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Each year, the Illinois Soybean Association looks for opportunities to serve our state's 43,000 soybean producers. As the top soybean producing state, we strive to enable them to be the most knowledgeable, profitable and sustainable producers in the world. These means that we share their voice in conversations while collaborating and seeking opportunities with people who influence their livelihoods.

For Soy Perspectives, that means we may not always have the answer, but our goal is to ask tough questions. We strive to provide information that makes people think, that encourages them to look to the future, and that recognizes today's important opportunities. We do that through award-winning writing and graphic design. In 2019, Soy Perspectives was selected as the second best publication for not-for-profit organizations by the American Agricultural Editors Association and our feature articles won first and third place.

This year we're taking on a new challenge. We're focused new digital opportunities that allow us to reach more people, with stronger content, that is both valued and recognized. We're finding new ways to share the articles on our website, get the digital edition in front of more readers, and provide recognition for our advertisers. In 2019, 43% of surveyed readers said they talked to someone about an idea, issue or product as a result of reading the magazine. Another 37% saved an article for future use and 8% said they tried out a new idea on their farm.

In January 2019, we launched Soy Perspectives to provide a new viewpoint on soybean industry issues. This year we continue that momentum with six print issues and special digital content that will focus on the marketplace, risk management, fuel, protein, innovation and infrastructure. These aren't just buzzwords. They demonstrate our passion and commitment to the industry and our commitment to serving our state's soybean producers.

Our team looks forward to working with you to connect and engage with our audience of premier soybean growers and industry leaders. As a bonus, advertiser receive additional recognition through our corporate partners program. Please do not hesitate to call me, or our advertising representatives listed below, to discuss programs or advertising options to support your sales and marketing strategies.

Sincerely,

Amy Roady
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