American soybean farmers and John Deere) are poised to create, adopt and implement capacity for new and emerging technologies to achieve the growing task to meet the world’s demand for food, fuel and fiber.”

Steve GEICK



Steve Geick John Deere, Director Industry Relations – Ag & Turf

Syngenta

“Without farmers, there is no Syngenta. Therefore, investing in the American Soybean Association is an easy decision for us. The work that ASA does to advocate for innovation, stand up for the American farmer, and proactively focus on policy issues truly shapes the way we provide revolutionary products to soybean growers across the country.

Andrew LAUVER



Andrew Lauver, Syngenta, manager, industry relations

“We will continue to innovate, and we know ASA will continue to step up and advocate for American agricultural prosperity. We look forward to partnering with ASA and the entire soy family for years to come. Investing in personal development is a primary objective of ours as an organization, and that extends to the farm gate as well, where we have appreciated the opportunity to support farmer advocacy to ASA members through Syngenta’s Leadership At Its Best.”

“Realizing higher value in soybeans, high protein in soybeans, and partnering to identify potential new uses will be a primary focus as we seek to enhance soybean quality domestically, while also exporting abroad to meet growing global demands. Our purpose is to bring soybean potential to life across the country. By improving crop productivity and making farming more efficient, we will work with ASA to enable growers to provide healthy, high quality food safely and sustainably.”

Happy Anniversary!

As we congratulate the American Soybean Association on its centennial anniversary, we pause to thank the volunteer farmer-leaders who have dedicated so much time and thought to the policy efforts of the Association.

The soybean policy and checkoff organizations work with the same overarching goal in mind – serving the best interests of soybean farmers.

Checkoff dollars cannot be used for policy efforts. Therefore, the Association and the Checkoff are two distinctly separate organizations that work for farmers in different but equally necessary ways.

The Kentucky Soybean Board is pleased to recognize the American Soybean Association on the occasion of its 100th Anniversary!



Soybean Board

www.kysoy.org

#SOY SOCIAL

Check out what's trending and what members of the soy family are sharing on social media.

Join ASA on social media using these hashtags:

- #USSoy
- #AgPolicy
- #SoyLeaders
- #RebuildRural
- #MarketMonday
- #ASAWISHH
- #SoyConservation
- #FarmStress
- #FarmerFriday

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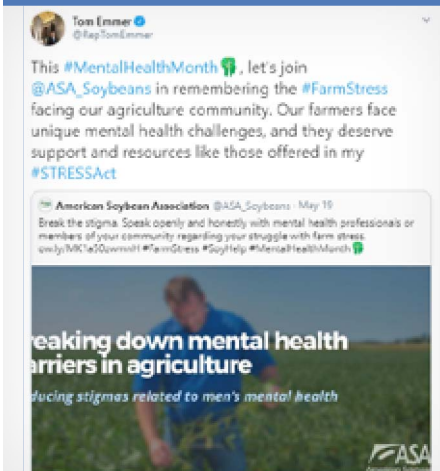
-  /AmericanSoybeanAssociation
-  @ASA_Soybeans
-  @AmericanSoybeanAssociation
-  /AmericanSoybeanAssoc



#ModernAg: Jamming to @taylorswift13 in the cab, ASA Past President Bart Ruth (NE) shows his granddaughter the ropes in this video posted to Twitter during #Plant20.

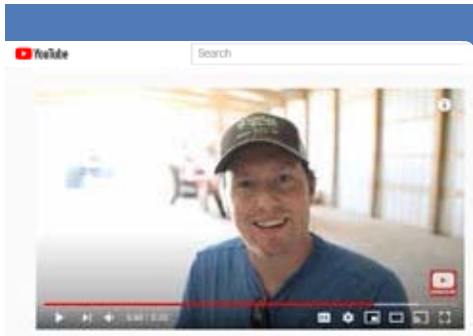


In celebration of #NationalAgDay, ASA Ag Communications Team member Leanne Ragland (KY) reads the children's book Full of Beans: Henry Ford Grows a Car from her front porch on Facebook Live.



Rep. Tom Emmer (MN) shares ASA's #SoyHelp message in a tweet supporting rural mental health. May was Mental Health Awareness month, and ASA teamed up with soy states and the United Soybean Board to launch a communications campaign to help combat #FarmStress and offer #SoyHelp to those who may be struggling.

#SOY SOCIAL



Jordan Scott (SD) is a fifth-generation farmer and a member of ASA's Ag Communications Team. He recently started the YouTube channel Scott Family Farms, which he hopes will help shed light on the ever-changing world of agriculture and bring some educational value to viewers.



ASA Director Nick Moody (VA) takes daughter Jordan along for the ride as he plants through cover crops to ensure healthy soil for her future in this video shared on Facebook.



ASA Director Rob Shaffer (IL) shares a #Plant20 update on Twitter.

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THANK YOU

for a Century of Support

For 100 years, the American Soybean Association has fought for progress across the U.S. soybean industry — and we continue to see the impact of that work today.

From all of us at NK Seeds, *thank you.*



WISHH and Strategic Partners Persist to Deliver Progress with Protein

As he worked his Kentucky fields for his 46th growing season, Gerry Hayden, vice chairman of the American Soybean Association's World Initiative for Soy in Human Health (WISHH), shared with WISHH's strategic partners that COVID-19 reinforces the importance of U.S. soybean farmers connecting trade and development across global market systems through the program.

Sharing Hayden's personal message is one of many actions that WISHH has taken to work with partners in developing and emerging economies in Africa, Asia and Central America, where COVID-19 is creating unprecedented challenges to food security. WISHH is helping soy supply chain and other strategic partners to adapt so their food and feed operations remain resilient.

"COVID-19 means we need to collaborate more than ever with strategic partners around the world," Hayden said. "In fact, COVID-19 is a reminder of the incredibly vital role that U.S. soybean farmers play in global food security and the sustained availability of protein-rich animal feed and human foods. Together, we can get quality protein to developing countries and emerging economies whether their need is feed for their fish, chickens or livestock, or they are seeking a nutritious and affordable ingredient for human foods."

From Sri Lanka to Ghana to Guatemala, soy food and feed businesses that work with

WISHH have demonstrated their commitment to global food security and trade. Many of WISHH's strategic partners are recognized as essential operations by their governments. Some are running their lines at full capacity, and at the same time, implementing new food safety, worker health and other requirements.

WISHH is supporting them by sharing scientific and technical resources. Staff are providing one-on-one consultations as well as connecting strategic partners together to share ideas between countries.

WISHH's strategic partners are established community leaders too. One African government requested that the owner of a soyfoods manufacturing company that works with WISHH serve as a featured speaker in government public service broadcasts to provide recommendations on how people can reduce their risks of contracting COVID-19. The company has employees who are staying at the food factory to keep processing and packaging soyfoods, as well as deliver them by motor bike.

A strategic partner in WISHH's USDA Food for Progress project markets and trains Ghanaian poultry farmers on its feed moisture meter. "We've made it possible for farmers and other users who currently have a GrainMate Moisture Meter to easily call our support lines when they need any guidance or support," said company CEO Isaac Sesi.



Gerry Hayden, pictured with his grandsons, is a fifth-generation family farmer from Calhoun, Kentucky. He serves as vice chairman of the WISHH Program Committee and is an American Soybean Association director.

The Commercialization of Aquaculture for Sustainable Trade (CAST)-Cambodia, another WISHH USDA-funded project, restarted direct farmer training and consultations in late May while maintaining strict hygiene practices and social distancing.

CAST team members visited the new chair of the Cambodian Aquaculture Association to share lessons and consult on harvesting techniques, pond preparations and farm planning for his five ponds that cover several acres, which makes his a relatively large aquaculture enterprise and an excellent CAST partner.

Throughout these weeks of COVID, WISHH has worked with strategic partners in developing and emerging economies to assure them that U.S. soybean farmers remain committed to getting a quality soy product to them this year just as they always have.

CONGRATULATIONS ASA
AND CHEERS TO THE FUTURE OF
Soy

100 YEARS

F R O M A L L O F U S A T



ON BEHALF OF THE SOY CHECKOFF, IT IS OUR DISTINCT HONOR TO RECOGNIZE
THE AMERICAN SOYBEAN ASSOCIATION FOR ITS ONGOING COMMITMENT
TO U.S. SOYBEAN FARMERS. YOUR CONTRIBUTIONS HAVE ENSURED THE NEXT CENTURY
OF AGRICULTURE HOLDS EVEN GREATER PROMISE.

UNITEDSOYBEAN.ORG

Biotech, Digital Tools Critical to Past and Future of Ag

The history of soybeans in the U.S. is a remarkable story, and ASA has been instrumental in its success from the very beginning. Like many farm kids, my first encounter with a soybean was walking my dad's fields in Central Illinois when I was eight or nine years old "cutting weeds out of the beans." Little did I know then how intertwined my career would become with this amazing crop. I joined Monsanto in 1981 to become part of the research team charged with developing the tools needed to apply biotechnology advances to crops. From the beginning, we had the long-term goal of creating Roundup resistant soybeans. In the 1970s and '80s, weed control in soybean fields was a big challenge for farmers, and we knew that Roundup resistant soybeans would be a terrific solution.

Our research followed two tracks: 1) developing methods for transferring genes into crop plants, and 2) understanding the mechanism by which glyphosate, the active ingredient in Roundup, killed plants. I still remember our very first transgenic soybean plant...it was a lanky, dark-seeded Peking variety. Thank goodness our partner, Agracetus, had early success using the particle gun to insert genes into Asgrow varieties! Our scientists carried out extensive studies to modify the herbicide's target enzyme, 5-enolpyruvylshikimate-3-phosphate synthase (EPSPS), to make it resistant to glyphosate. The discovery of a microbe in our Roundup manufacturing site in Luling, Louisiana, which had a highly glyphosate tolerant EPSPS, was a key breakthrough.

By the mid-1990s, we had made progress on both the glyphosate and gene transfer fronts and were able to commercialize Roundup Ready soybeans in 1996. The adoption by soybean farmers was incredible, and within a few years, Roundup Ready soybeans, which were licensed broadly to hundreds of seed companies, were planted on more than 90% of the U.S. soybean acres. Major benefits of Roundup Ready soybeans included improved weed control and reduced need for tillage. Roundup Ready soybeans enabled farmers to innovate with no-till and reduced-till cropping systems to reduce erosion and improve soil moisture and health. Today, farmers have the choice of many herbicide tolerant trait options and combinations to help manage weeds in their fields.

Since the early part of the 1900s, soybean breeding has played a critical role in favorably advancing yield, agronomic and quality attributes. As a result, we have seen a remarkable increase in soybean production yields, disease resistance and protein and oil quality. With more recent advances in whole genome sequence information, high throughput marker technologies and advanced data science, soybean breeders are now positioned to dramatically increase program scale, speed and selection intensity. Combined, these technologies will continue to accelerate the rate of genetic gain and advance U.S. soybean production.

As we look to the future of this crucial crop, advances in biotechnology and digital tools will accelerate momentum toward higher soybean yields, production efficiency and differentiated oil



ROB FRALEY

Dr. Rob Fraley is former executive vice president and chief technology officer at Monsanto, where he helped to develop the first genetically modified seeds. He retired from Monsanto in June 2018 but continues advocating for the use of GMO products to address global food insecurity and reduce the environmental footprint of agriculture.

and protein compositions that will target feed, food and industrial applications.

Precision ag tools are helping growers optimize planting, nutrition and production decisions. Once grown mainly as a "rotation crop," today's soybeans rival that of other major row crop economics. The continued investment in soybean research and development is critical to meeting future demand as our global population increases to 10 billion people by 2050. Developing countries show the most significant opportunity for growth for U.S. soy—both direct to humans and as an animal feed source—as they focus on improving diets and nutrition.

I would personally like to applaud ASA for their past and future industry leadership efforts to fund research, identify new markets and most notably, their commitment to explain to consumers and policymakers the importance of innovations in agriculture and food production. As important as the scientific advances are themselves, the need to explain and communicate the underlying science and benefits of new products is just as critical.



1920 (L to R) Brothers and pioneer soybean growers Taylor, Finis and Noah Fouts on their Soyland farms in Camden, Ind., on Sept. 3, 1920, at the “First Corn Belt Soybean Field Day” where ASA was founded.

2020 (L to R) John Heisdorffer, immediate past ASA chairman, Bill Gordon, ASA president and Davie Stephens, ASA chairman

FROM SOYLAND TO CAPITOL HILL

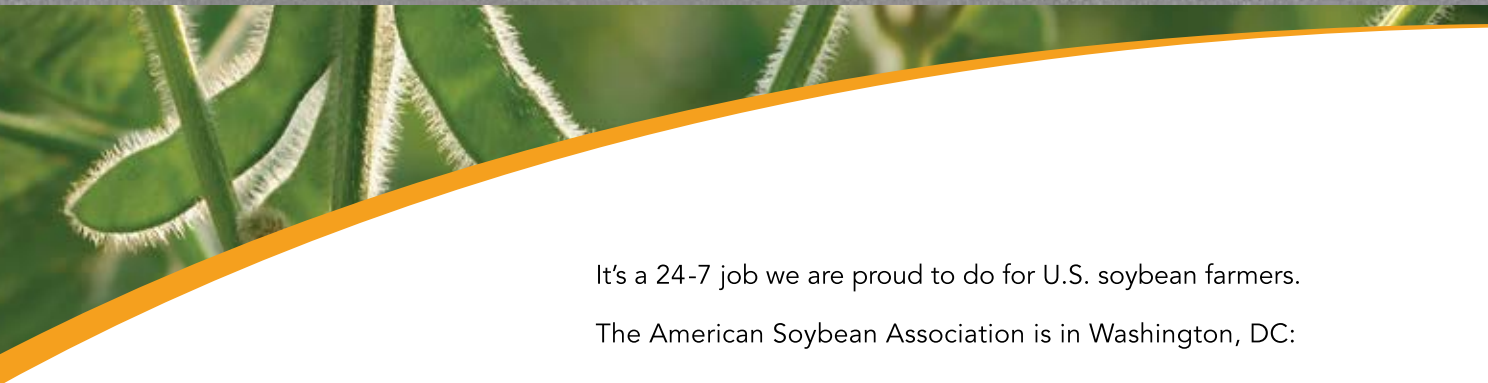
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ASA100Years.com



Policy makers take notice of ASA.



It's a 24-7 job we are proud to do for U.S. soybean farmers.

The American Soybean Association is in Washington, DC:

- Protecting soybean interests in the farm bill
- Fighting against burdensome EPA regulations
- Growing soybean trade opportunities

That's why ASA matters.

