

MAY 2023

The Illinois Soybean Association's Monthly Media Advisory covers events, updates, articles and other information that is of interest to Illinois media outlets. For more information or to schedule an interview, contact Communications Manager, Claire Weinzierl, at claire.weinzierl@ilsoy.org.

Funded by the Illinois Soybean Checkoff Program

AGRONOMY

Meet the Soy Envoys

The ILSoyAdvisor Soy Envoys are a critical component to the Illinois Soybean Association's agronomic advantage. These expert individuals are literally in the trenches and in the fields, studying soils, crop growth and pests, and making recommendations to growers based on the growing conditions relevant to their regions. The result? Illinois soybean farmers are seeing increasing yields and profits, while minimizing their negative environmental impacts.

From March to October, our Soy Envoys contribute actionable information, advice, and in-season agronomy updates via the ILSoyAdvisor.com blog. This program not only benefits our growers, but the participants as well as they network with agronomy experts from across the state, strengthen their communication skills, and learn new management practices from one another. The 2023 Class of Soy Envoys includes:

- Karen Corrigan, Co-Owner, McGillicuddy Corrigan Agronomics, CCA
- Kris Ehler, Sales Agronomist/President, Ehler Brothers Co., CCA
- Matt Herman, Account Manager (DSM), Burrus Seed Company, CCA
- Michael Hicks, Sales Manager, Ursa Farmers Coop
- Kelly Robertson, Owner, Precision Crop Services LLC, Lead Agronomist, CCA
- Leonardo Rocha, Post-Doctoral Researcher, Southern Illinois University
- Crystal Williams, Field Agronomist, Pioneer Seed – CORTEVA Agriscience, CCA

SOY ENVOYS

ILSoyAdvisor Crop Report Tool

Farmers across Illinois have a new, easy-to-navigate Crop Report tool to stay on top of the latest field and crop conditions. ISA Agronomy and partners across the state will keep farmers informed of what's happening in fields near them through the online interactive tool. ILSoyAdvisor continues to be your go-to source for expert agronomic and management advice for Illinois Soybean production. Funded by the Illinois Soybean Association checkoff program, ILSoyAdvisor provides the latest education, resources, webinars, success stories, and now timely crop condition updates, so you can maximize your operation.

CROP REPORT TOOL

MARKET DEVELOPMENT

ISA Bridge Bundling Dashboard

The Illinois Soybean Association (ISA) Bridge Bundling Dashboard gives a snapshot of the condition of bridges in Illinois. With both statewide and county-level data, users can see the breakdown of bridge condition, ownership, and how many have restrictions. This tool can help inform stakeholders and decision makers as they prioritize bridge projects and pursue funding opportunities.

EXPLORE NOW

ISA Hosts Indonesian Ministry of Trade

Recently, the ISA Market Development department hosted their first consulate meeting at the Lombard office. Eileen Urish, Todd Main, and David Kubik met with the Indonesian Ministry of Trade to discuss continued collaboration and the opportunity to explore new developments in the soybean industry.

BEAN THERE BLOG

GOVERNMENT RELATIONS

Illinois Legislators Visit ISA Vice Chairman's Farm

On April 24th, ISA Vice Chairman, Ron Kindred, hosted state and federal legislators on his farm, providing them an opportunity to learn about issues facing Illinois farmers. Legislators included U.S. Representative Mary Miller (IL-15), State Representative Michelle Mussman (H-56th), Representative Stephanie Kifowit (H-84th), Representative Chris Miller (H-110th), and Senator Suzy Glowiak Hilton (S-24th).

Kindred provided farm tours and ISA staff discussed agricultural issues that farmers are facing at both the state and national level. The event provided an excellent opportunity to educate legislators about on-farm issues by showing them firsthand. ISA staff works diligently to continue to develop these relationships with state and federal officials, working to be the leading voice for agriculture in the state.

To learn more about the Illinois Soybean Growers' (ISG) state and national legislative priorities, click the button below!

LEGISLATIVE PRIORITIES

COMMUNICATIONS

SoyInnovator, “Agriculture Technology Adoption: Understanding and Eliminating Barriers”

Despite the ongoing ag technology “boom” and endless opportunities to increase yields and revenue, reduce manual labor, and more, farmers’ adoption of these new technologies is much lower than most would expect. The latest feature from SoyInnovator covers:

- Surprising stats about the adoption of ag technologies
- Key factors impacting adoption rates
- The importance of telling your value story to gain farmer trust
- The best ways to encourage farmers to invest in ag technologies

SOYINNOVATOR

Illinois Field & Bean May Issue: “Go Local: Returning Soybean Checkoff Investments to Illinois Communities”

Illinois is woven together by communities of unique character and quality, carried by the people and cherished traditions that give voice to the generations of tomorrow. The May issue of Illinois Field & Bean highlights features from different communities across Illinois, including bridges and critical infrastructure points, agribusiness companies and organizations, historical monuments, and hometown heroes who are making waves across the agricultural landscape.

ILLINOIS FIELD & BEAN

For more of the latest news from ISA, click the button below to visit our Newsroom!

NEWSROOM

UPCOMING EVENTS

“Taste of Farm Life,” Clavin Dairy Farms Event

ISA and Midwest Dairy are proud to present “Taste of Farm Life” at Clavin Dairy Farms, a family-owned operation, in Rosamond, Illinois on June 10 from noon - 3:00 PM. Bring the whole family for tours, food, and fun while you experience what farm life is all about.

This event is free to attend and lunch will be provided. Accessibility parking will be available. Just let us know you're coming using the form below. See you there!

REGISTER TODAY

- **May 24 - 26:** USMEF Spring Conference
- **May 25:** WIU Cover Cress Field Day

EVENTS CALENDAR

The Illinois Soybean Association (ISA) checkoff and membership programs represent more than 43,000 soybean farmers in Illinois. The checkoff funds market development, soybean production and government relations efforts, while the membership program, Illinois Soybean Growers (ISG) and the Illinois Soybean Growers PAC actively advocates for positive and impactful legislation for farmers at local, state and national levels. ISA upholds the interests of Illinois soybean farmers through promotion, advocacy, research and education with the vision of becoming a trusted partner of Illinois soybean farmers to ensure their profitability now and for future generations.