

AMERICAN SUMMER 2023 soybean

Vol. 11, No. 1

People. Policy. Profitability.

A PUBLICATION OF THE AMERICAN SOYBEAN ASSOCIATION

Young Farmers Tackling Today's CHALLENGES

LAND • OPERATING CAPITAL • LABOR • INSURANCE • EQUIPMENT • INPUT COSTS

SOY FACES

Farmers Find Fulfilling Side Gigs

SOY FORWARD

Programs That Help Young Farmers

ISSUE UPDATE

Disappointing SCOTUS Decision on Prop 12

INDUSTRY PERSPECTIVE

Farming in Today's Smart World

SHT 산업 Summer, 2023

kidp 산업디자인전문회사

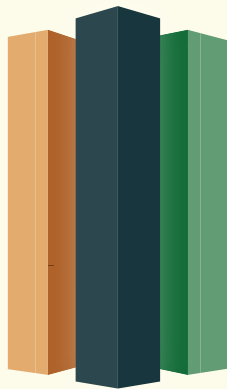
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American Soybean
Association®



Make Moves with U.S. Soy

WISHH connects Trade, Development & Food Security in Cambodia where **fish account for 61% of households' animal protein** intake. We cultivate trade with Cambodian feed mills that are buying U.S. soybean meal for the growing aquaculture industry that WISHH is developing. Our trade and development work makes protein more available in the country where **45% of Cambodians live in moderate or severe food insecurity**.

Find out how WISHH's three pillars of trade, development and food security cultivate new markets for U.S. Soy protein.



Trade. Development. Food Security.



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FEATURES

12 COVER STORY
Changing the Field:
Young farmers tackle today's challenges to grow the future of agriculture.

22 SOY FACES
Meet three farmers who have rewarding side gigs.

34 SOY FORWARD
Programs for young farmers looking to build their knowledge, skills and farming businesses.



CONTENTS

04 ASA LEADERSHIP CORNER Comments from ASA CEO Stephen Censky.

05 SOY NEWS Study finds cover crops help soybeans grow in southeastern clayey soils.

06 ASA IN ACTION ASA leaders participate in farm bill listening sessions, engage with legislators and administrators, meet with soy partners and much more.

09 ACRONYM SOUP An acronym key for D.C. and agriculture policy's alphabet soup.

19 ISSUE UPDATE U.S. Supreme Court Prop 12 decision disappoints pork and soy leaders.

20 INDUSTRY PERSPECTIVE Comments from industry leaders on farming in today's smart world.

26 SOY CHECKOFF United Soybean Board/soy checkoff on infrastructure and connectivity.

30 SOY WORLD WISHH graduates new generation of aquaculture partners for U.S. soy.

32 #SOYSOCIAL Check out what's trending in U.S. soy 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

ASA advocates for soybeans in many ways: grassroots advocacy campaigns in which farmers send soy's "asks" directly to members of Congress; Hill visits where those farmers come to D.C. to advocate in person; hundreds of meetings among ASA's government affairs staff, legislators, legislative staff, regulatory contacts and others; coalition projects; communications campaigns; media interviews; letters sent; comments filed; economic analysis; research support...the list goes on. But one advocacy tool we do not often share here in the magazine—a component of our coalition work—is our collaboration with the executive leaders of fellow ag groups.

Many of my counterparts across the ag community and I are part of the Ag CEO Council and the CEO Trade Group, both of which hold regular calls where we discuss issues at hand, how our organizations are responding and where we can find symmetries that could lead to solutions. This spring, when the Ag CEO Council met in person in Washington, D.C., we talked about the ag economy, infrastructure, debt limit and a relative newbie, PFAS, the man-made chemicals used in consumer goods and other materials that are now dubbed "forever chemicals." In other words, our conversations touch on "tried and true" topics—and the new.

Talking is good, but even better is when action comes

from those discussions. A great outcome from one of the CEO Trade Group's regular calls was a coalition letter our groups sent urging members of the House to support legislation that would allow President Biden and the Senate to seek a comprehensive trade agreement between the U.S. and the United Kingdom. The groups asked House members to co-sponsor the UNITED Act, which is bipartisan, bicameral legislation that would bolster an already-close relationship with the U.K.

Another recent example comes from the Ag CEO Council: ASA was among 18 ag member groups that in May sent a letter to the president and congressional leaders applauding their recent meetings aimed at striking a debt ceiling deal and urging them to find a bipartisan path forward to prevent a credit default.

The CEOs of National Corn Growers Association, National Association of Wheat Growers and ASA also have monthly calls to compare notes. Likewise, officers of our allied soy groups, USB and USSEC, along with National Oilseed Processors Association, hold meetings to discuss industry needs. ASA policy staff join Clean Fuels Alliance of America each week for briefings and to swap updates. And, last but certainly not least, I look forward to hosting ASA/State CEO Calls with our soy affiliate executives, also attended by the ASA senior management team, the last Wednesday of every month.

StephenCENSKY



Stephen Censky, ASA CEO

These touchpoints ensure the right hand of soy and the left are aligned.

The advocacy work of our executives enhances the many strategies I mentioned in the opening paragraph. Staying connected, collaborating and collectively responding is simply another piece of the advocacy puzzle—yet one that, in my role as your chief executive officer, I take very seriously. Together with the grassroots efforts of our farmer-leaders, the fine work of our D.C. policy team and the ongoing outreach of our states, these efforts add up and make a marked difference in the results we attain on your behalf—including the young and new farmers you'll read about in the pages ahead.

Thank you for all you do each day for soy and for continuing to support ASA's role in championing soy's mission.

Clemson Study Finds Fall-Winter Cover Crops Help Soybeans Grow in Southeastern Clayey Soils

A team of Clemson University researchers has discovered soybean crop performance improved after planting cover crops during the fall-winter season in South Carolina's clayey soils.

Ricardo St. Aime and Sruthi Narayanan, Clemson researchers in the Plant and Environmental Sciences Department, and William Bridges, from the Clemson School of Mathematical and Statistical Sciences, planted cover crops of grasses, legumes and brassicas on fields located at the Clemson Piedmont Research and Education Center's Simpson Research Farm in Pendleton, South Carolina. The aim was to evaluate winter cover crops for biomass production, as well as determine the effects of cover crops on weed presence, stored soil water and soil health, and the performance of soybeans later planted on the fields.

"This study was conducted after South Carolina farmers indicated they wanted more information about the effectiveness of cover crops," St. Aime said. "We evaluated the short-term benefits of cover crops to produce information farmers could use to choose cover crop species."

Cover crops tested as both single species and mixtures included rye, oat, wheat, crimson clover, hairy vetch, Austrian winter pea, turnip and radish. Field studies were conducted in the 2019-2020 season and again during the 2020-2021 season.

Before the study began, soil samples were tested at the Clemson University Agricultural Services Laboratory. During the first season, field preparation included chisel plowing and harrowing with a field cultivator. No plowing was done in the second season. No irrigation was



Clemson researcher Ricardo St. Aime studies cover crops of grasses, legumes and brassicas planted at the Simpson Beef Cattle Farm. Photo Credit: Clemson University

used, and the plots were maintained under rain-fed conditions during both seasons. Based on precipitation data, the first season was wetter than normal. Season two was drier than normal during the cover crop growing season but received normal precipitation amounts during the soybean growing season. Musen was the soybean cultivar planted.

The researchers found the cover crops that produced the greatest amounts of biomass during both seasons were either the single species of rye or the mixtures containing rye. They also found weeds were better suppressed, soil penetration resistance was reduced (roots were able to develop and grow) and subsequent soybean yields were maintained or improved.

"Our results demonstrate the advantage of using fall-winter cover crops over keeping land under a chemical fallow," Narayanan said.

Weed suppression is one of the most sought-after short-term benefits of cover crops. Rye is one of the highest biomass-producing cover crops grown in the southeastern

region. The researchers found two grass-legume cover crop mixtures, a mixture of rye and crimson clover, and a mixture of Austrian winter pea, rye, crimson clover, hairy vetch and oat (five-a) produced the same amount of biomass as rye.

They also found the high biomass-producing cover crops did not deplete more soil water than did the field where chemicals were used to control weeds. These cover crops also controlled weeds equally well or better during the cover crop growing period. The mixture of five-a, which is a combination of two grasses and three legumes, also improved soil biological activity.

"Overall, our results suggest rye, the mixture of the five-a, and the mixture of rye and crimson clover are suitable winter cover crops for the clayey soils in the southeastern United States based on biomass production, weed suppression and improvements in soil health and the following soybean crop performance," Narayanan said.

Source: Clemson University

ASA in action




SENATE TESTIMONY

(From left) ASA Secretary Caleb Ragland (KY) shakes hands with Committee Chair Sen. Tina Smith (MN). Ragland testified before a Senate Ag Subcommittee in May to advocate for strengthening the farm safety net in the 2023 Farm Bill.



USSEC/ASA

USSEC and ASA leaders, including ASA Director/USSEC Chair Stan Born (IL) and ASA President Daryl Cates (IL), participated in the U.S. Heartland China Association Agriculture Roundtable in St. Louis. Soy leaders engaged with Chinese government officials from the Ministry of Ag and Rural Affairs and three China provinces, as well as food and agriculture stakeholders from industry and NGOs. Also in attendance were USHCA CEO Gov. Bob Holden, U.S. Ambassadors Terry Branstad and Ken Quinn, and Jason Hafemeister, USDA acting deputy undersecretary for trade and foreign agricultural affairs. Photo Credit: USSEC



FARM BILL

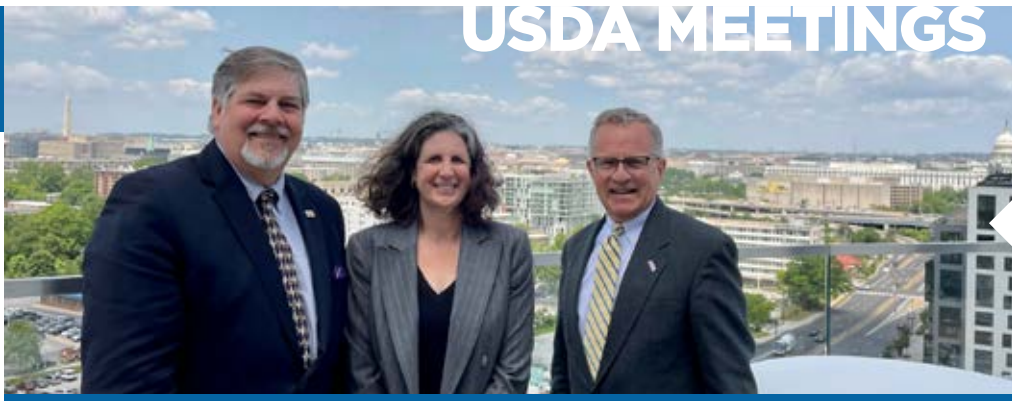
ASA Director Charles Atkinson chats with Senate Ag Minority Leader John Boozman (AR) following a Kansas Farm Bill listening session in May.



HOUSE TESTIMONY

ASA President Daryl Cates (IL) was invited to testify before the House Agriculture Committee's Subcommittee on General Farm Commodities, Risk Management, and Credit, where he offered soy producers' perspectives on the 2023 Farm Bill.

USDA MEETINGS



USSEC leaders dropped by the ASA office while in D.C. for meetings with USDA. Pictured: Stan Born, USSEC chairman; Rosalind Leeck, USSEC executive director of market access & strategy; and Jim Sutter, USSEC CEO.

FARM BILL



ASA Director Jamie Beyer (MN) and Minnesota Soybean Growers Association President Bob Worth joined Sens. Amy Klobuchar (MN) and John Boozman (AR) for a farm bill listening session.

ASA Secretary Caleb Ragland (KY) visits with USDA Secretary Tom Vilsack during the groundbreaking of a \$66 million USDA Ag Research facility on the University of Kentucky campus in Lexington.



GROUND BREAKING

LOUISIANA LEADERS



Louisiana soy leaders stopped by the ASA office while in town for Hill visits. From left: ASA Director Luke Sayes, Kyle Dill, Dustin Morris, Mead Hardwick and Bobby Skeen, executive vice president of Louisiana Cotton & Grain Association, which includes soy.

ASA Director of Government Affairs Virginia Houston attended the U.S.-Cuba Agriculture Business Conference in Havana, Cuba. While in Havana, the delegates met with Cuban Minister of Foreign Affairs Bruno Rodríguez Parrilla.



U.S.-CUBA CONFERENCE



FARM VISIT

ASA's policy staff visited ASA President Daryl Cates' farm in Columbia, Illinois. From left: Ariel Wiegard, Alexa Combelic, Christy Seyfert, Cates, Kyle Kunkler, and Virginia Houston.



WORKSHOP

ASA's Melanie Fitzpatrick leads an Industry Relations internal workshop in the St. Louis office for IR and senior staff, along with the D.C. policy team.

LEADERSHIP TRAINING



ASA farmer-leaders from eight states participated in the Syngenta Leadership At Its Best program in Raleigh, North Carolina, and Washington, D.C. This year's class members included: Reid Carter, Mississippi; Trish Cunningham, Ohio; Kevin Deinert, South Dakota; Renee Fordyce, Missouri; Tanner Hento, South Dakota; Chris McDonald, North Dakota; Ryan Mackenthun, Minnesota; and Steve Raper, Tennessee.

An Acronym Key for Making D.C.'s Alphabet Soup More Palatable

By Wendy Brannen, ASA Senior Director of Marketing & Communications

Back in the day, before acronyms took over the world—or at least the District of Columbia and some of the fine government agencies and military institutions that call our U.S. capital home—I recall my mom sharing a little word puzzle with us kids: “CM ducks? MR not ducks. OSAR! CM wings? LIB! MR ducks!” (In case you’re not familiar with the word puzzle, here’s the rough translation: “See them ducks?” “They are not ducks.” “Oh, yes they are! See them wings?” “Well I’ll be! They are ducks.”) Fast forward from childhood to adulthood, and it seems there are acronyms for everything—so much so that my colleague, Kyle Kunkler, who we affectionately refer to as “The KMK,” recently pointed out to our ASA communications team an acronym within an acronym.

D.C. is an alphabet soup of letters meaning something greater—and the rest of the world is not far behind. This can be challenging, both for us as we write up the latest policy developments to share with you, and for you, the reader, as you attempt to decipher this D.C. code. Even our name—D.C.—is an acronym!

The Associated Press (or AP!) sets the template we try to follow in our writing. AP’s rule on acronyms is simple: Spell out the whole phrase on first use, then use an acronym thereafter—unless the acronym is utterly confusing, in which case you do not use an acronym at all. OK! And, OMG. TBH, IMHO, that’s not so clear at all.

Here, at the brilliant suggestion of one of our readers, we attempt to share some of ASA’s more commonly used acronyms. Some, like the duck ditty above, are not true acronyms but more so standard shortcuts. BTW, when we started this project, we thought it would be one page. LOL!

(OMG=oh, my goodness; TBH=to be honest; IMHO=in my humble opinion; BTW=by the way; and LOL. If you don’t know LOL by now, WTH (what the heck). We’ll let you GOOGLE that one!).

PS—Am I the only one who is disappointed BLT is not the sandwich?!



30x30: Federal plan to conserve 30% of U.S. lands and waters by 2030 (also known as America the Beautiful)

4 Corners: Refers to either the congressional leadership from both parties or committee leadership from both parties.

4R: Right source, Right rate, Right time, and Right place (for fertilizer placement)

AAR: After Action Report

ABA: Ag Biotech Alliance

ABC: Ag Bioeconomy Coalition

ACEP: Agricultural Conservation Easement Program

ACOE: U.S. Army Corps of Engineers (also referred to as USACE)

ACT: Advanced Clean Trucks Regulation (California)

AD: Anti-Dumping

ADT: Ag Data Transparent

ADUFA: Animal Drug User Fee Act

AEM: Association of Equipment Manufacturers

AFBF: American Farm Bureau Foundation

AfCFTA: African Continental Free Trade Area

AFRI: Agriculture and Food Research Initiative

AI: Artificial intelligence/Artificial insemination/[crop protection] Active ingredient

ALE: Agricultural Land Easements (subset of ACEP)

AMS: Agricultural Marketing Service

ANPR: Advance Notice of Proposed Rulemaking

ANSI: American National Standards Institute

APA: Administrative Procedures Act

APEC: Asia Pacific Economic Cooperation

APHIS: Animal and Plant Health Inspection Service

APLU: Association of Public and Land-Grant Universities

AQI: Agricultural Quarantine and Inspection

AQCR: Air Quality Control Region

AQUAA: Advancing the Quality and Understanding of American Aquaculture Act

ARC: Agriculture Risk Coverage

ARS: Agricultural Research Service

ASAAP: ASA Action Partnership

ASEAN: Association of Southeast Asian Nations

ASF: African Swine Fever

ASGA: American Sugarbeet Growers Association

ASTA: American Seed Trade Association

ASTM: American Society for Testing and Materials (as in ASTM standards for fuels)

AT: ASA Advocacy Team

ATPPP: Agricultural Trade Promotion and Facilitation Program

ATWG: Ag Tech Working Group/Agricultural Transportation Working Group

BBD: Biomass-Based Diesel

BE: Biological Evaluation/Bioengineered

BEAD: Biological and Economic Analysis Division

BIL: Bipartisan Infrastructure Law

BiOp: Biological Opinion

BLT: Bulletins Live Two

BMP: Best Management Practice

BRS: Biotechnology Regulatory Services

BSE: Bovine Spongiform Encephalopathy

BTC: Biodiesel Blenders Tax Credit

CAA: Clean Air Act

CAC: Codex Alimentarius Commission

CARB: California Air Resources Board

CAFTA: Central American Free Trade Area

CAST: Commercialization of Aquaculture for Sustainable Trade (FY18 WISHH FFPr in Cambodia)

CBO: Congressional Budget Office

CCC: Commodity Credit Corporation

CCRP: Continuous Sign-up Conservation Reserve Program

CDL: Commercial Driver’s License

CERCLA: Comprehensive Environmental Response, Compensation and Liability Act

CEQ: Council of Environmental Quality

CFIUS: Committee on Foreign Investment in the United States

CFR: Code of Federal Regulations

CFSAN: Center for Food Safety and Nutrition

CFTC: Commodity Futures Trading Commission

CGIAR: Consultative Group on International Agricultural Research

CHIMPS: Changes in Mandatory Spending

CI: Carbon Intensity/Critical Infrastructure

CIG: Conservation Innovation Grants

CIRCIAC: Cyber Incident Reporting for Critical Infrastructure Act

CISA: Cyber and Infrastructure Security Agency

CJS: Commerce, Justice, and Science Appropriations

CLA: CropLife America

CLEAR: Clean Lakes, Estuaries and Rivers (subset of CRP)

CMI: Cherry Marketing Institute

CNR: Child Nutrition Reauthorization Act

Con Res: Concurrent Resolution

COOL: Country of Origin Labeling program

COP: Conference of the Parties (climate change conference, followed by a number indicating the year)

CORSIA: Carbon Offsetting and Reduction Scheme for International Aviation

COS: Chief of Staff

CP: Conservation Practice

CPTPP: Comprehensive and Progressive Agreement for Trans-Pacific Partnership

CR: Continuing Resolution/Congressional Record

CRA: Congressional Review Act

CREP: Conservation Reserve Enhancement Program (subset of CRP)

CRP: Conservation Reserve Program

CRS: Congressional Research Service

CSA: Climate Smart Agriculture (can also be Community-supported Agriculture)

CSP: Conservation Stewardship Program

CTA: Conservation Technical Assistance

CVD: Countervailing Duties
CVM: Center for Veterinary Medicine
CWA: Clean Water Act
DEI: Diversity, Equity, and Inclusion
DGA: Dietary Guidelines for Americans
DOI: Department of the Interior
DOJ: Department of Justice
DOT: Department of Transportation
DPC: Domestic Policy Council



DT: Dicamba Tolerant
E&C: House Energy and Commerce Committee
E&W: Energy and Water Appropriations
EA: Environmental Assessment
EAC: East African Community
EBI: Environmental Benefits Index
EC: ASA Executive Committee
ECOWAS: Economic Community of West African States
EDS: Endocrine Disruptor Screening
EFED: Environmental Fate and Effects Division
EFSA: European Food Safety Authority
EIA: Energy Information Administration/Environmental Impact Assessment
EIS: Environmental Impact Statement/Study
EISA: Energy Independence and Security Act of 2007 (RFS expansion legislation)
EJ: Environmental Justice
ELD: Electronic Logging Device
EMP: Emerging Markets Program
ENR: Senate Energy and Natural Resources Committee
EO: Executive Order/Earth Observation [tech, i.e., satellites]
EOP: Executive Office of the President
EPA: Environmental Protection Agency
EPW: Senate Environment and Public Works Committee
EQIP: Environmental Quality Incentives Program
ERS: Economic Research Service
ESA: Endangered Species Act
ESG: Environmental Social Governance
EV: Electric Vehicle
FAA: Federal Aviation Administration
FACA: Federal Advisory Committee Act/Food and Agriculture Climate Alliance
FAO: Food and Agriculture Organization of the United Nations
FAPRI: Food and Agricultural Policy Research Institute
FAS: Foreign Agricultural Service
FCC: Federal Communications Commission/Farm Credit Council
FDA: Food and Drug Administration
FEC: Federal Election Commission
FEFAC: European Feed Manufacturers' Federation
FFAR: Foundation for Food and Agriculture Research
FFAS: Farm and Foreign Agricultural Services
FFM: Farmers for Monarchs
FFPr: USDA Food for Progress Program
FGIS: Federal Grain Inspection Service
FHWA: Federal Highway Administration

FMCSA: Federal Motor Carriers Safety Administration
FMD: Foreign Market Development Program
FMIA: Federal Meat Inspection Act
FNS: Food and Nutrition Service
FFDCA/FD&C: Federal Food, Drug, and Cosmetic Act
FFPr: Food for Progress
FGIS: Federal Grain Inspection Service
FGP: Facility Guarantee Program
FIFRA: Federal Insecticide, Fungicide, and Rodenticide Act
FM: Foreign Material
FMD: Foreign Market Development
FOIA: Freedom of Information Act
FONSI: Finding of No Significant Impact
FPAC: Farm Production and Conservation mission area at USDA, incl. FSA, NRCS, RMA
FQPA: Food Quality Protection Act
FR: Federal Register
FRA: Federal Railroad Administration
FRRC: Farm Ranch and Rural Communities Federal Advisory Committee
FSA: Farm Service Agency
FSGG: Financial Services and General Government Appropriations
FSH: Farmers for Soil Health
FSMA: Food Safety Modernization Act
FTA: Free Trade Agreement
FTC: Federal Trade Commission
FTE: Full Time Equivalent
FtM: Field to Market
FWP: Farmable Wetlands Program
FWS: Fish and Wildlife Service
FY: Fiscal Year
GAO: Government Accountability Office
GAP: Global Agricultural Productivity (can be Good Agricultural Practices also)
GATS: Global Agricultural Trade System
GATT: General Agreement on Tariffs and Trade
GCSA: Growing Climate Solutions Act
GE: Genetically Engineered/Genome Edited
GHG: Greenhouse Gas
GIS: Geographic Information System
GOP: Grand Old Party/Republican Party
GPS: Global Positioning System
GREET: Greenhouse Gases, Regulated Emissions, and Energy Use in Transportation (GHG modeling)
GSM-IO2: Export credit guarantee program
GSP: Generalized System of Preferences
GVWR: Gross Vehicle Weight Rating
H: House
HBIIP: Higher Blends Infrastructure Incentive Program
HCP: Habitat Conservation Plan
HED: Health Effects Division
HEL: Highly Erodible Lands
HHRA: Human Health Risk Assessment
HHS: Health and Human Services
HMTF: Harbor Maintenance Trust Fund
HPAI: High Pathogenic Avian Influenza
HTF: Highway Trust Fund
HR: House of Representatives
I2M: ASA Innovation to Market Working Group
ICAO: International Civil Aviation Organization
ICCT: International Council on Clean Transportation
ICE: U.S. Immigration and Customs Enforcement/Internal Combustion Engine
IFAD: International Fund for Agricultural Development

of the United Nations
IG: Inspector General
IGA: Intentional Genomic Alteration
ILUC: Indirect Land Use Change
IMO: International Maritime Organization
IP: Intellectual Property/Identity Preserved
IPCC: Intergovernmental Panel on Climate Change
IPEF: Indo-Pacific Economic Framework
IOPD: International Oilseeds Producers Dialogue
IPPC: International Plant Protection Convention
IPRS: In-Pond Raceway System
IR-4: Interregional Research Project #4
IRA: Inflation Reduction Act
ISAC: [cybersecurity] Information Sharing and Analysis Centers
ISGA: International Soy Growers Alliance
IWG: Interagency Working Group
IWTF: Inland Waterways Trust Fund
J/AM: Jeopardy/Adverse Modification
JCT: Joint Committee on Taxation
JD: Jurisdictional Determination (by USACE that a WOTUS is present on a particular site)
J Res: Joint Resolution
LA: Legislative Assistant
LAA: Likely to Adversely Affect
LAIB: ASA Syngenta Leadership at Its Best Program
LC: Legislative Counsel/Legislative Correspondent
LCA: Life Cycle Assessment
LCFS: Low Carbon Fuel Standard
LD: Legislative Director
LDA: Lobbying Disclosure Act
LDP: Loan Deficiency Payment
LRP: Local and Regional Procurement
LUC: Land Use Change
MAL: Marketing Assistance Loan
MAP: Market Access Program
MARAD: Maritime Administration
MERCOSUR: Southern Common Market
MFP: Market Facilitation Program
MGD: McGovern-Dole Food for Education (USDA program)
MilCon/VA: Military Construction and Veterans Affairs Appropriations



MOA: Memorandum of Agreement
MOC: Member of Congress
MOU: Memorandum of Understanding
MFN: Most Favored Nation
MLB: Marketing Loan Benefit
MP: Margin Protection
MRL: Maximum Residue Limits
MRP: Marketing and Regulatory Programs
MRV: Measurement, Reporting, and Verification (of carbon sequestration)
MT: Metric Tons

MTR: Motion to Recommit
NAEGA: North American Grain Association
NAFB: National Association of Farm Broadcasters
NAFMDDVB: North American Foot & Mouth Disease Vaccine Bank
NAFTA: North American Free Trade Agreement
NAICS: North American Industry Classification System
NAMA: National Agri-Marketing Association
NAS: National Academy of Sciences
NASA: National Aeronautics and Space Administration
NASDA: National Association of State Departments of Agriculture
NASS: National Agricultural Statistics Service
NAWG: National Association of Wheat Growers
NBAF: National Bio and Agro-Defense Facility
NBDS: National Bioengineered Disclosure Standard
NCC: National Cotton Council
NCFAR: National Coalition for Food & Agriculture
NCFC: National Council of Farmer Cooperatives
NCGA: National Corn Growers Association
NCWM: National Council on Weights and Measures
NDA: National Defense Authorization Act
NEC: National Economic Council
NEPA: National Environmental Policy Act
NESP: Navigation and Ecosystem Sustainability Program
NFU: National Farmers Union
NGFA: National Grain and Feed Association
NGO: Non-Governmental Organization
NIFA: National Institute of Food and Agriculture
NIST: National Institute of Standards and Technology
NLAA: Not Likely to Adversely Affect
NOAA: National Oceanic and Atmospheric Administration
NOFA: Notice of Funding Availability
NOP: National Organic Program
NOPA: National Oilseed Processors Association
NOSB: National Organic Standards Board
NMFS: National Marine Fisheries Service
NPDES: National Pollution Discharge Elimination System
NPPC: National Pork Producers Council
NPRM: Notice of Proposed Rulemaking
NRCS: Natural Resources Conservation Service
NRI: National Resources Inventory
NSLP: National School Lunch Program
NSP: National Sorghum Producers
NTSB: National Transportation Safety Board
NWI: National Wetlands Inventory
OALJ: Office of Administrative Law Judge
OAR: Office of Air and Radiation
OCE: Office of the Chief Economist
OCR: Office of Congressional Relations
OCSP: Office of Chemical Safety and Pollution Prevention
OECD: Organization for Economic Cooperation and Development
OEM: Original Equipment Manufacturer
OFF Act: Opportunities for Fairness in Farming Act
OGC: Office of General Counsel
OIE: World Organization for Animal Health
OIRA: Office of Information and Regulatory Affairs
OMB: Office of Management and Budget
OPMP: Office of Pest Management Policy
OPP: Office of Pesticide Program
OSEC: Office of the Secretary
OSTP: Office of Science and Technology Policy
OW: Office of Water

PAC: Political Action Committee
PAYGO: Pay as You Go
PCC: Prior Converted Cropland
PCG: Plains Cotton Growers
PCSC: Partnerships for Climate Smart Commodities
PFAS: Per- and Polyfluorinated Substances
PHMSA: Pipeline and Hazardous Materials Safety Administration
PII: Personally Identifiable Information



PIIE: ASA's Producer and Industry Information Exchange
PIP: Plant Incorporated Protectant
PLC: Price Loss Coverage
PM: Particulate Matter
POTUS: President of the United States
PPA: Plant Protection Act
PPC: Pesticide Policy Coalition
PPQ: Plant Protection and Quarantine
PR: Public Relations
PRIA: Pesticide Registration Improvement Act
PTC: Positive Train Control/Production Tax Credit (energy production)
Phyto: Phytosanitary Certificate (also called PC)
QFR: Question for the Record
QSP: Quality Samples Program
QSSB: Qualified State Soybean Board
R2R: Right to Repair
RA: Risk Assessment
RCPP: Regional Conservation Partnership Program
RCRMS: Rail Corridor Risk Management System
RD: Rural Development
REAP: Rural Energy for America Program
REE: Research, Education and Economics
Res: Resolution
RFA: Request for Applications
RFI: Request for Information
RFPP: Request for Proposals
RFS: Renewable Fuel Standard
RIN: Renewable Identification Number
RISE: Responsible Industry for a Sound Environment
RM: Ranking Member
RMA: Risk Management Agency
ROI: Return on Investment
R&P: Research & Promotion board (i.e., checkoff)
RPA: Reasonable and Prudent Measures
RPM: Reasonable and Prudent Alternatives
RUPs: Restricted Use Pesticides
RUSF: Ready to Use Supplemental Foods
RUTF: Ready to Use Therapeutic Foods

RVO: Renewable Volume Obligation
S: Senate
SA: Staff Assistant
SAA: Soy Aquaculture Alliance
SAF: Sustainable Aviation Fuel
SAP: Statement of Administration Policy (issuing a SAP usually refers to a veto threat)
SARE: Sustainable Agriculture Research and Education program
SBOC: Soybeans of Other Color
SCOTUS: Supreme Court of the United States
SDG: Sustainable Development Goals
SEC: Securities and Exchange Commission
SFOP: State, Foreign Operations, and Related Program Appropriations
SHIPP: Soil Health and Income Protection Pilot Program
SLA: ASA's Soybean Leadership Academy
SLCP: Short Lived Climate Pollutant
SNAP: Supplemental Nutrition Assistance Program
SOTU: State of the Union
SPS: Sanitary and Phytosanitary Measures
SRE: Small Refinery Exemption
SSAP: Soy Sustainability Assurance Protocol
STB: Surface Transportation Board
STC: Soy Transportation Coalition
TAA: Trade Adjustment Assistance
T&I: House Transportation and Infrastructure Committee
TBT: Technical Barriers to Trade
TMDL: Total Maximum Daily Load
TPA: Trade Promotion Authority
TPIA: Trade Policy and International Affairs Committee (ASA)
TRIPS: Trade Related Intellectual Property Rights
THUD: Transportation, Housing, and Urban Development Appropriations
UC: Unanimous Consent
UFA: User Fee Act
UN: United Nations
USACE: United States Army Corps of Engineers
USAEDC: United States Agricultural Export Development Council
USAID: United States Agency for International Development
USB: United Soybean Board
USC: United States Code
USCG: United States Coast Guard
USDA: United States Department of Agriculture
USITC: United States International Trade Commission
USMCA: U.S.-Mexico-Canada Free Trade Agreement
USSEC: U.S. Soybean Export Council
USTR: United States Trade Representative
WAC: Waters Advocacy Coalition
WASDE: World Agricultural Supply and Demand Estimates report
WFP: World Food Programme of the United Nations
WHIP: Wildlife Habitat Incentives Program
WIC: Special Supplemental Nutrition Program for Women, Infants and Children
WISHH: World Initiative for Soy in Human Health
WOTUS: Waters of the United States
WRDA: Water Resources Development Act
WRE: Wetland Reserve Easements (subset of ACEP)
WRP: Wetlands Reserve Program
WTO: World Trade Organization
YL: ASA Corteva Young Leaders Program
ZEV: Zero Emissions Vehicle

CHANGING THE FIELD

Young farmers tackle today's challenges to grow the future of agriculture



By Allison Jenkins

If it weren't for an FFA dodgeball game during middle school, Tanner Johnson may have never become a farmer.

"I didn't have any interest in farming, but there were fun kids in FFA," Johnson says of the Future Farmers of America program. "I went for dodgeball, stayed for the meeting, got the jacket and continued to be involved through college. It connected me with wonderful, like-minded people and really opened my eyes to what agriculture had in store for me."

Admittedly, the now 29-year-old says his journey has been nontraditional. He didn't grow up on a farm. He didn't have a family operation to join. But he had an outgoing personality, a desire to lead and a determination to make a career in an industry he had grown to love. While in college at the University of Wisconsin-River Falls, Johnson connected with farmer and agribusinessman Andy Bensed, and now he helps with managing the production of food-grade soybeans, corn, winter wheat, alfalfa and cover crops on Bensed's

farm in northwest Wisconsin.

"Getting into farming specifically as a young person, you have to have an advantage," says Johnson, who married his wife, Brittany, in February. "You have to have parents or relatives or a mentor who's willing to give you that advantage. Otherwise, you're just not in a position to compete with existing farmers."

Johnson is not alone. Across the country, young and beginning farmers confront the challenge of successfully making their way into agriculture. The obstacles are



Tanner Johnson, who didn't grow up on a farm, says it's imperative for new farmers to have an advantage, like a mentor or someone to take them under their wing.

many—access to land, operating capital, technical knowledge and support, adequate labor and insurance, not to mention dealing with high input costs, soaring interest rates, equipment shortages, family succession plans and inheritance taxes. Those determined to farm, however, are finding ways to break these barriers.

“I truly believe every challenge is an opportunity. To complain really doesn't do any good because that's just wasted effort,” says Johnson, who, in addition to

farming, owns a seed dealership and agronomy consulting business. “The younger generation often has a negative reputation, whether it's deserved or not, but those of us in agriculture have ambition and dedication to make our own path forward.”

Johnson is among several producers aged 40 or younger currently serving on the American Soybean Association board, all with varying backgrounds but facing many of the same challenges. Land is often at the top of the list—a sentiment confirmed by 2022 National Young Farmers Coalition survey respondents who said acquiring affordable land is the greatest impediment to a farming career.

Land, legacy, leadership

“Land isn't getting any cheaper, and it's not getting any easier to buy,” says Jordan Scott, a South Dakota row crop producer who raises soybeans and corn with his father, Kevin, on about 1,300 acres. “But we need land to produce our

products. It's pretty hard for a young farmer with no equity to go buy a million-dollar piece of land. That's one of the main challenges we face.”

Although he took a circuitous path through several non-ag jobs—most recently selling jewelry—the 37-year-old is now farming full time, carrying on a legacy built by both sides of his family. He's the fourth generation on his mother's side and fifth generation on his father's. Scott says he values the influence and wisdom of these previous generations, but he also recognizes the need to infuse the family operation with new perspectives and experiences. For example, two years ago he started a YouTube channel, Scott Family Farms, to document their work on the farm and “shed light on the ever-changing world of agriculture.”

Such educational efforts also extend to Scott's leadership on both the South Dakota Soybean Association board of directors

(continued on page 14)



For Jordan Scott, involvement in policy advocacy isn't just a family tradition, it's vital to influencing decisions that impact his family farm.

and now as an ASA director. This, too, is a family tradition. His father recently finished his own tenure as chairman and before that, president, of ASA.

"I think it's important to be involved in policies and decisions that will affect our farm, not only for me, but for my family as well," Scott says, referring to his wife, Samantha, and their sons, Dane and Lincoln. "That's the same reason my dad did it. He was trying to keep us sustainable so he could pass on the farm. We have to keep advocating for the things we need. There's a saying that if you're not at the table, you're on the menu. I want to be at the table."

Advocating and storytelling

Advocacy is also a passion for Heather Feuerstein, current president of the Michigan Soybean Association, who farms in western

Michigan with her husband, Greg, a fourth-generation farmer. Heather, whose parents both had military careers, got her introduction to agriculture when she and Greg began dating during their junior year of high school. They now have two children, Oliver and Eleanor, and raise soybeans, corn, wheat and cattle.

Now fully immersed in a farming lifestyle, 40-year-old Feuerstein admits her non-ag background can often feel like a challenge. But, as an agricultural advocate and ASA director, she says it helps her bridge the gap between consumers and producers. Feuerstein's advocacy efforts have included contributing to the blog, Farm Fresh Food, sponsored by the Michigan Ag Council; traveling around the state to "Breakfast on the Farm" events, where she was able to teach people about the uses of soy in their daily lives; and meeting with

the nation's leaders to share the policy needs of farmers.

"Being on the farm is a learning experience for me every day, but it's just been an absolute joy," Feuerstein says. "The people in agriculture are some of the best people out there, and it's part of the reason why I joined the soybean associations, both state and national. In our house, my husband's the farmer, and I feel like I'm the storyteller. If young farmers are not telling their stories, somebody else is going to tell them—and we may not like what we hear."

Young farmer's voice

Central Louisiana farmer Luke Sayes would agree that sharing the farmer's voice truly does make a difference in opinion and policy. For example, recent advocacy efforts of the Louisiana Cotton and Grain Association, of which Sayes serves as first vice president, helped get legislation passed to require state training for grain graders to help reduce discrepancies in quality assessments at the elevator.

"Congressmen and women want to see and hear from the farmers. Our voices weigh so much more heavily than even the best lobbyists," says the 37-year-old, who also serves as an ASA director. "It's important those voices include young farmers. We have completely different conversations than our dads and granddads did. We think about things differently, see things differently, face different challenges. Don't get me wrong. We need that group of elders to learn from, but we need the perspective of the young folks, too."

Sayes grows soybeans and corn in the Red River Valley, where he and his wife, Kayla, are raising two daughters, Chandler and Lauralee. Though he comes

from a three-generation farm, Sayes didn't have the opportunity to join his father, Larry, in the operation at first. To get started after college, the younger Sayes rented some "really bad ground," using variable-rate technology and no-till practices to transform it into a productive farm. He later acquired more land, at one point farming about 7,000 acres that included cotton, rice and sorghum. This year, he scaled back to about 3,000 acres, taking over the family operation from his retiring father.

For Sayes, the biggest challenges of farming in this region have been hurricanes, extreme flooding and the labor-intensive task of grading ground and installing furrow irrigation. Land and financing haven't been huge obstacles, he adds, but he realizes that's not the case for many.

"I would say for anybody wanting to farm, go find a job with a farmer and learn the ropes. If your family farm is too small to carve your way into it, then go work for another guy first," he says. "I wish there was a young, capable person with a moldable mind who I could teach to help me on the farm. That would be the Holy Grail when it comes to farm labor."



Luke Sayes says young farmers add an important new perspective to facing challenges and influencing ag policy.

Connections and creativity

Having better access to operating capital through USDA loans or private financing programs is also an urgent need for new farmers, Feuerstein says. She and Greg count themselves fortunate to have "exceptional" Farm Service Agency personnel who have been a tremendous help in building their operation.

"Young farmers need access to a really good loan officer who

knows the ins and outs of your farm," Feuerstein says. "That's what really worked well for us. Farming is a scary industry to be operating in, especially when you're new or don't have a legacy of paid-off land and equipment, but I don't think there's a better way of life. The work ethic, the morals and the feeling of being connected to the land and the community just breed a different kind of person."

Despite the challenges and risks, Tanner Johnson says the future is full of opportunity for young farmers, but only if they get creative and take charge of their own destiny. He believes this age of rapidly advancing technology will help.

"If we want to have a future in agriculture, we're going to have to make that opportunity ourselves," Johnson says. "Young people have an advantage that doesn't get talked about that much. We don't have to rely on someone else to teach us everything. We can learn whatever we want at the touch of our fingertips. That's a tool we need to do a better job of utilizing, and it's something that no other generation had before us."



Heather Feuerstein says while her non-ag background can often feel like a challenge, it helps her bridge the gap between consumers and producers.

A Place to Land By Allison Jenkins



Catlin Young, an agribusiness graduate of Murray State University, now works on the University of Kentucky's research farm while raising soybeans and Katahdin sheep on her own farm in Princeton, Kentucky, where her family settled after leaving Zimbabwe in 1983.

Experiences of their immigrant families inspire young farmers to build their own American dream.

Putting down permanent roots sometimes means uprooting first. The families of Catlin Young and Skyler de Regt know this reality all too well.

Young's maternal grandparents, Louise and Henry Birrell, operated a large farm in Zimbabwe, Africa, before fleeing in 1983 amid political strife. De Regt's parents hail from the Netherlands, relocating to the United States in 1987 to start a row-crop operation.

It takes courage, sacrifice and determination to leave everything familiar for the chance at a better life in a foreign land. Those lessons aren't lost on Young and de Regt as they start their own farming journeys.

"My grandparents basically

came to the United States with nothing," Young says. "It makes me want to push harder toward my goals because I see what they did for themselves. You rise from what you've been through and grow to be better."

Young's family settled in Princeton, Kentucky after leaving Zimbabwe, which had been a British colony before gaining independence from white minority rule in 1980. In the conflict that followed, many of Zimbabwe's citizens—including Young's grandparents; mother, Elaine; and uncle, Ivan—decided to emigrate rather than face an uncertain future.

Once in America, the Birrells eventually established Lively H Farms, where they raise cattle, row crops and hay. The farm has been training grounds for Young, who works alongside her grandfather, great-uncle and fiancé.

"Papa is my role model," says Young, who shares her farming journey through a blog, "A Grower's Granddaughter."

"He had to work hard to get to where he is, and he's always pushed me to do more than I thought I could do."

"I am thankful for my family and our heritage," she says. "I'm careful with the questions I ask my Papa because when he left, Zimbabwe was a bad place. Even so, I would love to see it for myself. After all, it's part of who I am."

Dutch in the delta

Unlike Young, Skyler de Regt has regularly visited his ancestral home in the Netherlands, where many of his relatives still reside. His parents, Marjan and Jan, left their native country under much different circumstances than Young's grandparents.

"They were looking for a new opportunity. They both grew up on farms, but they weren't big enough to support multiple families," de Regt says. "A family member had some land in America, so they packed up and moved from Holland to Hollandale, Mississippi. They planned to go back in three years, but they stayed."

Their Forrest City Farms consists of 3,200 acres, the majority planted in soybeans. Skyler, 28, returned to the operation full time in 2020 after earning degrees in agribusiness from Mississippi State University and working two years at FCS Financial. He and his wife, Ashlyn, recently moved back to the farm.

"We still farm the same amount of acreage that my parents farmed when they came over here," de Regt says. "Sometimes I wonder how the heck they did it. It can be overwhelming to get everything done today, and yet they did

Lending a Hand By Allison Jenkins

Programs, resources help support young, beginning farmers.

Accessing capital can be difficult for farmers in any stage of their careers, but it can be a major barrier to entry for young and beginning farmers. With nearly half of the United States' farmland expected to change hands over the next two decades as aging farmers retire, legislators are recognizing the need to ensure those acres remain in agricultural production.

Addressing the needs of emerging farmers is among priorities in 2023 Farm Bill negotiations. Another legislative action is the recent Increasing Land Access, Security, and Opportunities Act, introduced in the U.S. House in June. The bill would authorize \$100 million over 10 years, extending a 2022 USDA program that awarded grants to projects targeting underserved producers.

While the outcome of such pending legislation is yet to be seen, many other existing resources are available to support young and beginning farmers now.

- The USDA provides a variety of programs and services for beginning farmers, defined as anyone who has operated a farm for less than 10 years. Find an overview here: farmers.gov/your-business/beginning-farmers
- The federal Beginning Farmer and Rancher Development Program provides grants to organizations working with beginning farmers. Learn more at: nifa.usda.gov/grants/programs/beginning-farmer-rancher-development-program-bfrdp
- The Farm Service Agency administers "Beginning Farmer" direct and guaranteed loans to help provide access to land, capital, marketing opportunities and more. Get details here: fsa.usda.gov/programs-and-services/farm-loan-programs/beginning-farmers-and-ranchers-loans/
- The Conservation Reserve Program's Transition Incentives Program provides landowners with additional payments on expiring CRP contracts if they sell or rent this land to beginning or socially disadvantaged farmers. Find more information at: fsa.usda.gov/programs-and-services/conservation-programs/transition-incentives/
- Private lenders also recognize the need to support the next generation of farmers. One example is a Farm Credit program focused on young, beginning and small producers. Learn more at: farmcredit.com/customers/ybs
- Many university and Extension resources are also available, such as the Beginning Farmer Center at Iowa State University. Explore its offerings here: beginningfarmer.iastate.edu/



Skyler de Regt is inspired to carry on his family's farm legacy. His parents left the Netherlands in 1987 to start a row crop operation in the United States. Pictured: Skyler with his mother, Marjan. Photo Credit: MSU Extension Service/Kat Lawrence

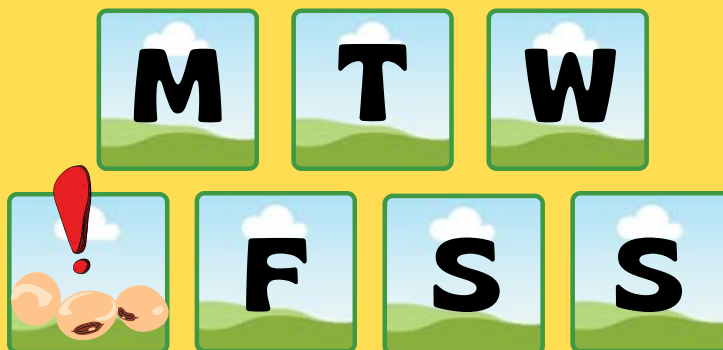
it in 1987 with hardly any experience."

In 2015, de Regt had the chance to get a firsthand view of agriculture in the Netherlands, participating in a six-week internship on a friend's farm. He described it as "a different world," adding that the experience strengthened his admiration for his parents and his desire to carry on the legacy they've built here in America.

"There's pride in knowing they started this farm from nothing," de Regt says. "Seeing how hard they've worked makes me want to keep it going. It's a very rewarding way of life."

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ISSUE update

By Virginia Houston,
ASA Government
Affairs Director

Prop (12) Me Up Beside the Jukebox: Supreme Court Sings Sadder Tune Than Expected for Pork

Earlier this year, the U.S. Supreme Court announced a decision in a major case affecting agriculture. While you might be thinking of the ruling on Waters of the United States in *Sackett v. EPA*, that's not the only agriculture case the court considered this session. On May 11, it issued a verdict in *National Pork Producers Council v. Ross*. This case, brought by the National Pork Producers Council and the American Farm Bureau Federation, challenged California's Prop 12 ballot initiative, which banned the sale of pork from hogs born from sows that were not housed in accordance with California's standards, even if the hogs were born, raised and harvested outside the state. Among other challenges, the cost of converting sow barns to group pens would impose tremendous compliance costs on hog farmers nationwide, not just those few in California.

NPPC and AFBF argued that Prop 12 violates the Dormant Commerce Clause. Under Article I, Section 8, of the U.S. Constitution, Congress has the power to regulate commerce and prevent states from imposing

restrictions on interstate commerce by disparaging or discriminating against products produced outside their own state.

At the most basic level, the argument utilized by NPPC and AFBF was that, even though Prop 12 does not fully discriminate against pork imported from outside California (all pork sold in the state had to comply with the law, including hogs raised in California), it places overly burdensome regulations on interstate commerce by requiring farmers in all other states to raise their hogs according to California's standards.

It should be noted that California accounts for only 15% of all domestic U.S. pork production: The state is a massive agricultural powerhouse in fruits, vegetables and tree nuts but produces very little pork.

While farmers were hopeful the Supreme Court would side with NPPC and AFBF, their hopes were dashed when the court ruled to uphold Prop 12 in a fractured 5-4 ruling (For your next turn on Jeopardy, a "fractured" ruling occurs when a majority of the court is unable to agree on a unified opinion). In the ruling, Justice Neil

Gorsuch wrote, "While the Constitution addresses many weighty issues, the type of pork chops California merchants may sell is not on that list."

There are still several outstanding questions pending in the wake of the Prop 12 ruling. The implementation period for compliance is murky, as is the timeline for enforcement to begin. There is also the question of how much it will cost the industry to comply with the ruling. A study from the University of Minnesota estimates that the cost of converting sow barns to group pens could range from \$1.9 to \$3.2 billion—approximately \$3,500 per sow. Finally, do other states follow suit and attempt to prohibit modern farming practices within their borders, following the example of California? Is there a role for a divided Congress to tackle this issue?

As with many issues in Washington, D.C., one may be left with more questions than answers following this decision. ASA continues to engage with and support our friends in the animal agriculture sector, and we will continue to monitor these issues, as they directly impact soybean growers across the country.

INDUSTRY

perspective

By Laura Temple

Farming in Today's Smart World

We live in a smart age.

Thanks to the “Internet of Things,” smartphones can control smart appliances, smart TVs, smart lighting and other elements of smart homes.

And thanks to the same technology integrating equipment and data, growers engage in smart farming.

“Farming has always been smart,” says Nathan Greuel, precision marketing, Case IH North America. “Farmers have always used the best tools available at any given time.”

Those tools have steadily improved how farmers manage their operations.

“Farmers have leveraged technology like GPS, sensors, robotics and more for decades,” says Jorge Heraud, vice president of automation and autonomy for John Deere Intelligent Solutions Group. “We view smart farming as the combination of intuition and experience with advanced technology to help farmers produce more with less.”

This includes less investment, as data from that technology promotes efficiency.

“The Internet of Things lowers the effort and cost of obtaining on-farm measurements that growers need to make decisions,” says Charles Hillyer, Ph.D., director of the Center for Irrigation Technology, and Irrigation Association member. “More quality-controlled data generally means better decisions.”

Industry experts share how technology is helping agriculture advance, both in productivity and sustainability.



Nathan Bowen, advocacy and public affairs vice president, Irrigation Association



Nathan Greuel, precision marketing, Case IH North America



Jorge Heraud, vice president of automation and autonomy, John Deere Intelligent Solutions Group

How are farmers currently using connected devices?

Bowen: “Smart irrigation practices and technologies allow farmers to provide water and other inputs at the right time, in the right place and in the right amount to maximize yield. They can schedule irrigation to use limited water resources most efficiently, use fewer inputs like fertilizer and energy and reduce labor costs through increased automation.”

Greuel: “Data gives farmers an additional level of power and confidence to manage productivity, decision making, and ultimately, profitability. Digital tools and features on equipment help farmers monitor machine performance and elevate input efficiency to manage the health of their fleet and their fields.”

Heraud: “Access to real-time data helps farmers proactively manage logistics and productivity. They use a wide array of technology, including artificial intelligence, machine learning and more. Machines equipped with sensors tell where each seed went into the ground, conditions during spraying and yield during harvest. This data completes a feedback loop, allowing farmers to understand the impact of their decisions throughout the year.”

What might the future hold for smart farming?

Bowen: “Connective technology has tremendous potential to expand and improve how farmers collect, analyze and leverage data to enhance water management. From satellite imagery providing infrared field views to directly monitoring soil moisture levels, this information will help growers irrigate at a precise level, minimizing water runoff, preventing overirrigating and improving yields.”

Greuel: “Short-term, connective technology is setting the stage for automation—not to replace farmers, but to solve one of their greatest challenges: labor. Connectivity will enhance machine-to-machine communications. Machine learning algorithms may update settings in real time as advanced sensors detect changing crop and environmental conditions.”

Heraud: “Real-time data capture on the farm relies on connectivity, but rural areas have not been prioritized for this technology. Bringing satellite connectivity to rural areas will open the door to new efficiencies and technologies. As an example, we envision autonomy at each step of the production cycle by 2030.”



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Soy Growers Find Fulfilling Side Gigs

Amid the challenges of farming, some soy industry leaders find joy in side jobs and hobbies.

These pursuits are not merely distractions but serve as a way to make a positive impact on their communities and raise consumer awareness about the importance of farming.

Here we talk with three industry leaders who have rewarding side gigs.

Ronnie Russell

Ronnie Russell, who farms 1,700 acres in Richmond, Missouri, always felt like there was a disconnect among those outside of agriculture. “They lack an understanding of where their food comes from and how it’s produced,” he says.

In 2016, a solution hit him while visiting a popular Kansas sunflower farm. “I thought, this might be the hook I’ve been looking for—a reason for people to come out to our farm,” he says. So, on a whim, he planted 20-35 acres of sunflowers, just to see if he could.

He picked a handful of his first bloom, took a photo and posted it on Facebook. “It went viral with an amazing number of responses,” he says. Today his Facebook page, Russellsunflowerpatch, has 15,000 followers.

The sunflower patch creates a buzz for the two weeks in August when the flowers are in their prime. Professional photographers visit to capture the yellow spectacle, and the sunflower patch has been featured on a Kansas City television station. “The first blooming weekend, I’d say we



Ronnie Russell chose to grow a shorter sunflower variety that makes for better selfie photos.

have 5,000 people over a three-day period,” Russell says.

The shorter sunflower variety he grows, which only reaches about 5-feet tall, is strategic, so visitors can see over the sunflowers while allowing them to better take photos with the flowers—but Russell’s hidden mission is to explain the soybean element of the farm. He visits with the tourists and explains the importance of soy and all the unimaginable things it is used for.

“I don’t have bounce houses or a hayride. None of that,” he says. “I want the visitors to enjoy the pristine area that it is. It’s a quiet

place.” Except that refreshment is necessary in August, so a vendor with an old, converted Airstream trailer operates a snow cone/shaved ice respite on the property, called the “Snow Station.” For that, he provides a canopy and haybales for comfortable seating.

Russell doesn’t charge admission but rather features a secure donation box. He makes a comparable profit as if he planted soybeans or corn, he says.

The popularity of the sunflower patch warrants city of Richmond agritourism treatment by the Chamber of Commerce. In the past few years, it has

devised a brochure to distribute at the sunflower patch in which local restaurants can advertise to capture extra business.

In time, Russell harvests, cleans and packs the sunflowers as birdseed that is sold in 11 retail locations in Missouri and Kansas throughout the winter.

"I do all this because about 98% of the population is several generations removed from where product comes from," Russell says. "I'm doing something that has generational importance."

Kate Lambert

Though Kate Lambert, vice president of marketing for FCS Financial, Jefferson City, Missouri, didn't grow up on a farm, her family raised sheep on their four-acre property 60 miles west of Chicago. She always enjoyed visiting farms for pumpkin or berry picking and fancied doing a similar, fun agritourism business like that herself one day.

Her dream revived after marrying and moving to her husband Matt's family farm. She and Matt of Uptown Farms grow about 2,200 acres of row crops, mainly soy and corn, in Linn County, Missouri, in the small town of Laclède.

"One year [Matt] said we would plant pumpkins. We had no big, thought-out business plan. We just grew them, picked them and sold them," she says.

The next year they planted pumpkins and corn for a corn maze and opened the farm up to visitors to come pick the pumpkins. This fall will be the sixth year of what has become a thriving fall destination for their community lasting six weeks, noon to 5 p.m. Saturdays and Sundays.

For \$8, visitors get a hayride to the pumpkin patch, where they can pick from among 34 pumpkin varieties (the pumpkins are not included in the admission



Kate Lambert and her family grow 34 pumpkin varieties at their Uptown Farms in Linn County, Missouri.

price), visitors can also feed goats, walk through the corn maze and hang out in a corn pit crib and on playground-type equipment including slides and tractor tires.

The Lamberts converted an old barn on the property into a store where visitors can buy beef and lamb from the refrigerator as well as t-shirts and hand-made crafts supplied by local artists.

They also added a school field-trip element for school children to go through the corn maze and pumpkin patch, do a scavenger hunt, visit the goats and calves, and play in the play zone areas. The Lamberts contract with a person to lead the weekday field trips. Last year, they had about 25 bookings.

For the weekend festivities, Lambert uses Facebook to target grandparents. She figures that parents are more apt to drive their kids further distances to bigger cities on weekends, whereas grandparents would rather drive a

shorter distance for a day activity with the grandkids.

To attract adults, Lambert partners with clothing and wine shop Unwind in nearby Brookfield. "People can go into Unwind and buy a packaged meat and cheese tray, bottle of wine, two disposable wine glasses and two passes to the pumpkin patch. They bring it out here and have their cheese and wine," she says. On weekends when the pumpkin patch holds concerts, Unwind brings its wine slushy machine for adults to purchase an adult cold treat.

The Lamberts want to be the trusted voice and influence locally in conversations about agriculture. While only a fraction of their business is the pumpkin patch, that is the element the community identifies with. "One thing that amazes me is how many kids are far removed from agriculture," Lambert says. "They are surprised that pumpkins grow in dirt."

(continued on page 24)

(continued from page 23)

She has learned that pumpkins are a finicky crop. “Three years ago, the crop was huge. Then two years ago, it was wiped out with bugs and disease, and we had to replant everything,” she says. “Once the crop is planted, people ask how they are coming.” It has led to conversations about the risk associated with growing crops. Lambert tells them that all crops are like that. The popularity of pumpkins makes crop conversations much more impactful, she finds.

Charles Atkinson

Farming is etched into the ancestry of Charles Atkinson. He is the sixth generation farming around 4,000 acres in the Southeast Kansas town of Columbus. His son, Matthew, is now farming beside Charles’ father, Marion, to one day take the family farm and the cattle ranch over as the seventh generation.

Farming soy, corn, sorghum, wheat and a few other crops is only part of his identity. For the past 32 years, Atkinson has also served as president of the Barton County Fair and is executive director of the Kansas Fairs and Festivals Association.

“Our family has always been about being community oriented. Fairs are something my grandparents and parents always did as a family. And so, we grew our family up into that.” Fairs provide a sense of community belonging and instill good work ethics in kids.

“It is stressful but rewarding at the same time.” Stress comes in many forms. One year, a torrential rainstorm dumped six inches in less than three hours. Then there was the COVID-19 experience when the county fair had to be done virtually.

Through his county fair work, Atkinson has learned to be organized and how to work with



Fairs are a family affair for Charles Atkinson. He enjoys the merry-go-round with his grandson, Lincoln Atkinson.

people. “Plus, my wife and I work as a team on everything,” he says.

Each county in Kansas has a fair, and as kids qualify through 4H or FFA, they can participate. In addition, there’s an “open class.” Atkinson explains, “It is open to anyone from ages three to 90 and beyond who is not enrolled in one of those organizations. Artists, woodworkers and hobbyists of all sorts come and display their creativity,” he says. Each year presents animal shows and such events as concerts, corn hole and volleyball tournaments, and an antique tractor pull, for example.

Atkinson’s job is to organize the five-day function, book events and participants, bring in a carnival and other entertainment and help set it all up—with the help of 15 board members. He also calls on a group called Fair Friends for help. These volunteers

handle the themed design and decorations. “The week prior to the fair, we have other volunteers we oversee,” he says. “It takes a year to plan. Afterwards, we take a two-week break and start on the next year.”

Keeping the next generation of kids interested in the fair is as challenging as keeping them interested in farming. He finds it’s far more effective to invite them to the fair than to simply explain what it is. “Some come out and get interested and get hooked,” he says.

“We hope we’re engaging the next generation. We need them to continue in the careers agriculture offers, educating the public about agriculture and keeping our county fairs alive.”



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SOY checkoff news

Check in With the Soy Checkoff: Let's Discuss Infrastructure and Connectivity!

Since 1991, the soy checkoff has been focused on bringing value back to farmers and fulfilling the checkoff's mission of creating value for U.S. soybean farmers by investing in research, education and promotion of U.S. soy. The 77 farmer-leaders of the soy checkoff collaborate with one another to implement a strategic plan geared toward achieving the checkoff's mission.

With the new strategic plan that was implemented in 2022, the checkoff focuses efforts among three specific areas, also known as priority areas, to create the most value and positive impact for every soybean farmer while continuing to increase return on investment for all U.S. soybean farmers. The soy checkoff's three priority areas are Infrastructure & Connectivity, Health & Nutrition, and Innovation & Technology — but do you often wonder what these areas mean and how they apply to you? If your answer is yes, then you're in luck!

The Infrastructure & Connectivity priority area invests in programs that strengthen the road, rail, river and broadband systems that bring U.S. soybeans to market — this is work that has been showing a clear return on investment. For example, the decade-long Lower Mississippi Dredging initiative was a \$2 million investment in planning, analysis and design that added \$461 million in value for U.S. soybeans. We recently sat down with Belinda Burrier, checkoff

farmer-leader from Union Bridge, Maryland, and Infrastructure & Connectivity Priority Area coordinator, to share her insight on how the checkoff makes investments in infrastructure and connectivity that ultimately drive value back to the farmer.

Burrier had no background in agriculture before she married her farmer husband, Dave. In the 20 years since their wedding, the couple's 900-acre farm has served as her classroom. Burrier said she had no clue what she was getting into 20 years ago, but she wouldn't change it for the world.

Q: Give us insight about you, your farm and how infrastructure plays a role in your farm.

We farm in Frederick County, Maryland, with our nephew. Our operation has a little over 900 acres growing corn, wheat, soybeans and hay. Farmers depend on our nation's infrastructure, including broadband access, to successfully bring our beans to market. While my family is just an hour north of Washington, D.C., we still have connectivity challenges.

I'm also a member of the Soy Transportation Coalition. The checkoff collaborates with the STC on investments that improve our roads, rails and rivers. This partnership allows us to maximize our research efforts, understanding collectively where we need to focus our work. A great example of this partnership



Dave and Belinda Burrier operate a 900-acre farm in Frederick County, Maryland. Photo Credit: United Soybean Board

is the decade-long investment of dredging the Mississippi River bottom for improved shipping.

Q: What are some examples of investments and in-progress work within this priority area?

We're on the homestretch for the Mississippi River dredging investment, and that has brought much value to not only soybean farmers, but all farmers across the United States because commodities are able to move up and down the river more efficiently. Our \$2 million research investment turned into savings of 13 cents a bushel on freight.

The Mississippi River is one of our main modes of transportation in agriculture, and it also keeps us competitive in a global market,

so enhancements are essential to farmers. For any farmer who ships up or down the river, the amount of products shipped contributes to U.S. soy's competitiveness for soybeans, inputs and other products. Transportation along the Mississippi River also keeps us reliable as an industry.

Five additional feet may not sound like much, but it will have a large effect on the amount of commodities that are shipped up and down the river.

Q: What infrastructure and connectivity investments are you excited about?

Having a reliable and efficient transportation system is one of U.S. soy's biggest advantages over our competitors, and this is what truly excites me about this priority area. There are many infrastructure investments that are currently underway that are all working to benefit U.S. soybean farmers.

Not only do we have the Mississippi River dredging, but the checkoff also invested in the modernization of Lock & Dam #25, one of the many locks and dams critical for efficient barge traffic that desperately need updating. Unfortunately, the current system is deteriorating, putting the reliability and predictability of delivering soy to our global customers at risk. The soy checkoff funded pre-engineering and design research work that ultimately led to a \$732 million commitment from the Army Corps of Engineers to complete the design and construction.

Q: How are these investments within infrastructure and connectivity benefiting soybean farmers?

Investing in infrastructure is critical to ensure U.S. soybean farmers can continue to meet growing global demand for soybeans. The



Belinda Burrier is a soy checkoff farmer-leader from Union Bridge, Maryland. Photo Credit: United Soybean Board

soybeans we're shipping maintain their high quality because we can get that transportation in a timely manner, and that benefits all of us.

The lower Mississippi dredging investment, Lock and Dam #25 and Port of Grays Harbor are all ongoing investments that will support U.S. soybean farmers. Farmers everywhere rely heavily on the Mississippi River. The river connects the Midwestern growing regions to the global market, working as an important waterway for U.S. soy transportation as well as various other commodities.

Each of these investments ensure we continue to meet global demand and provide predictability of delivery, which is a key competitive advantage.

Regarding connectivity, rural broadband is a big challenge for farmers. Having technology is one thing, but being able to use it is another. Investing in this area is important because farmers rely on GPS, satellites and other equipment to farm sustainably. We need reliable broadband in order to monitor and view data. The success of our farms depends on it.

On many farms, technology

plays such a vital role in every aspect of the operation. On-farm technology advancements now allow farmers to grow more food on less land and use pinpoint accuracy when applying fertilizer, water and pesticides.

Q: Looking ahead, what can we see from the soy checkoff regarding infrastructure and connectivity?

The checkoff's investment process allows all 77 farmer-leaders to provide input on the types of investments that we're interested in working on so that they benefit all U.S. soybean farmers in all regions.

Each of us listens to farmers in our area and works to truly understand their collective needs.

Through collaboration, discussion and teamwork, we have developed some great partnerships. And just like these examples I have mentioned, I can see a lot of similar partnerships on the horizon. It is such an exciting time to be a U.S. soybean farmer.

Source: United Soybean Board



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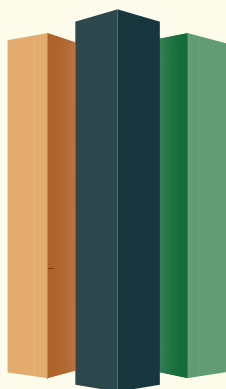
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WISHH Graduates New Generation of Aquaculture Partners for U.S. Soy

WISHH Chair Roberta Simpson-Dolbeare and Treasurer Bob Haselwood joined Evans Danso in May to honor five young professionals upon completion of WISHH's 16-week training at Danso's fish farm above the banks of Ghana's Volta River. The graduates demonstrate how WISHH's United Soybean Board-supported internship program cultivates innovation and opportunities for the future of fish farming and soy demand in sub-Saharan Africa.

"Let's feed the world some protein," says the energetic Danso, who received the 2020 Best Fish Farmer in Ghana award and relies on 60%-soy protein feeds.

WISHH and Flosell tested the new program in 2022 with three interns who already held college degrees. All quickly landed jobs after their internships. More than 50 applicants from multiple countries competed for spots in WISHH's spring 2023 training session. WISHH has leveraged its USB aqua internship project with USDA Market Access and Agricultural Trade Promotion programs. Nebraska soy checkoff funding is allowing WISHH to evaluate new-to-Ghana water aerators at Flosell Farms, which adds innovation to the interns' learning.

The hands-on experience is prized by interns like Mbonea Assery Mdoe, who traveled from East Africa where he is the co-founder of Aqua-Farmers Hatcheries in Tanzania. "It's been an incredible journey filled with invaluable experiences, personal growth and new connections," says the entrepreneur who already had five years' experience and a bachelor's degree in agriculture. "I'm immensely grateful to the amazing



WISHH Program Committee Chair Roberta Simpson Dolbeare and Treasurer Bob Haselwood join WISHH strategic Partner Evans Danso to honor interns of WISHH's USB-sponsored training program at Danso's Flosell Farms in Ghana.

team...excited to bring these new-found abilities to the next chapter of my professional journey in the aquaculture industry."

Fellow intern Esther Anim adds, "I've learned about fish health management, combatting fish diseases and how to better produce fish; aquaculture is important to Ghana because not only is it going to improve fish production, but also it will give employment to the youth."

WISHH's global aquaculture strategy is feeding fish and helping fill the growing demand for more aquaculture professionals in sub-Saharan Africa. Since the year 2000, aquaculture production in sub-Saharan Africa has grown by 11% annually on average—almost twice as fast compared with the rest of the world.

Today, more than 60% of Africa's population is under the age of 25. By 2030, young Africans are expected to constitute 42% of global youth. Such growth drives demand for protein and offers careers for the interns, who will have a positive

relationship with WISHH and U.S. soy as a result of their internships.

Haselwood reports, "Sub-Saharan Africa is home to talented and hardworking young aquaculture professionals, and they have important natural resources to support future aquaculture growth."

In 2022, Danso's riverside farm produced 16 million fingerlings and 1,300 tons of tilapia ready for human consumption. It is located about 60 miles south of the world's third largest manmade reservoir by volume, Lake Volta, which covers a third of Ghana's land area. Lake Volta cage aquaculture represents nearly 90% of the country's tilapia production.

Simpson-Dolbeare shares, "A highlight of our trip was speaking with aquaculture interns and farmers who are poised to grow their industry. They voluntarily shared, repeatedly, why they prefer our high-quality U.S. soy for their feeds. WISHH is strengthening their overall aquaculture industry, which could eventually boost trade for U.S. soy in new markets."

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Check out what's trending in U.S. soy on social media



USDA's Foreign Agricultural Service congratulated the winning team of USDA's Ag Export Challenge in posts across social platforms, which also featured a shoutout to ASA's Virginia Houston!



Spotted on Twitter: Mike Steenhoek, executive director of the Soy Transportation Coalition, appeared on an episode of the Today Show to discuss implications of the flooding of the Mississippi River.



Waterways Council Inc. posted video of the \$732 million Lock and Dam #25 expansion groundbreaking ceremony at the Winfield, MO, site.



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Behind the Scenes on LinkedIn: **ASA Executive Director of Government Affairs Christy Seyfert** snapped a selfie with **ASA President Daryl Cates (IL)** as he prepped to testify before the House Agriculture Committee's Subcommittee on General Farm Commodities, Risk Management, and Credit on the 2023 Farm Bill.



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Programs Targeted at Young Farmers Offer Networking, Leadership Training By Laura Smith

Networking and learning are important in any business, but especially to young farmers starting their operations. Young farmers looking to build their knowledge, skills and farming businesses have several options thanks to well-known programs supported by organizations focused on farmers. Below are a few opportunities for young farmers to build leadership skills and their farming operations while connecting with peers and others in the industry.

American Farm Bureau Federation: Young Farmers and Ranchers Program

The Young Farmers and Ranchers program of the Farm Bureau has both a national level program through the American Farm Bureau Federation and state-level programs through state farm bureaus. The Young Farmers and Ranchers Program is focused on creating well-rounded farmers who are skilled at and comfortable advocating for agriculture. Beyond business development and networking, this program offers public speaking, media training and advocacy.

“AFBF’s Young Farmer and Rancher program is an outstanding opportunity for young agriculturalists to grow into strong leaders by expanding their personal and professional network, deepening their knowledge of all facets of agriculture and participating in advanced advocacy training,” says Matt Fimon, AFBF Young Farmer and Rancher chair and first-generation farmer from Virginia.

For more information, visit AFBF’s website at FB.org or contact your state’s farm bureau.

American Farmland Trust: Farming is Our Future

American Farmland Trust is addressing the issue of disappearing farmland and aging farmers. By using tools to protect farmland from development, connecting new farmers with farmland and training farmers in regenerative farming practices and business management, AFT is part of a movement to ensure the future of farming.

Finding land to farm is a recognized and major barrier to new farmers getting started. To help connect new farmers with farmland, the AFT Farm Legacy Program accepts donations of farmland that is either leased or sold at an affordable price to qualified operators who will continue to farm the land.

For more information, visit Farmland.org.



Farm Foundation: Young Farmer Accelerator Program

The Farm Foundation’s Young Farmer Accelerator Program uses interaction, learning and networking to help young farmers build skills in business, agriculture and government issues. In addition to building relationships with peers, participants in this program take part in learning with a mentor, giving young farmers the chance to learn from people who have been in the business.

“The Young Farmer Accelerator Program offers participants the opportunity to expand their food and agriculture network by connecting them with a mentor, other young farmers and industry leaders,” says Jenna Wicks, Farm Foundation program manager.

For more information, visit FarmFoundation.org.

National Young Farmers Coalition

As a group focused on empowering the next generation of farmers, the National Young Farmers Coalition works to shape policy and help support new and beginning farmers. The organization’s priorities include land access, equity, climate, water access, immigration and labor, mental health and more. The National Young Farmers Coalition provides training for new farmers, as well. This includes training on federal programs and finding farmland. In addition, these trainings are held in multiple ways, including online and in-person. Depending upon qualifications, farmers can join the coalition for as little as \$1 per year.

For more information, visit YoungFarmers.org.

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PHASE I: Monday, Nov. 27 – Thursday, Nov. 30, 2023, at the Corteva Global Business Center in Johnston, Iowa

PHASE II: Tuesday, Feb. 27, 2024 – Saturday, March 1, 2024, in Houston, Texas, in conjunction with Commodity Classic

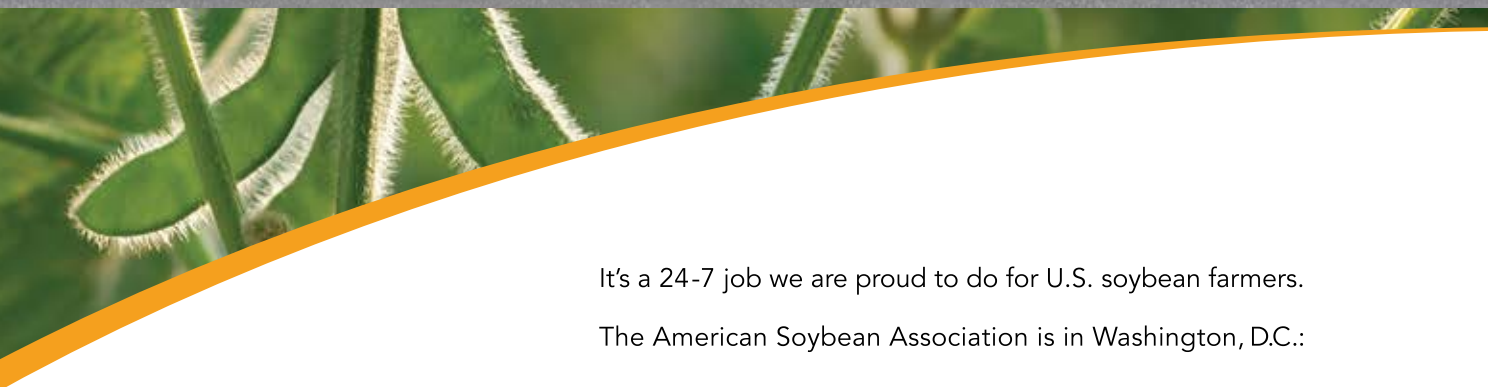
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