



Our soybean checkoff.
Effective. Efficient. Farmer-Driven.

EASTERN REGION SOYBEAN BOARD
ANNUAL REPORT
FISCAL YEAR 2013



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Effective. Efficient. Farmer-Driven.

EASTERN REGION SOYBEAN BOARD

2013 – 2014 DIRECTORS

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WORKING FOR YOU: THE SOYBEAN CHECKOFF

The purpose of the soybean checkoff is straightforward: to maximize the profit opportunities for all U.S. soybean farmers.

The Eastern Region Soybean Board is funded by the national soybean checkoff under an assessment program, approved by Congress in 1990, under which soybean farmers contribute 50 cents of every \$100 they receive for their beans at the first point of sale. Funds are used to develop markets, educate consumers, and research new ways to utilize and produce soybeans more efficiently. By law, checkoff funding cannot be used for lobbying or political purposes.

Checkoff Funds Split Half and Half

Soybean farmers from Connecticut, Florida, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, and West Virginia contribute to the Eastern Region Soybean Board.

Half of the checkoff funding from soybean growers in these states goes to the Eastern Region Soybean Board, and half goes to the United Soybean Board for national and international programs designed to benefit all U.S. soybean farmers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for the United Soybean Board and the soy checkoff.

On a national level, the 70 farmer-directors who volunteer their time to serve on the United Soybean Board invest and leverage checkoff funds to meet four key strategic areas that will increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy's customers.

The farmer-leaders who serve on the Eastern Region Soybean Board are responsible for managing the region's share of funds received from the nationwide Soybean Checkoff program. In order to maximize funds available for projects to promote the profitability of soybean farmers within the region and to reduce overhead costs, the Eastern Region Soybean Board participates in a shared-executive arrangement with the Pennsylvania Soybean Board. The shared office is in Harrisburg, Pa.

EASTERN REGION SOYBEAN BOARD MISSION STATEMENT

The Eastern Region Soybean Board is committed to advancing soybeans in Connecticut, Florida, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, and West Virginia, and investing soybean checkoff dollars in programs and initiatives that fund research; outreach and education; promotion and alternative uses.



Photo Courtesy of the Soybean Checkoff



FISCAL YEAR 2013

Oct. 1, 2012 through Sept. 30, 2013

Income

FY'12-FY'13 Assessments.....	\$95,909
Total Income	\$95,909

Expenses

50% of FY'12-FY'13 Assessments to United Soybean Board.....	\$47,955
Administration, Compliance, Audits, Insurance.....	\$ 7,554
Communications.....	\$ 8,585
Promotion/Education.....	\$ 7,500
Total Expenses	\$71,594

Carryover available for FY'13-FY'14.....\$24,315

CHECKOFF GRANTS AVAILABLE

Production and new uses research, educational outreach and international access are just some of the soy checkoff's many focus areas designed to put money back into the pockets of U.S. soybean farmers.

The Eastern Region Soybean Board funds research projects specifically designed to benefit soybean farmers in Florida, West Virginia and the New England states by solving production problems and improving efficiency. Proposals are also considered for projects that serve to inform, educate, explore new uses and expand market opportunities. All proposals must demonstrate benefits for soybean farmers.

We encourage the broadest possible participation in the grant process, and welcome new and challenging ideas for growing, using or marketing soybeans.

To apply for a grant, go to the Eastern Region Soybean Board website at www.easternregionsoy.org. An online Request for Proposal form is available under the "Forms" tab.



Grower Field Days and other educational projects are eligible for grant consideration by the Eastern Region Soybean Board.

FOSTERING CONVERSATION ABOUT FOOD AND FARMING

With most Americans growing up in urban and suburban areas, miles from farm life, there is an increasing disconnect between consumers and the people who grow their food. Through CommonGround™, volunteer farm women are working to foster better understanding by sharing their personal stories and experiences about farming and the food they produce.

CommonGround is a grassroots movement created to foster conversation among women on farms and in cities about where our food comes from. Developed by the United Soybean Board and the National Corn Growers Association, CommonGround gives farm women the opportunity to engage with consumers and tell their stories through the use of a wide range of activities.

Recently, CommonGround volunteers shared how they grow and raise food for America's families with the hosts of a popular Lifetime TV morning show, "The Balancing Act." More than 400,000 women watch "The Balancing Act" every day, offering a perfect opportunity for CommonGround volunteers to share the truth about food with the women who buy it. The four-segment miniseries aired from November 2013 through January, 2014.



- **Understanding Cost of Food in America:** Kentucky farmer Mary Courtney provided a way for moms looking for answers about food to connect with and get real, credible food information from moms who grow and raise it. "This was a great forum to connect with moms across the country and let them know that farmers just like me want to share the story behind how American food is grown and raised," said Courtney.
- **Recipes from American Farms to Your Kitchen:** Ohio farmer Kristin Reese showed off her cooking skills while teaching viewers about family farms in America. "I am often shocked that many people do not know 96 percent of the farms in America are family-owned and operated," said Reese. "It is wonderful to be able to share facts like these with the moms who tune into national television programs like the 'The Balancing Act.'"
- **Food Myths and GMOs:** Iowa farmer Sara Ross led the conversation about popular myths surrounding biotechnology, often referred to as GMOs. "There is such a strong desire here to really delve into every aspect of American food, and, as farmers, we bring a unique perspective on issues like GMOs, organic food and the local food movement to an audience that is hungry to hear from women who share their experience and concerns, but also have first-hand knowledge on these subjects."
- **Understanding How Farmers Raise Healthy Food for Our Families:** Nebraska farmer and rancher Dawn Caldwell shared health news regarding food safety and gave valuable tips to prepare meat and produce at home. "People often forget to take the proper safety precautions with food once they get it home," said Caldwell. "As a farmer dedicated to raising a healthy food supply, I want Americans to also pay attention to how they prepare the food they feed their families."

U.S. SOY EXPORTS HIT RECORD FOR VALUE IN 2013

The U.S. soy industry has done it again, exporting an eye-popping 1.7 billion bushels of U.S. soy to customers around the world in the 2012-13 marketing year, which ended Sept. 30. The value of these exports comes to a record of more than \$28 billion, a 19 percent increase from 2011-2012.

The final figures show farmers continue to meet customer demand for a reliable supply of quality products. According to the U.S. Census Bureau, this total includes more than 1.3 billion bushels of whole U.S. soybeans, meal from 454 million bushels of U.S. soybeans and oil from 186 million bushels, which represents 56 percent of U.S. soybean production from last year.

Soy exports for the 2013-2014 marketing year are off to a good start with 87 percent of the total 2014 export forecasts already sold.



Top buyers of whole U.S. soybeans in 2013 include:

- China: 772 million bushels of U.S. soybeans
- Mexico: 98 million bushels of U.S. soybeans
- Japan: 63 million bushels of U.S. soybeans

Top buyers of U.S. soybean meal in 2013 include:

- Mexico: meal from 59 million bushels of U.S. soybeans
- Philippines: meal from 47 million bushels of U.S. soybeans
- Canada: meal from 43 million bushels of U.S. soybeans

Top buyers of U.S. soybean oil in 2013 include:

- China: oil from 37 million bushels of U.S. soybeans
- Mexico: oil from 35 million bushels of U.S. soybeans
- India: oil from 21 million bushels of U.S. soybeans

A BETTER SOYBEAN MEAL AND MORE VALUE FOR FARMERS

Process could open up new uses for soybean meal

An innovative soy-checkoff-funded project in its final stages is serving up benefits for U.S. soybean farmers and their biggest customers: poultry, livestock, and fish farmers.

Lu-Kwang "Luke" Ju, Ph.D., a chemical and bioengineering professor at the University of Akron, has prepared a first-of-its-kind process to create high-protein feed products. It uses enzymes and water to break down carbohydrates in soybean meal, leaving behind high-protein soy isolates and concentrates.

The process, which also decreases the amount of carbohydrates in the finished product, makes the feed better for some animals that have difficulty digesting certain carbohydrates.

The process is just one example of how the checkoff supports U.S. soybean farmers' No. 1 customers, animal agriculture. Poultry, swine, fish and other livestock consume 97 percent of U.S. soybean meal and meeting those customers' protein needs helps farmers maintain this vital market.



"We were targeting the use of soy protein in aquaculture feed and young animal feed," says Ju, who has filed patent applications on the process. "Their primary problems are coming from two places. One is that we need to improve the protein content in the soybean meal and the other issue is that there are indigestible carbohydrates in the soybean meal."

The process adds value to U.S. soy by finding a use for two previously underutilized components of soybeans: soybean hulls and carbohydrates. Ju says the hulls can be used to make the enzymes and the carbohydrates can be used as a feedstock for fermentation. Carbohydrates can make up as much as 35 percent of the meal in a soybean. Ju says the process could open up new

uses for soybean meal.

"Because of this process, if we can produce soy protein at a reasonable price, that opens up the use of soy proteins for many other industrial products, food products, the pharmaceutical industry and the personal-care industry," he says. "Consumers really want biobased products, and the proteins from the soybean can be a very good starting material for making these products."