

AMERICAN SUMMER 2021
soybean
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A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION

**BEYOND
THE
'MIDDLE KINGDOM'
U.S. SOY IN MORE MARKETS THAN CHINA**

SOY FACES

Farmers Building U.S. Soy Demand

SOY FORWARD

New Opportunities for Soy-Gari

ISSUE UPDATE

U.S.-China Trade Ties Tested

INDUSTRY PERSPECTIVE

Planting Peace for U.S.-China Relations

SHT 산업 Summer, 2021

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FEATURES

10 COVER STORY
Beyond the 'Middle Kingdom' Soy groups are covering all the bases and nurturing meaningful soy markets from every angle.

20 SOY FACES
Meet four farmers helping build soy demand through marketing U.S. soybeans around the world.

30 SOY FORWARD
Soy-gari research opens new opportunities for adding soy to a food eaten by millions of West Africans.

DEPARTMENTS

04 ASA LEADERSHIP CORNER Comments from ASA CEO Steve Censky.

05 SOY NEWS Minnesota showcases biodiesel's 'heroic' impact, and scientists in Kansas convert soybean biomass into batteries.

06 ASA IN ACTION From the #SeeSoyPlant campaign to comments on climate-smart ag strategy to an ASA Action Partnership meeting.

08 ISSUE UPDATE Ties between Washington and Beijing are being tested and created.



15 SOY CHECKOFF News from the United Soybean Board and soy checkoff.

18 INDUSTRY PERSPECTIVE One organization's work to help stabilize U.S.-China relations.

25 SOY WORLD A close-up look at ASA international marketing activities.

28 #SOYSOCIAL What's trending and what soy farmers are talking about on social media.



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 500,000 soybean farmers.

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ASA leadership corner

For those who track the ebb and flow of agriculture, 2018 was by no means recorded as an average summer for soybean farmers. Trade tensions between the U.S. and China came to a crescendo heard around the globe that season. Three years later, we focus our summer issue of American Soybean on the importance of international markets for U.S. soybean farmers, including with China, which remains our largest export market.

I've had the unique opportunity to view the opportunities, changes and challenges of the China market throughout my career. I first traveled to and lived in China for nine months in 1985-86, shortly after China started opening up to the outside world under Deng Xiaoping. As Administrator of the Foreign Agricultural Service of USDA in the early 1990s, I supported the efforts of U.S. agricultural groups—including those of the U.S. soybean industry—to develop and enter the China market. In the mid-1990s when I first joined ASA, China was still a net-exporter of soybeans. But U.S. soybean farmers and ASA believed that China could be a huge market, and boy were we right! Today China is the largest importer of soy, importing more soybeans than the rest of the world combined.

The China market has not, however, been without its challenges. When China wanted to join the World Trade Organization (WTO), it wanted to impose a tariff-rate quota on soybean imports—essentially importing only a small amount at a low duty rate, and any

imports above this quota amount would be subjected to a very high tariff. ASA vigorously opposed this proposal with the Clinton administration, and thankfully we were successful in getting China to abandon this formulation.

China's biotechnology approval process has been slow and frustrating over the years. ASA, the U.S. Soybean Export Council (USSEC), and the United Soybean Board (USB), along with the U.S. government and biotechnology providers, have had to invest significant resources to gain approvals and try to speed the process. And the soybean industry of course remembers well the impacts from the tariffs that were imposed on Chinese goods by President Trump due to China's state subsidies and lack of intellectual property protection and enforcement in 2018—and the aforementioned tariffs on U.S. soybeans that were imposed by China in retaliation.

I served as Deputy Secretary of Agriculture during this rocky period in our trade relationship and could offer lots of thoughts. Suffice it to say that all of us at USDA were very pleased when the United States and China reached a Phase One Agreement in which China agreed to address many of its longstanding market access barriers and made two-year purchase commitments for U.S. commodities and products, including soybeans. We've seen the fruits of that agreement over the past year and half as China ramped up its purchases and imported a record amount of U.S. soybeans.

Steve CENSKY



Steve Censky, ASA CEO

ASA's message to the new Biden-Harris administration is that it is in the United States' economic interest to keep our trading relationship and Phase One Agreement on track—even while the administration deals with the many issues that still challenge the Sino-American relationship. There is no doubt that the issues that challenge us are real and are even more vexing than those I first witnessed in the mid-1980s. Today we are confronted with the great power competition between our nations, the race for dominance in the technologies of the future, islands in the South China Sea, Hong Kong and Taiwan, human rights, intellectual property protection—the list goes on and on. But what is still clear is that China needs U.S. soybeans to provide meat and cooking oil for its people, and U.S. soybean farmers need the largest soy importer in the world to buy about one-third of their production.

NEWS

Erasing emissions: Minnesota Soybean Showcases Biodiesel's 'Heroic' Environmental Impact



Over the course of two decades, biodiesel has proven to be nothing short of heroic in helping to clean Minnesota's air. This spring, the Minnesota Soybean Research & Promotional Council (MSR&PC) debuted a super-powered campaign that highlights the wonder of biodiesel.

For the next several months, biodiesel's carbon-reduction message will be splashed across dozens of Metro Transit buses in a comic book-themed campaign sponsored by MSR&PC. The Council has also launched a new website—mnbiodiesel.com—touting the muscle behind this homegrown fuel.

Earlier this spring, the Metropolitan Council approved a measure to invest \$122 million in adding 143 new biodiesel

buses to the Metro Transit's fleet. The new buses account for about 15% of the fleet. Forty-six buses in total will carry MSR&PC's superhero message.

"As technology has improved, the biodiesel produced in Minnesota today is now far more efficient than how it was produced 20 years ago," said Chris Hill, a Jackson, Minnesota farmer who serves on the National Biodiesel Foundation and ASA's Board of Directors. "We're encouraged the Met Council sees what we do—that homegrown fuel can be part of the solution to the broad environmental challenges we face."

Learn more at mnsoybean.org or mnbiodiesel.com.

Source: *Minnesota Soybean Research & Promotion Council*

Scientists at PSU Convert Soybean Biomass into Batteries

Scientists at the Kansas Polymer Research Center (KPRC) have invented a new kind of battery that is more eco-friendly by transforming a product that is plentiful in the heartland: soy. Or rather, crop residue after soybeans have been harvested.

"We're using the stems, the leaves, the shells—things that would otherwise have no commercial value—to produce activated carbon material and suddenly that has tremendous value," said Associate Professor of Chemistry Ram Gupta, the chief researcher for the project.

A grant from the Missouri Soybean Merchandising Council using soy checkoff dollars funded Gupta's research in the labs at the KPRC, located on the campus of Pittsburg State University.

"Research has long been a priority for the soy checkoff, and our commitment to innovation is a key driver in partnerships like the one behind this technology," said Kyle Durham, a farmer from Norborne, Missouri, and chairman of the Missouri Soybean Merchandising Council. "Soy is an incredibly versatile crop, and developing new uses for all parts of the soybean is an exciting opportunity, powering the bright future we know is ahead."

Demand for batteries is growing rapidly—to the tune of about 10–12% annually in what has become a \$100 billion industry globally.

Gupta's invention is aimed at replacing the more costly conventional activated carbon-based batteries made from fossil fuels. A patent is pending and once it's finalized, the new technology will be available for licensing to commercial buyers.

"This is important to farmers, to jobs, to green energy," Gupta said. "It adds value to soybeans and creates a new market."

To learn more, visit mosoy.org and the Polymer Chemistry Initiative page at pittstate.edu.



Scientists at the Kansas Polymer Research Center have invented a new kind of battery using soybean stems, leaves and shells—things that would otherwise have no commercial value. Photo Credit: Pittsburg State University

Source: *Missouri Soybean Merchandising Council*

Soy Growers Invite Congress to #SeeSoyPlant

With COVID-19 restrictions still limiting in-person meetings this spring, ASA launched #SeeSoyPlant, a farmer-sourced video campaign, to take Congress on a virtual tour of soybean-producing states across the country and explore priority issues from the soybean fields. The campaign shared four videos throughout the month of May—both in Congress members' inboxes and on social media.

Growers from across the soy states submitted footage of planting on their farms, which ASA used to compile into videos highlighting issues like transportation and infrastructure, sustainability, farm and tax policy and technology.

After each video release, the ASA Government Affairs team followed up directly with senate and congressional offices of the states featured in the video, connecting with a total of 281 offices. ASA also highlighted the videos among the Chairs and Ranking Members of the House and Senate Agriculture, Budget, Commerce, Transportation & Infrastructure and Science & Technology Committees.



ASA thanks the soy growers and state affiliates who contributed to and helped amplify these videos highlighting important ag policy issues: Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Minnesota, Mississippi, Missouri, Nebraska, New York, North Carolina, Ohio, Oklahoma, Michigan, North Dakota, South Dakota, Tennessee and Wisconsin.

To view the videos, visit ASA's YouTube channel and click the #SeeSoyPlant playlist. You can also find them by searching #SeeSoyPlant on Facebook and Twitter.

ASA Weighs in on POTUS Climate Change Executive Order

ASA submitted comprehensive comments to USDA in early May regarding the department's climate-smart ag strategy, as called for in President Biden's Executive Order on Tackling the Climate Crisis at Home and Abroad. The comments addressed USDA's existing conservation programs, emerging carbon markets, biotechnology, crop protection, precision agriculture, biobased products, biodiesel and more.

ASA emphasized that American soybean growers have long been committed to producing the world's food, feed, fuel and thousands of other bioproducts in a sustainable and climate-smart way and highlighted the industry's ambitious conservation and sustainability goals. ASA also included an outline of five guiding sustainability policy principles, along with a variety of opportunities and strategies to help U.S. agriculture take the lead in conserving our nation's lands and waters.

ASA's Board of Directors and state grower-leaders provided extensive input throughout the drafting process, and ASA staff coordinated with outside stakeholder groups including those working on biodiesel,

biotechnology, crop protection, ag tech and ecosystem markets policy to ensure a thoughtful, consistent approach to creating a climate-smart future.

In addition, ASA led a broad group of stakeholders, including growers, landscapers, retailers, manufacturers, distributors, crop consultants and applicators on pesticide comments in regard to the President's executive order.

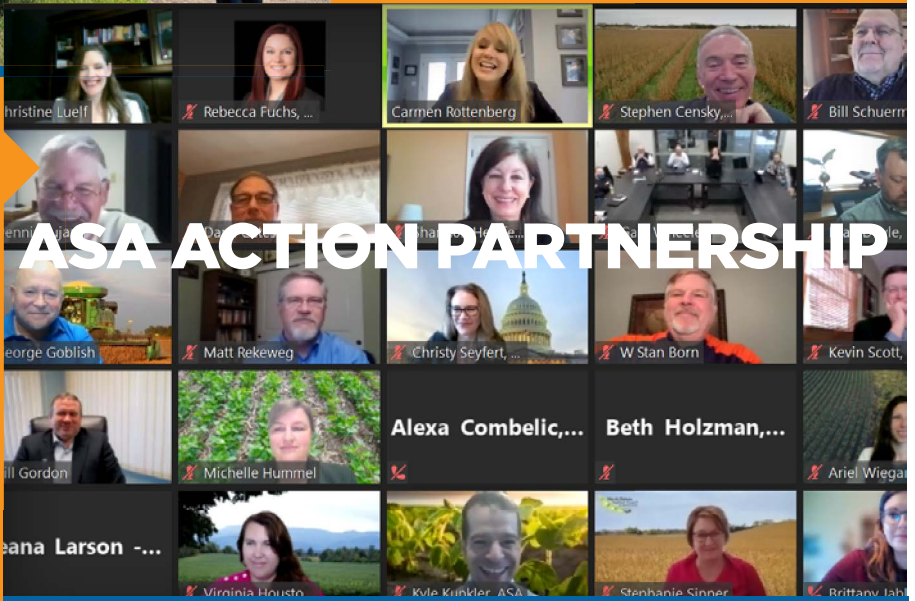
USDA released its preliminary climate-smart ag report in late May. The report echoes ASA's requests for increased grower education, technical assistance and research, along with acknowledging early adopters and discouraging "one size fits all" policies. The report also briefly mentions the importance of other ASA priority issues including precision ag technology, rural broadband and renewable fuels.

ASA looks forward to working with USDA as it continues outreach to shape climate-smart agriculture strategies and hopes future reports will incorporate the requests ASA outlined in comments submitted to USDA on Tackling the Climate Crisis.

BIODIESEL



ASA Director Wayne Fredericks led Congresswoman Ashley Hinson on a tour of his Iowa farm, taking the opportunity to highlight on-farm conservation efforts, including pollinator habitat, strip-till, no-till, cover crops and more, in addition to touting the significance of biodiesel. "Every gallon of diesel fuel on this farm has biodiesel in it and all of the corn on this farm goes to the ethanol plant," he told Rep. Hinson. "The biofuels industry is critically important to farmers." Photo Credit: Wayne Fredericks



ASA ACTION PARTNERSHIP

Members of the ASA Action Partnership (ASAAP) met via Zoom for discussions about the key industry topics of "Electrification, the Challenges (and Opportunities) in the Liquid Fuel Arena" and "The Impact of Plant/Cell-based Meat." Fuels Institute Executive Director John Eichberger provided perspective on the electric vehicle market along with information on opportunities for liquid fuels, including renewables such as biodiesel. Carmen Rottenberg from Groundswell Strategy and formerly with USDA's Food Inspection Service led a lively discussion on cell-based meat, including regulatory work in that arena.

During a special edition of the U.S. Soybean Export Council's (USSEC) U.S. Soy World Agricultural Supply and Demand Estimates (WASDE) Update in May, ASA President Kevin Scott (SD) gave his perspective on planting west of the Mississippi.



CONSERVATION

ASA Vice President Brad Doyle (AR), right, and Randy Small (KS), left, stop for lunch in a field where Randy is planting non-GMO soybeans no-till. If you look closely, you can still see corn, soybean and wheat stubble on the surface. Brad and Randy are fellow Class of 2009 Young Leaders. Randy and his wife Nicole were also Midwest region winners of the 2020 Conservation Legacy Awards. Photo Credit: Brad Doyle



ISSUE update

By Virginia Houston, ASA Director
of Government Affairs for Trade

U.S.- China Trade Relationship: It's Complicated

Over the past few years, one trading relationship has dominated the global marketplace: the relationship between the United States and the People's Republic of China (PRC). The giants of the West and the East, these two nations represent the two largest global economies. Since the establishment of the PRC in 1949 following Mao Zedong's Communist overthrow of Chiang Kai-shek's Nationalist government, relations between the United States and China can be summed up in one phrase: *It's complicated*.

Since joining the American Soybean Association team in June 2020, the question I am asked most often is, "What is the future of the U.S.-China Phase One agreement?" The agreement, which was signed by the two countries Jan. 15, 2020, offered resolution to non-tariff barriers including promising language on agriculture biotechnology, sanitary and phytosanitary issues, and intellectual property rights. It also set purchasing commitments for U.S. commodities, including soybeans, as part of the two-year deal.

Beginning with the U.S.'s withdrawal from the Trans-Pacific Partnership (TPP) and escalating in a tariff war with the Chinese

beginning in summer 2018, President Trump's administration favored a unilateral approach to dealing with the Chinese. The signing of the Phase One agreement was seen as the first step of a gradual de-escalation of tensions between our two countries.

However, 2020 brought more than just the COVID-19 pandemic into our lives. It also heralded a presidential election and subsequent change in administration. Exactly how President Biden's administration will handle relations with China remains to be seen. The appointment of Katherine Tai as the United States Trade Representative shows that the administration understands the importance and complexity when it comes to dealing with China. Ambassador Tai has a depth of knowledge on China, both from her personal background—her parents are immigrants from Taiwan—and her years at USTR under the Obama administration as head of USTR's China trade enforcement office.

On May 26, Ambassador Tai held her first call with Vice Premier Liu He, China's top trade official. A Chinese readout of the call stated the discussion was "candid, pragmatic and constructive," while USTR's official release stated

the pair discussed the Biden administration's worker-centric trade policy, Tai's on-going review of the U.S.-China relationship, and outstanding issues of concern. Both sides committed to continuing discussions. Needless to say, the future of the Phase One deal—and the future of the Section 301 tariffs placed on Chinese imports—hinges on those discussions.

Outside of the Phase One deal, there are multiple other issues influencing global politics that Washington is keeping an eye on. China's treatment of the Uighurs in the Xinjiang province, the ongoing crackdown on protestors in Hong Kong and the eternal elephant in the room—Taiwan—will all have an influence on how the U.S. approaches China under President Biden.

We may be a long way removed from the days of "ping pong politics," but ASA is committed to ensuring U.S. soybean growers have continued access to export markets both established and emerging. China is our largest export market. As ties between Washington and Beijing are tested and created, we will continue to work with our partners in the U.S. government and in Congress to ensure our growers' access to the Chinese market remains unrestricted.



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BEYOND THE 'MIDDLE KINGDOM'

Soy groups are covering all the bases in meaningful markets

By Barb Baylor Anderson

China may be the biggest market for U.S. soybeans, accounting for some 60% of exports in recent years, but it certainly is not the only market. During soy's recent trade war-dominated seasons, U.S. soybean farmers have learned that nurturing all markets from every angle is critical to future growth. That includes combined ASA, U.S. Soybean Export Council (USSEC), ASA's World Initiative for Soy in Human Health (WISHH) and national soybean checkoff efforts.

"Soybeans are an export-driven commodity, with \$25.7 billion sold last year. Both existing and new soy markets are necessary for the continued success and profitability of U.S. farmers," says Virginia Houston, ASA director of government affairs for trade. While USSEC serves as the arm of the soy family leading on issues in overseas export markets, ASA serves as the "boots on the ground" for domestic trade policy in Washington. Both roles are vital for continued market expansion.

One of the mechanisms that has historically helped facilitate pathways for U.S. soybean exports is Trade Promotion Authority (TPA). TPA allows the U.S. to negotiate and enter free trade agreements (FTAs) with just an up or down vote from Congress with no amendments.

"The TPA put in place in 2015 expires this summer, so ASA has been reminding members of Congress of its value," she says. "While it is expected to lapse for now, there is precedent



Members of ASA's 2020 Governing Committee and then-USDA Undersecretary Steve Censky attend the USMCA signing at the White House in January 2020. From left: Bill Gordon (MN); Brad Kremer (WI); Steve Censky; Bret Davis (OH), Brad Doyle (AR), and Daryl Cates (IL).



for reauthorization down the road. Trade partners will still negotiate and assume it will be renewed, including if the Biden administration gets involved with re-joining the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)."

Houston notes, having TPA in place when the original North American Free Trade Agreement (NAFTA) was negotiated ultimately helped move Mexico into the #2 U.S. soybean export

market spot and Canada up to one of the top five U.S. soybean meal markets.

"These agreements help U.S. soybean farmers grow markets," she says. "Kenya is currently in FTA discussions with the U.S., which would be the first such agreement with a country in Africa. This is a great way to cultivate new soy champions while we support free trade, and WISHH is already working with soy entrepreneurs in Kenya."

Building from successful foundation

The U.S. soy family's efforts to maintain, as well as expand existing markets and develop new ones is rooted in previous program success.

USSEC identifies markets with potential based on factors such as enhancing nutrition and food security amidst growing populations, improving economic conditions, meeting demand for plant-based oils and evolving food/feed consumer goods per capita consumption.

One of the tried-and-true market development tactics is providing technical service so customers can see the benefits of U.S. soy in action. USSEC facilitates technical services in 82 countries.

For example, the aquaculture industry in Vietnam has verified USSEC's pioneering In-Pond Raceway Systems (IPRS) work for feeding fish, along with technical support for cage farming and nutritional training. The organization has similar efforts underway in pork and poultry production.

In Nigeria, USSEC's Protein Challenge is creating awareness about the impact and need to overcome protein deficiency there. In India, its Right to Protein educates consumers, food industry and related stakeholders about the importance of protein in daily health, fitness and wellbeing by focusing on improving the quality and consistency of different types of protein.

In conjunction with ASA and the soy checkoff, USSEC also has built the world's largest sustainability verification program, the U.S. Soy Sustainability Assurance Protocol (SSAP), which provides food and consumer goods companies with documented and certified options of sustainably produced U.S. soy.

(continued on page 12)



WISHH is leading an innovative USDA-funded project in Cambodia to show fish farmers the benefits of feeding soybean meal-based diets. Photo Credit: WISHH

About 40% of U.S. soy exports are verified under the program, with 64 exporters using the tool.

The U.S. Soy Nutrient Value Calculator (NVC), an advanced software tool, helps companies analyze animal feed nutritional value to optimize inputs and minimize waste and cost competitiveness with U.S. soybean meal relative to meal from other origins in poultry feed.

Liz Hare, executive director of WISHH, says innovation and entrepreneurship help power their strategic partnerships to advance progress in using soy.

“Despite COVID-19 challenges,

surveys show that 100% of WISHH’s key contacts are continuing or expanding use of U.S. soy products. Similarly, 100% of 24 Sri Lankan food processing representatives who joined WISHH’s virtual technical visit with global soy expert Mark Messina reported that the training contributed to expanded U.S. soy use,” she says.

In Ghana, as part of the USDA-funded AMPLIFIES project, WISHH completed an egg consumption survey last year. Per capita egg consumption went from 172 in 2016 to 235 in 2020. As a comparison, U.S. annual

per-person consumption in 2019 was 293, according to USDA. As demand for eggs grows, Hare says demand rises for soy. Ten more eggs consumed per year per person in Ghana could increase local soybean meal demand another 325,000 bushel-equivalents.

Pushing preference for U.S. soy

These individual market development projects not only enable better nutrition and global food security, but also drive partiality for U.S. soy in emerging, expanding and even mature markets.

“USSEC drives preference for the U.S. Soy Advantage by helping achieve goals of improving nutrition efficiency, increasing profitability and reaching development milestones through a portfolio of sustainable products and protocols,” says Monte Peterson, USSEC chairman.

USSEC identifies where significant potential may be for U.S. soy by monitoring nutrition and food security amidst growing populations and looking at economic conditions and demand. Such efforts have led to sales in Europe, Middle East, North Africa and South and Southeast Asia.

“While mature markets are steadfast, U.S. soy buyers, global population growth and economic prosperity in places like Thailand, Vietnam and Egypt have increased the need for reliable, nutrient-dense, sustainably produced proteins,” says Peterson. “USSEC support has helped to facilitate expansion, making these regions some of the fastest-growing markets for U.S. soy.”

These are also regions where WISHH helps connect market development with food security. WISHH is currently working in 22 developing or emerging markets in Asia, Africa and Latin America where there is growing protein demand.

Short-Term Tight Supplies Temper Long-Term Export Strength

While ASA Economist Scott Gerlt expects U.S. soybean exports to trend higher the next few years, USDA’s 2021-22 marketing year export total may be down about 9% from the current year due to tight U.S. soybean stocks and strong domestic demand. In fact, the current 2021-22 crush estimate would set a new record, if realized.

“Continued strong demand worldwide for protein bodes well for U.S. soybean exports in the long run,” says Gerlt. “The risk factors are South American competition for world markets and any change in purchases by China, still by far our largest market.”

Gerlt says while the 2021-22 average U.S. cash soybean price is expected to increase to \$13.85 per bushel, the highest level since the 2012-13 marketing year, the initial response is likely to be an increase in world soybean production and a short-term increase in rationing among users.

“WISHH’s latest evaluation shows 84% of our strategic partners are committed to further product development and research to incorporate soy protein,” says Hare. “To get results, WISHH creates diverse, tailor-made strategies to partner with food and feed entrepreneurs as well as their governments and allied organizations.”

WISHH is leading an innovative project in Cambodia to show fish farmers the benefits of feeding soybean-meal based diets. WISHH, Kansas State University and other partners have collaborated to produce new fish feeding and growth charts that assist in the transition from homemade fish feeds to pelleted soy-based feeds manufactured in the country.

Aquaculture and poultry feeds are top priorities in West Africa. WISHH is leading a feasibility study of a new fish feed mill to supply several of the French-speaking countries. Using USDA Agricultural Trade Promotion funding, WISHH commissioned an African aquaculture expert who is currently evaluating regional demand for fish feed, analyzing distribution channels, and assessing abilities to develop the region into a significant aquaculture producer.

A WISHH strategic partner will use the study results once complete this fall to make feed mill investment decisions that will boost the aquaculture industry in the region.

“We appreciate the United Soybean Board partnering with WISHH on an initiative in Africa, Asia and Latin America to mobilize entrepreneurs to expand U.S. soy use. This helps compress the time for a new U.S. soybean market to go entry level to expansion market-ready,” says Hare. “The initiative attracts and mentors entrepreneurs who can invest in developing and emerging soy enterprises to create new U.S. soy markets.”



USSEEC launches a U.S. Soy Excellence Center at Cairo University. Photo Credit: USSEEC

In Latin America, WISHH is working closely with food and beverage companies that see opportunities for soy to play a key role in healthier diets. One WISHH strategic partner is one of the world’s largest tortilla makers that is collaborating on fortifying its products.

Focusing on bright future

Looking forward, USSEEC is building knowledge, institutional capability and infrastructure via Soy Excellence Centers (SEC) the organization is placing in key locations. SECs have been set up in Nigeria, Egypt and Southeast Asia, and launched in June in the Americas.

For example, when USSEEC first started working in Egypt, Peterson says the country imported most of its soybean meal. Now about 95% is supplied by local crushers. Use of existing crushing facilities is about 80% and operators are building additional capacity.

“Preference for U.S. soybeans has grown with Egypt’s crush industry. Egypt has now become the third largest soybean export market for U.S. soybeans, and soy exports to the entire region continue to rise,” he says. “USSEEC is doing its part to feed Egypt’s growing poultry, aquaculture and dairy sectors, which in turn feed its thriving population.”

Importers and end-users in Thailand appreciate the quality and consistency of U.S.

soybeans, backed by reliability and sustainability, says Peterson. Crush capacity has increased in the past three years and Thailand is now one of the region’s largest producers of full-fat soybean meal. The country is earmarked to become an SEC for animal and aquaculture production.

Over the past two decades in Vietnam, poultry production has increased more than 260% and pork production has more than doubled. And aquaculture is thriving.

“Vietnam is a fast-growing market, having gone from a non-existent crush sector to a top 10 destination for U.S. soybeans,” says Peterson.

For the last seven years, WISHH has leveraged every dollar of soybean checkoff funding it received from 23 qualified state soybean boards into \$6 of outside funding to support soy use in animal feed or human food. Hare anticipates that success will continue under WISHH’s new strategic plan. WISHH’s focus remains global food security, new market exploration and development, diversified strategic partnerships and organization growth and stability.

Together with USSEEC and the soybean checkoff, ASA and the entire soy family have plans in place. “It is our job to make sure people are educated about the soybean industry and the value soybeans bring to the U.S. economy,” says Houston. “There are many good days ahead for all of us.”




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KEEPING THE FUTURE OF SOYBEANS BRIGHT

From researching new uses for soybeans to identifying new markets for U.S. soy, the soy checkoff is working behind the scenes to create new opportunities and increase profits for soybean farmers. 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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SOY checkoff news

The Best of the Checkoff in 2020

2020. What a year. Between trade shifts, supply chain worries in a global pandemic and price fluctuations, U.S. soybean farmers, along with the rest of the world, endured a lot. Despite the havoc and hullabaloo, the soy checkoff continued to work hard for U.S. soybean farmers, securing several noteworthy achievements.

Turning the lemons of 2020 into lemonade for soy farmers was a continuous goal for the soy checkoff. Here are a few key projects that helped make 2020 sweet for soybean farmers.

Asphalt using U.S. soybean oil

In the early months of 2020, U.S. soy was added into yet another product—*asphalt*. A collaboration between the soy checkoff, the Iowa Soybean Association, Asphalt Paving Association of Iowa and a research team at Iowa State University resulted in a new biobased polymer for asphalt. The team had so much confidence in the product, they paved a parking lot at the Iowa State University BioCentury Research Farm in Boone, Iowa.



The G.D. Morgan is a cutter suction dredge from Weeks Marine that's used in the Mississippi River Ship Channel. Photo courtesy of Big River Coalition/P.J. Hahn

The polymer, formulated with high oleic soybean oil, provides a lower-cost and cleaner alternative to traditional binding agents used in asphalt. Plus, it can outperform petroleum and other product ingredients.

This product, and the collaboration, is another win for soybean farmers. Although not yet released commercially, the product's potential applications could increase demand for high oleic soybean oil. As the product gains traction, there may be a chance you find yourself driving on a road paved with U.S. soy.

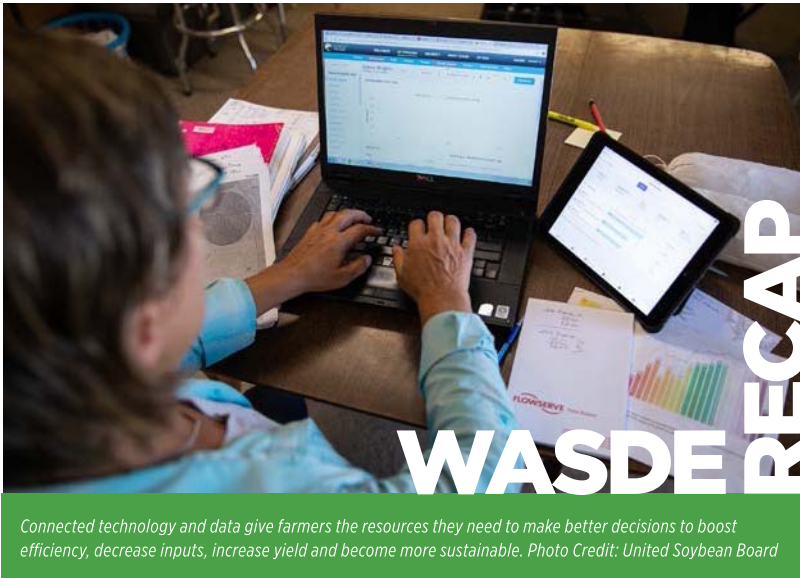
Lower Mississippi River dredging project

Did you know that just five feet will have a multimillion-dollar impact for U.S. soybean farmers? The soy checkoff led the way to understand how best to protect and improve U.S. infrastructure for delivering soy to end users, funding research completed by the Soy Transportation Coalition, which found that deepening the lower Mississippi River—the top exit spot for U.S. soy— from 45 feet to 50 feet will provide more than a \$460 million boost to soybean revenue.

The soy checkoff, American Soybean Association, U.S. Soybean Export Council and Soy Transportation Coalition saw an opportunity to build an advantage for U.S. soybeans moving on the Mississippi to export markets. The checkoff seeks collaborative partnerships and leverages funds— in this case, providing a \$2 million investment used for planning, design and analysis of the dredging project in the Mississippi River—

(continued on page 16)

(continued from page 15)



which will improve freight-based transportation of soybeans, create a more efficient supply chain and bring an additional \$461 million in revenue to U.S. soybean farmers.

U.S. Soybean Export Council (USSEC) meta-analysis

We know that U.S. soy is a valuable product, and the soy checkoff collaborated with USSEC to ensure soy customers around the globe can see how it stacks up. A meta-analysis coauthored by Gonzalo Mateos, Ph.D., professor of animal science at the University of Madrid in Spain, looked at 18 different studies and 1,944 samples to quantify the relationship between the country of origin of the soybean as well as the chemical composition and nutritive value of the soybean meal.

All this research isn't being done just for academia's sake. It's informing actual tools that are being used to prove the value of U.S. soy over soy from different origins. This research amplifies the recognition U.S. soy deserves as a

desirable product.

Monthly U.S. Soy WASDE report recap

U.S. soybean farmers can now get the most up-to-date commodity information monthly thanks to the monthly USDA WASDE recap reports, hosted by U.S. Soy. The monthly analysis examines the fundamental condition of the agricultural commodity markets for farmers, governments and other market participants. Mac Marshall, vice president of market intelligence for the United Soybean Board and USSEC, provides his

insight on the monthly WASDE report, as well as other timely market reports.

Reports like WASDE help U.S. soybean farmers understand crop forecasts and production estimates, along with supply and demand.

Comfortable shoes made with U.S. soy

Your shoes sitting by the front door can include U.S. soy. Okabashi is bringing comfort, sustainability and style to their customers these days by offering soy-based sandals.

In addition to flip-flops, tennis shoes are available now that include U.S. soy in the ingredients list. Skechers expanded the technology used in Goodyear soy-based tires into footwear. They are using the same technology in the Goodyear Performance Outsoles, which can be found on a variety of Skechers Footwear product lines.

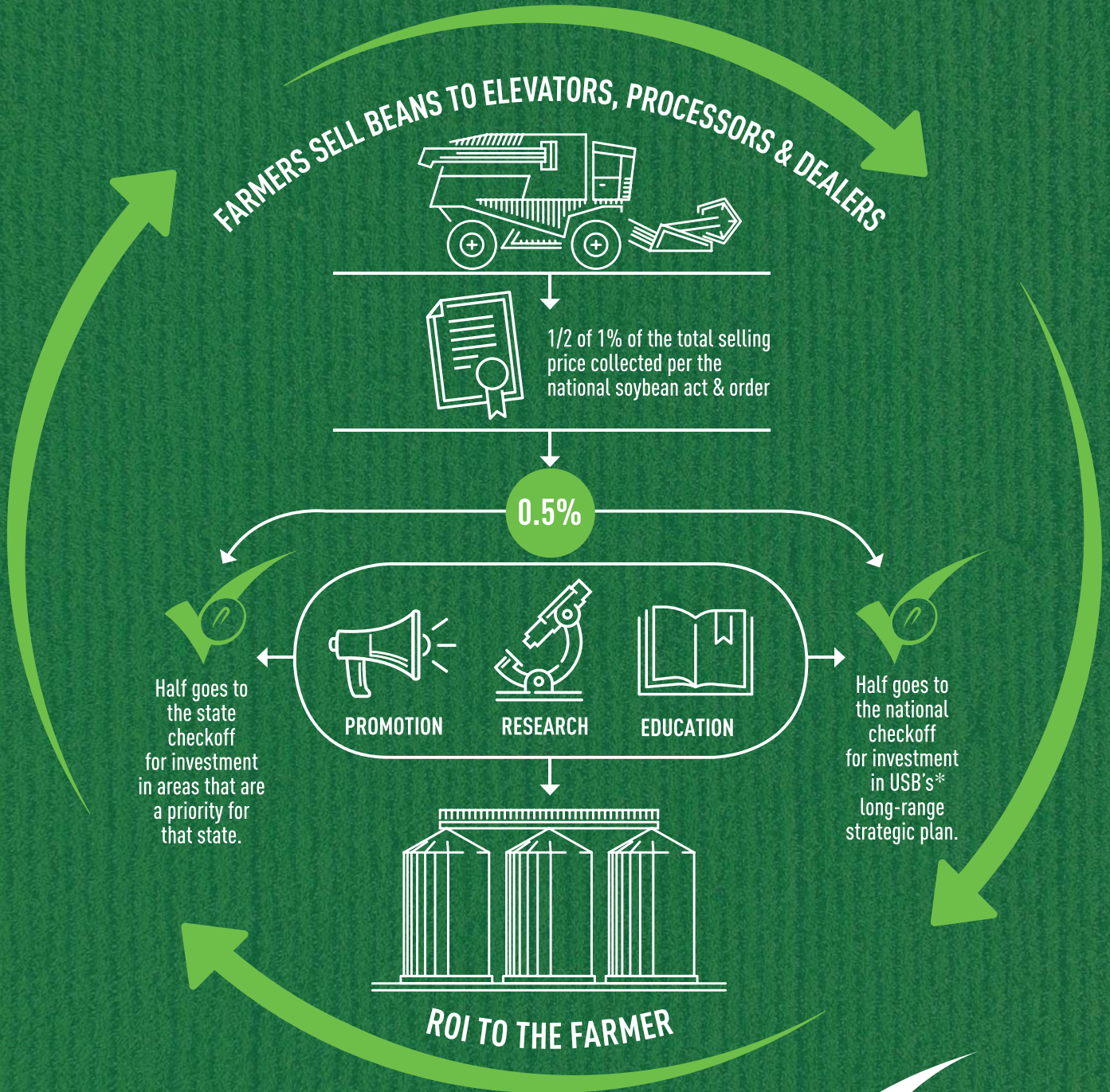
Much of the world was put on pause in 2020, but the soy checkoff was hard at work, driving innovation and maximizing farmer contributions. Be sure to follow the checkoff on Facebook and Twitter, and check unitedsoybean.org to stay updated on all the checkoff is doing to maximize your investment and make 2021 even sweeter.

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.



* Led by 73 volunteer soybean farmers, the United Soybean Board (USB) invests and leverages soy checkoff dollars to MAXIMIZE PROFIT OPPORTUNITIES for all U.S. soybean farmers.

unitedsoybean.org



INDUSTRY

perspective

By Min Fan

A Season to Plant Peace

While driving across the country early May, I saw field after field being prepared for the growing season across the American Heartland. I wondered how much of the young crop I saw would end up being shipped to China. A lot for sure, based on export statistics.

Last year, U.S. exports of soybeans to China reached almost 34.6 million metric tons despite the global pandemic and continued deterioration of U.S.-China relations. When compared to the baseline data of “0” from 1979, this meteoric rise of American agricultural export to China is nothing short of stunning amongst many other groundbreaking changes that have taken place between our two countries since then.

A famous Chinese idiom, 前人栽树, 后人乘凉, says plant trees so there will be shade for those who come after you; we owe much gratitude for the peace and prosperity we enjoy today to those who planted the seed of peace 50 years ago.

In 1971, a friendly exchange of Ping-Pong between U.S. and China players planted a seed of peace in U.S.-China relations and would come to be known as “Ping-Pong Diplomacy.” Another eight years of nourishing this seed would pass before the normalization of



UNITED STATES HEARTLAND
CHINA ASSOCIATION

U.S.-China relations and another 22 years of shared growth before China joined the WTO in 2001. President after president, administration after administration tended this seed of peace until its roots grew strong and wide like a tree, intertwining our two countries in the modern global economy.

It may take decades to grow a tree, but a strong storm can topple it in a day. If we are to survey this tree of peace today, one would be saddened to see it is under a lot of stress. There are those who wish to uproot this tree altogether but many more, like the community represented by the U.S. Heartland China Association (USHCA), who believe that with proper pruning and care it will continue to deliver peace and benefits to our two countries and our world.

USHCA, a 501(c)(3) bipartisan

organization that is dedicated to building healthy ties between the 20 states in the heartland region of the United States and the People's Republic of China, has always been a grassroots organization led by diverse leaders from across the heartland, such as our founder Senator Adlai Stevenson III (1970-1981, IL), chairman Governor Bob Holden (2001-05, MO), and Ambassador Kenneth Quinn (ret. IA). Our efforts are concentrated on building bridges between the two largest economies of the world through various exchanges in culture, education and business.

Given the critical importance of U.S.-China collaboration in addressing global challenges in food security, climate volatility and pandemic-level human and animal diseases, USHCA hosted the inaugural U.S.-China Agriculture

Roundtable in March and April. This four-part virtual roundtable brought together an exceptional array of American agribusiness CEOs, bipartisan government officials, commodity group executives and Land Grant and HBCU Deans to meet with their Chinese counterparts to explore “The Way Forward: from Shared Challenges to a Shared Future.”

We anticipated great interest from both countries but still, we were astounded by the outpouring of enthusiasm and support we received. Governor Kim Reynolds, Congressman Darin LaHood, and CEOs of Deere & Company, Syngenta and ADM headlined the opening session.

Considering the unique position of soy in the relations between China and the U.S., we were very pleased that the United Soybean Board’s CEO, Polly Ruhland, was also among our guest speakers at this dialogue. Her remarks, “Understanding and respect regarding the cultural and social differences between our countries and our people plays a fundamental role in successful trade and recognizing shared values,”

summed up the spirit of this dialogue.

More constructive dialogues like this are urgently needed. Even with the recent change of administration in Washington, D.C., there have been little improvements in U.S.-China relations. Reluctantly, we must accept that politicians, unlike farmers, are at the mercy of popular opinion, and long-term thinking is a luxury they often can’t afford or are unwilling to pursue. Winning the next election often takes priority over ensuring the tree of peace will still be there to shade our children.

It is at times like this that NGOs, like ASA and USHCA, need to step up and work to stop the continued deterioration of U.S.-China relations and take actions to stabilize this most important bilateral relationship of our time. USHCA is proud to have planted a new seed of collaboration between our two nations during these difficult times, much like the Ping-Pong players did 50 years ago. We are committed to do more but also need more allies in this effort. We invite the ASA community to join us.

This is a season to plant peace.

MinFAN



Min Fan | 范敏, executive director, US Heartland China Association

Min Fan was born in China and came to the U.S. as a student in the 1990s. After receiving her M.B.A at the University of North Carolina-Chapel Hill, she went on to a successful career in the corporate world as an innovation leader. As U.S.-China relations evolved in the past decade, Min realized that, as a Chinese American, she has a unique role to play for a productive and stable U.S.-China relationship. She left the corporate world in 2015 to devote herself to promoting U.S.-China collaboration in the nonprofit sector. As the executive director of U.S. Heartland China Association (USHCA), Min is responsible for strategic direction and execution of the programs at this grassroots Heartland-based nonprofit, which is becoming an important voice in the U.S.-China bilateral relationship dialogue.



Building U.S. Soy Demand

Producing a quality soybean crop takes careful management, attention to detail and the right amount of groundwork. Successfully marketing U.S. soybeans around the world also requires cultivation.

The value of U.S. soybean exports to the world reached a record \$25.7 billion in 2020 according to the USDA Foreign Agricultural Service, and global demand for soy products remains high. However, international markets don't just happen, instead, they're the result of years of effort by farmers and members of the soy value chain to build preference for U.S. soybeans.

Four American Soybean Association directors currently have an extra hand in international market development efforts, serving as ASA representatives on the U.S. Soybean Export Council (USSEC). Each of these growers

has a different perspective but common commitment to building global demand.

It's relational

Brian Kemp, Sibley, Iowa

Trade teams from around the world have traversed Brian Kemp's northwest Iowa farm getting an up close and personal look at U.S. soybean production and meeting the farmers who grow soybeans. Kemp has also participated in international trade missions to meet current and prospective U.S. soy customers.

"I've found that our foreign customers really appreciate U.S. producers taking time to visit and learn about their soy needs," Kemp says. "Relationships are very important in marketing soybeans and soy products internationally."

As U.S. soybean production has outpaced domestic demand, exports have taken on increasing

importance to farmers, but new markets rarely develop quickly. ASA worked in China for decades before any U.S. soybeans were sold into what has become the world's largest soybean consumer.

"It's important that we don't just focus on the big customers," Kemp contends. "It's essential that we continue to maintain and develop relationships with all foreign customers."

The U.S. soy industry has recently dealt with the global effects of African Swine Fever reducing soybean meal demand, a trade war with China, and the effects of COVID-19 on international trade. Kemp says U.S. soy exporters were able to pivot to other markets during those challenging times because relationships had already been established.

With China trade picking up again, COVID-related restrictions easing and global soy demand high, Kemp sees a bright future for U.S. soy exports in current and developing markets.

"Some markets are rapidly developing, such as Pakistan, Bangladesh and Egypt. Others, like India and Africa, have large populations but will take time to develop," Kemp explains.

Kemp says the value of relationships cannot be overstated because once connections have been made, customers are more likely to be open to a discussion of soybean quality—a key selling point for U.S. soy.

"U.S. producers successfully work to provide soybeans that are grown under the best



ASA and USSEC Director Brian Kemp visits with U.S. soy customers on a trade mission to Vietnam. Photo Credit: Brian Kemp



During a tour of the Upper Midwest to showcase the United States' transportation system and infrastructure—one of the biggest advantages of buying U.S. soy—international delegates from Pakistan and Bangladesh visit ASA and USSEC Director Monte Peterson on his North Dakota farm. Photo Credit: Lisa Humphreys

management conditions, are harvested at optimum moisture content, and are superior in the components that make them the best feed source for livestock,” Kemp says.

Witness to growth

Monte Peterson, Valley City, North Dakota

North Dakota’s soybean industry was largely built on the promise of global soybean exports. Without significant in-state processing, most North Dakota soybeans were loaded on trains bound for the Pacific Northwest then shipped to overseas markets, largely in Asia.

Monte Peterson farms near Valley City, North Dakota. He recalls serving on the North Dakota Soybean Council more than a decade ago, when the state’s annual soybean production was only about 2 million acres.

“Soybean acreage has now swollen to the 7-million-acre mark,” Peterson says. “In the case of North Dakota, exports were imperative because we had no dedicated soybean crush to consume anything domestically.”

Exports became a key issue for Peterson, who is now in his second term as USSEC chair. He knows international markets contribute

substantially to the value of soybeans grown across the United States.

“We have the good fortune of raising over double what we utilize here in our own country,” Peterson explains, “so, for the sake of every U.S. soybean farmer out there, exports are vitally important.”

USSEC builds preference for U.S. soy products worldwide by demonstrating how customers can benefit from using high-quality

products from the U.S.

“I think that we really do a topnotch job of getting to know our customers and what their needs are and understanding ways that we can help them grow the utilization of U.S. soy before we just say, ‘Here, we want you to buy from us,’” Peterson explains. “I think trade servicing is the key to that process of building a preference for U.S. soy.”

Peterson views worldwide soy demand growth as overwhelmingly positive for U.S. soybean farmers. What U.S. farmers can offer to global customers is a dependable, consistent supply of high-quality soy products.

“Being a dependable supplier speaks volumes to our customers,” Peterson says.

Making connections

Joel Schreurs, Tyler, Minnesota

As a young farmer, Joel Schreurs sold his soybeans to the local grain elevator without giving



ASA and USSEC Director Joel Schreurs talks with U.S. soybean customers on a trade mission to the Philippines. Photo Credit: Minnesota Soybean Growers Association

(continued on page 22)

soy FACES

ASA and USSEC Director Stan Born speaks at an “Experiencing Today’s U.S. Soy Advantage” event in Mexico, providing current and potential customers with in-depth information about U.S. soy. Photo Credit: USSEC



much thought to where those beans were headed from there. His mindset changed when Schreurs got involved with the Minnesota Soybean Growers Association international marketing committee.

In addition to farming, Schreurs’ sales background helped him further understand how valuable relationships are, whether he’s selling a truck or tractor to a local farmer or soybeans to customers in the Philippines.

“A lot of what we do is public relations,” Schreurs says. “We’re selling ourselves and we’re selling the product as a whole. There are so many opportunities to sell these soybeans and to promote them throughout the world, but it takes a lot of time, and it takes a lot of effort and people.”

Schreurs has been to numerous countries on soybean trade missions and has hosted dozens of international

delegations on his southwestern Minnesota farm. Schreurs says that while some soybean purchases are made solely on price, other sales are made because of relationships that have been cultivated over time.

“Each country is a little different, but it’s typically about relationships,” Schreurs contends. “It’s no different from when we shop for certain things, we tend to go back to that person that we feel gave us the best deal. If we think we’re not being treated fairly, then we’re looking someplace else.”

Schreurs says the environment for U.S. soy exports is favorable following demand reductions that forced U.S. soy export leaders to readjust their focus and refine global marketing strategies.

“We looked at a lot of other markets instead of solely depending upon China,” Schreurs says. “Even though China’s going

to be the big market for many years to come, the situation made us reach out to a lot of other different countries and try to develop them to be bigger markets.”

Schreurs says dependability and quality are two selling points that differentiate U.S. soy products from competitors.

“We’ve tried to educate the world as to what the amino acid profile is and how it’s beneficial to buy U.S. soy, because typically our amino acid profile is better,” Schreurs says.

Providing solutions

Stan Born, Lovington, Illinois

Stan Born’s interest in international soybean markets is driven by a recognition that more than half of the nation’s soybeans are exported—and from his 30-plus years working in the industry for Caterpillar. Born also has a

strong desire to use soy products to improve lives.

"I have a passion for helping underdeveloped countries and particularly kids there who don't have as much protein in their diets, which makes it more of a struggle for them to grow up healthy and have rewarding lives," Born says. "Any time we can make a difference by trying to get protein into underserved countries, I'm all for it."

As global economies improve and a growing number of people earn a living wage, more people want to eat better. That presents an opportunity for soy.

"People move from a diet that's largely carbohydrate in nature to one that includes more protein. That protein can be vegetable protein or it can be

animal protein," Born states.

"Soy is a great solution for both."

USSEC's goal is to build preference for U.S. soy products around the world. Born believes that effort involves education.

"It starts with knowledge and equipping people to let them know why soy is a good solution regardless of its source of origin. Then it is about explaining the intrinsic and extrinsic differences that U.S. soy can deliver," Born says.

Born adds that relationships and building trust with customers drives soybean purchases.

"The most important thing is building trust with our customers and giving them knowledge about why soy is a good solution, then explaining the differences between U.S. soy versus other sources of origin," he explains.

Born is optimistic about the future of exports for U.S. soy. New markets are being developed in Asia, Africa, the Middle East and the Americas. U.S. soy faces competition in these and other markets from other soy-producing countries and from alternate protein sources, but Born says U.S. soy producers have a good story to tell about U.S. soy's advantages.

"U.S. soy may come at a premium, but when you look at how much it costs to put a pound of meat on animals, in many cases we can prove that it is the best economic solution," Born says. "These customers are businessmen, and if you can get to the right folks, you can get the story across that U.S. soy can be the best solution for their business."

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Ronnie Russell
Missouri Soybean Association President
Richmond, MO

2022

Conservation Legacy Awards



Tell us your story

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.

Winners receive:

- Expense paid trip for two to Commodity Classic, March 10-12, 2022, in New Orleans, LA.
- 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.

Applications must be submitted by September 1, 2021.

Visit SoyGrowers.com for details.

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WISHH Positions U.S. Soy for New International Market Success

The work of ASA's World Initiative for Soy in Human Health (WISHH) puts U.S. soy on the right track to reach new and emerging export markets.

"From aquaculture in Africa to soy-fortified beverages in Central America, WISHH is trailblazing new opportunities for U.S. soy demand," says ASA Director and WISHH Secretary Morey Hill, a soybean grower from Iowa.

Here are three examples of other opportunities to create demand for U.S. soy that align with WISHH's strategic direction:

World Food Prize winner and nutrition discussions align with WISHH's aquaculture leadership

The Iowa-based World Food Prize held a virtual announcement in May to announce Shakuntala Haraksingh Thilsted, Ph.D., as its 2021 winner for her pioneering global leadership in aquaculture development for human nutrition.

Thilsted is the global lead for nutrition and public health at World Fish, an international aquaculture innovation institute. During the announcement, Thilsted said she hopes the global narrative will shift from a focus on "feeding" to prioritize "nourishing a growing global population."

WISHH shares Thilsted's recognition of the important role of aquaculture and has led many innovative projects to advance



aquaculture on three continents. More than a decade ago, WISHH identified an opportunity to reduce the protein gap in Pakistan through improvements to the aquaculture industry. From 2010-15, WISHH led the USDA-funded FEEDing Pakistan Project to work within the feed value chain. The project resulted in an increased quality supply of soy-based aquaculture feed through improved production efficiency, which ultimately provides consumers access to safe, affordable fish protein. WISHH then graduated its work in Pakistan to the U.S. Soybean Export Council to oversee its future growth.

Currently in Cambodia, WISHH leads another USDA-funded project: Commercialization of Aquaculture for Sustainable Trade (CAST)-Cambodia. The project is designed to accelerate production of high-demand fish species for the Cambodian market and develop a lasting aquaculture industry. CAST strengthens local production of high-quality feed and fish. Through CAST, Cambodia's private sector

and universities work closely with U.S. soybean growers and businesses, as well as academic and non-governmental organizations.

WISHH's work with African aquaculture entrepreneurs includes providing virtual trainings, demonstrations and expert advice so African aquaculture entrepreneurs can capitalize on the important economic and nutritional benefits that result from fish eating soy-based feeds.

Underscoring the importance of this aquaculture development is a new report; The United Nation's discussion paper, The Role of Aquatic Foods in Sustainable Healthy Diets, emphasizes the importance of aquatic diets for protein, essential micronutrients and fatty acids—and states that 3.3 billion people depend on fish and fish-based products for nutrition.

WISHH remains committed to ensuring U.S. soy plays a role in delivering improved nutrition to people through the growth of global aquaculture systems.

(continued on page 26)



Central American food and beverage markets grow despite pandemic

Recent USDA reports feature Guatemala and El Salvador as important countries for U.S. agriculture, even as the countries face the challenges of COVID-19. WISHH's ongoing strategies in these countries capitalize on the opportunities to grow U.S. soy's presence in human foods.

USDA's recent Global Agricultural Information Network (GAIN) report on Guatemala states, "Guatemala is one of the top food processing countries in Central America. U.S. suppliers have a good opportunity to export bulk commodities and raw materials for further processing in Guatemala's food industry. In 2020, Guatemalan export sales of processed foods to the world were \$2.9 billion, and despite the pandemic, the food and beverage sector in Guatemala increased its exports by 2.8% from 2019. This sector represented 3.8% of total GDP."

The USDA report specifically recognizes opportunities for soy in Guatemalan beverages, as well as snacks--two of the sectors where WISHH has not let COVID-19 slow its work with key food and beverage manufacturers. When COVID-19

restrictions blocked travel, WISHH launched online technical assistance, supporting three times the number of companies typically served using the in-person training approach.

The trainings build on WISHH's 2019 USDA Agricultural Trade Promotion-funded market assessment. WISHH's research revealed that nearly half of Central American and Dominican Republic key food and beverage manufacturing executives surveyed would invest their own capital into equipment and expand their businesses if WISHH could provide them with technical assistance or training and outline the cost benefits of incorporating soy protein ingredients.

USDA's GAIN report on El Salvador references the Salvadoran Industrialists Association's latest industry statistics (2019) that show, "food imports registered a total of \$882.6 million, which is 17.6% more than in 2018. It is notable that despite the pandemic, which hit most economic sectors hard, El Salvador's food industry continued steady operations."

Furthermore, new Salvadoran government regulations ban fatty/salty snacks and carbonated beverages at schools. USDA reports the policy opens opportunities for U.S. soybeans as a healthier option.

USDA report recognizes ASA/WISHH results in Kenya—East Africa's 'Economic Powerhouse'

USDA's new GAIN report on Kenya recognizes ASA/WISHH's results in Kenya, which it describes as East Africa's "economic powerhouse." The USDA analysis finds Kenya home to a fast-growing population and middle class, as well as an expanding food service and modern food retail sector.

"The market development activities by U.S. cooperators in Kenya and the East African region have increased the level of knowledge of U.S. food ingredients including soy-based products, wheat, peas, lentils, and dry beans," states the report, which names WISHH.

The report also points out that local ingredient production does not always meet the processing industry's demand, including for soybeans and corn.

WISHH first sent a team of consultants to Kenya in 2001. Currently, WISHH is working with Kenyan food and feed manufacturers like ProSoya Kenya. The company is located in Nairobi, Kenya's political, economic and financial center, which has an estimated population of 4.7 million. USDA reports that Nairobi's high concentration of consumers, combined with the city's commercial power, makes it Kenya's most dominant market.

ProSoya Kenya is participating in WISHH's United Soybean Board-funded "Mobilizing Entrepreneurs to Expand U.S. Soy Utilization in Developing and Emerging Markets" initiative that works to compress the time for a new U.S. soybean market to go from emerging market entry to basic market ready. The initiative attracts and mentors entrepreneurs who can invest in developing and emerging market soy enterprises, bringing new market sectors into the U.S. soy market pipeline.

Working together to make a difference.

Tennessee farmers are concerned with state, national, and international policies that affect soybean producer profits. We welcome the opportunities of working together with state and national legislators in designing trade laws and regulations to enhance our ability to continue making a profit in the production of soybeans.



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ASA recognized **#MentalHealthMonth** throughout the month of May, but also features resources to combat **#FarmStress** and offer **#SoyHelp** on its website year-round. Find updated info/resources on SoyGrowers.com.



ASA's weekly **#ConservationSpotlight** on Facebook and Twitter showcases soy growers trying new practices and sharing their successes with conservation and sustainability.

During **#NationalPollinatorMonth** in June, ASA amplified how soy growers work with industry partners to protect monarchs and other pollinators.



Follow the American Soybean Association on:

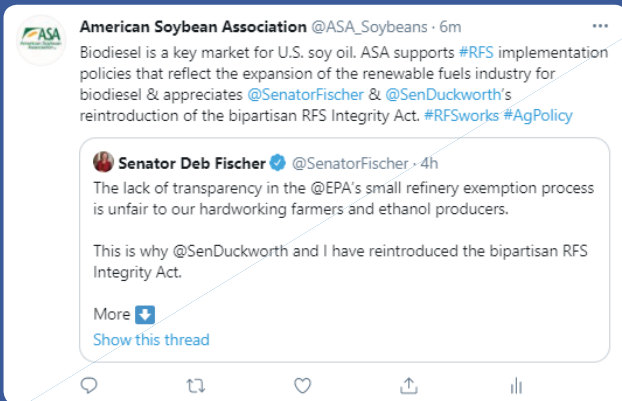
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#AgPolicy:

When they can't visit the Hill, U.S. soy growers advocate for sound ag policy through social media posts that are catching the eyes of members of Congress, in addition to hosting lawmakers on their farms for an up-close look at day-to-day operations.



SOY FORWARD

Soy-Gari Research Opens New Opportunities By Leticia Amoakoah Twum

As a research scientist, I am excited to share our findings that, adding soy to a food eaten by millions of West Africans has huge potential to reduce iron deficiency anemia and protein-energy malnutrition. Our traditional West African comfort food called gari is made from cassava; it is high in carbohydrates and low in protein.

With support from the American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program, my colleagues in Ghana and I have published peer-reviewed research in *Scientific African Journal*. We show that an iron-fortified soy flour-gari blend not only produces a greater yield for consumption, but it also provides an increased nutritional value that traditional gari lacks. Consumers also like the slightly nutty taste of the soy flour gari.

To do this research, my greatest challenge was getting access to relevant information and training. I first learned about ASA's WISHH when I was selected as a 2014 USDA Borlaug Fellow, which allowed me to spend three months at Purdue University for food science training as well as attend the World Food Prize in Des Moines, Iowa. It was such an honor to be part of the World Food Prize, and I can boldly say it was part of my motivation to take up this project of improving the nutritional quality of gari.

We were introduced to the inspiring legacy of Dr. Norman E. Borlaug. That year, the dialogue emphasized the power of intensifying, innovating, and inspiring to uplift smallholder farmers and meeting the increasing demand for nutritious

food. My motivation on this soy-gari project was my little contribution to keeping the Borlaug legacy alive. I am proud of the result.

Upon my return to Ghana, I participated in a briefing with the USDA Foreign Agricultural Service Counselor, who told me about WISHH's U.S. Agency for International Development-funded work in Liberia with the soy-based gari.

Initial discussions in 2015 with WISHH led to one of the organization's regional directors personally delivering U.S. soy flour to our research team, and, through WISHH sponsorships, I was able to seek key education opportunities. I am thankful to have participated in the "gari revolution" workshop in Nigeria; these discussions helped me understand the variability in the production and consumption of gari along the west African coast. And I attended the INTSOY training at the Northern Crops Institute, as well as Texas A&M extrusion training that allowed me to gain important knowledge for commercial-scale production. All these opportunities greatly contributed to the success of this project.

One of the objectives of our soy-gari research was to meet the Sustainable Development Goal 2, "Zero Hunger." Our results clearly address micronutrient deficiency and protein malnutrition. According to research, for any food intervention program to be successful, the food item should be widely consumed by a greater part of the population and should be available all year round. Gari is an economical ready-to-eat staple food, which is consumed by all irrespective of age, gender,



Leticia AmoakoahTWUM

Research Scientist Leticia Amoakoah Twum details the importance of combining popular dishes like gari with soy flour to fight iron-deficiency in local communities.

economic status, or educational background. Therefore, it is an exceptionally good medium to address the prevalence of micronutrient deficiency and protein malnutrition, especially among women and children. The soy-gari project not only contributes to academic knowledge, but it can easily be commercialized by all gari processors in Ghana and Nigeria.

There are great commercial opportunities for trade in soy-gari food. With the emergence of COVID-19, people have become even more aware of the need to eat healthy. Based on our market survey research, most Ghanaians would prefer purchasing and consuming micronutrient-fortified soy-gari blend, if the prices are reasonable.

The soy-gari product also creates export opportunities that can enhance trade too. I can confidently say that this innovation has significant commercial prospects for cassava farmers, soybean suppliers, gari processors and distributors.

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- Gain tools to better enable you to tell your story
- Meet and learn from agriculture industry leaders
- Connect with soybean farmers from the U.S. and Canada, creating valuable new agricultural relationships

Program information:

PHASE I

Tuesday, Nov. 30 – Friday, Dec. 3, 2021,
at the Corteva Global Business Center in
Johnston, Iowa

PHASE II

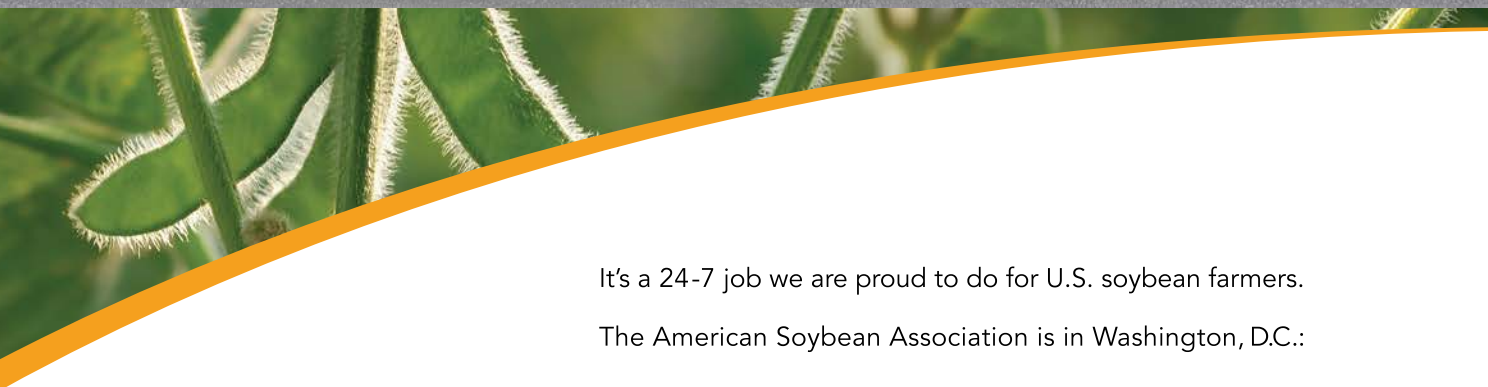
Tuesday, March 8 – Saturday, March 12, 2022,
in New Orleans, Louisiana, in conjunction
with Commodity Classic

For more information about the
Young Leader Program and to apply
for membership in the class of 2022,
go to SoyGrowers.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, D.C.:

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

That's why ASA matters.

