

**Illinois**

NOVEMBER 2021

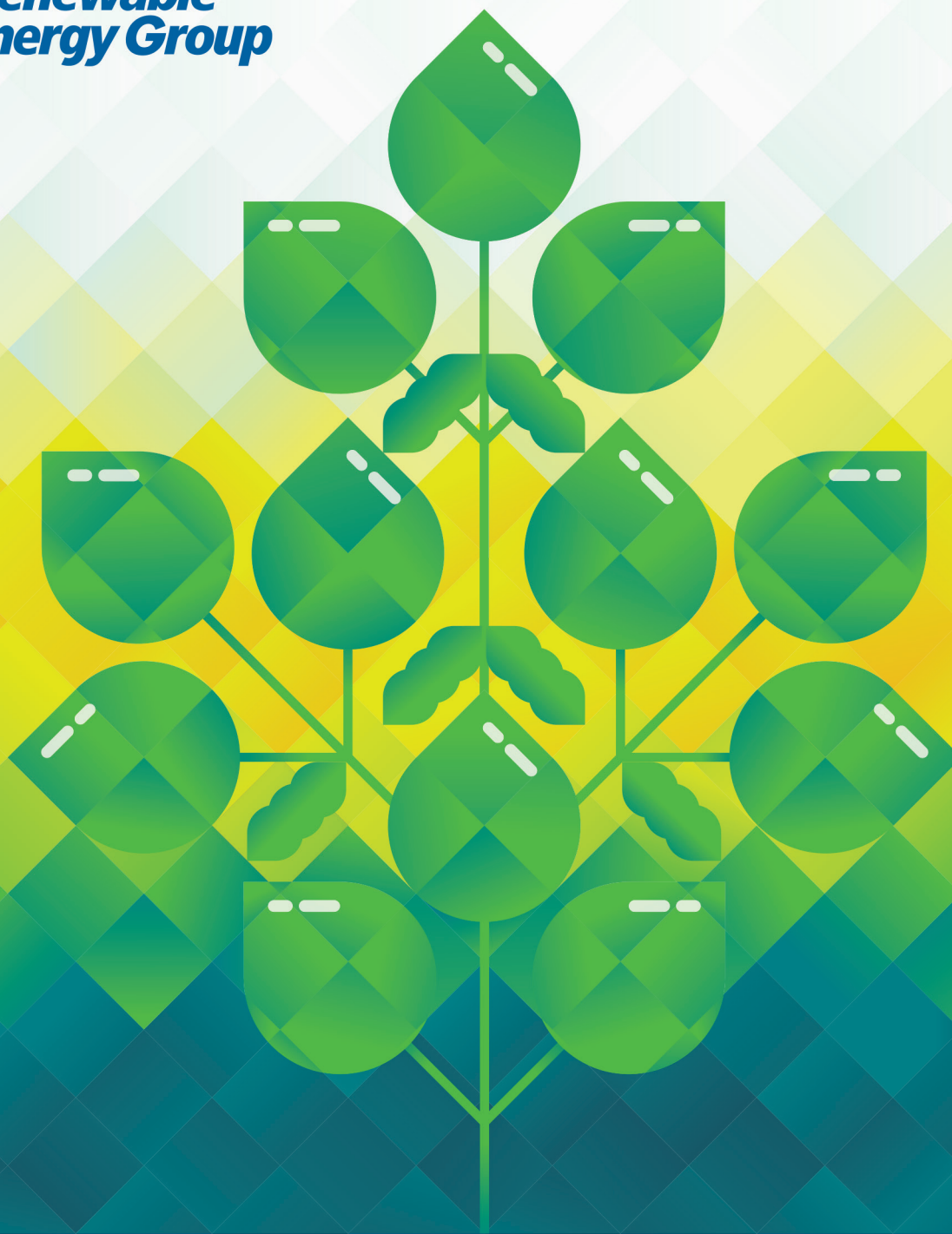
# **Field & Bean**

A PUBLICATION OF THE ILLINOIS SOYBEAN ASSOCIATION



**The Animal Ag  
Issue: Feeding  
an Industry**





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*Correction: In the October 2021 issue, we regretfully misspelled Kathryn Mentzer's name in the "Illinois Social Media Influencers You Should Know" story. The error has been corrected in our digital publication.*

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**COVER:** Brock Willard is an ISA board member and Illinois producer raising soybeans, corn and hogs on his Griggsville, Ill. farm. Willard sees firsthand, everyday, just how important a strong soybean meal market is to the animal agriculture industry.



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## FROM THE BOARDROOM

# Farm-to-Feed Trough



**BROCK WILLARD | District 12 Director |  
Illinois Soybean Board**

Illinois soybean farmers like me are feeding the livestock that grow our economy. Particularly in my case, I can rest easy knowing I'm feeding my hogs with the highest quality protein source available.

We currently have about 4,800 head of finishing space on our family's wean-to-finish hog operation in Pike County, and we typically turn those spaces over twice a year. Soybean meal provides our hogs the high-quality protein they need to grow strong and healthy.

Because it has such a well-balanced amino acid profile combined with competitive cost, soybean meal is the main source of protein we use in the feed ration. The amount of soybean meal included in swine diets is roughly 200 pounds per ton, on average, and is increasing due to its improved digestibility when compared with synthetic amino acids. The protein that is fed to the animal is of critical importance, and it's imperative for soybean farmers to produce high-quality soybeans to make sure we are maintaining and hopefully growing our share of the feed ration.

According to the United Soybean Board, hogs consume 7 million metric tons of soybean meal annually, which counts for the meal from 324 million bushels of soybeans.

Many synthetic products such as synthetic amino acids have come out on the market and are competing with soybean meal for the protein piece of the feed ration. As soybean farmers, this should concern us and drive us to grow the highest quality soybean possible. Why? Because livestock producers are our number one customer.

Soybeans are one of many choices we have available to meet a range of needs for protein, as well as fats and oils. Soybeans are primarily comprised of 80 percent meal and 20 percent oil. Of the 80 percent soybean meal, 97 percent of that is used to feed poultry and livestock. Pigs alone consume more than three-fourths of the soybean meal fed in Illinois.

The health benefits that soybeans provide are extremely important to me as a pork producer to ensure that my operation continues to be healthy and disease-free. The better the feed ration, the healthier the animal. That's where the higher quality protein comes into play.

It's critical that the soybean industry maintains good relationships with our friends in the livestock industry, especially when it comes to hog production. This is due to two reasons, the first being that we're selling them a lot of beans. There are many farmers out there, like me, that work in both industries – and I don't know many hog farmers who aren't somewhat involved in row crops – so there's an overlap in membership that increases the importance of keeping those good relationships.

Without the support between our partners in agriculture, we wouldn't have facilities such as processors right here in the state – and worst-case scenario, they may be moved elsewhere. This would cause us to lose a significant portion of our customer base and jobs that go along with it. In my county especially, I'd hate to see what it would be like without the hog industry. Between all the people working on the hog farms, truck drivers hauling feed and pigs, veterinarians, feed mill employees, and more, we all have an investment to keep this industry going. There's a big economic impact involved beyond just being able to sell our soybeans to livestock producers.

In reality, animal agriculture is one of our biggest customers as soybean farmers, so maintaining domestic production is extremely important for soybean farmers and pork producers like me.



# Thankful for You

As you gather around the table with your families later this month, it's likely you'll gather around a large soy-fed turkey as we mark the Thanksgiving holiday. There's something special about that time-honored tradition, and one that my family always looks forward to as well.

For Illinois soybean producers, there's a lot more than just that soy-fed turkey to be thankful for this season, although it's one really, tasty reason.

For starters, prices have been high, yields are strong and exports are hot. That's a winning combination if I've ever heard one. There's also a ton of optimism and energy in the industry right now about how to keep those soy opportunities moving forward — that's where your soybean checkoff comes in.

Animal agriculture remains a priority for your checkoff reinvestment. Whether we are at work in Illinois supporting in-state livestock production, or investing in soy-fed poultry market expansions in India through USAPEEC, animal agriculture continues to be a soybean industry driver. Livestock remains our No. 1 customer of soybean meal. The pages of this November issue showcase just some of the ways we are continuing to engage with our animal ag partners.

To our 43,000 soybean farmers who make our work possible, it's an honor working every day with you. Particularly when I look at our board of 24 farmer volunteers who represent all corners of the state, there's not a thing they wouldn't do for this industry. The passion and commitment of Illinois soybean farmers are the reason why we remain the No. 1 soybean state in the country.

I'm thankful that because of all of these reasons, I get the opportunity to lead this organization. It's a pleasure serving Illinois farmers and the pursuit to do newer, bigger things with Illinois soy. I think the future for our industry is limitless.

As you're wrapping up another productive harvest season, I hope this issue finds you reflecting on what you're thankful for, too.

From the Illinois Soybean Association (ISA) team, we wish you a very Happy Holiday season.



JOHN LUMPE | CEO | Illinois Soybean Association







# Soy Thankful

*By Betsy Osman*

It's been said that cooking demands attention, patience, and a true appreciation for the golden comforts of home. When it comes to homemade comforts, Deanne Frieders wrote the book — literally.

Deanne is a busy farmer's wife, a mother, a published cookbook author, and an artful recipe designer. She's written hundreds of recipes for local, farm-to-table dishes, from seasonal favorites like pumpkin pie bars and honey buttermilk cornbread muffins, to more exotic entrees like Buffalo shrimp tacos and her own signature pesto and lemon-infused marinade. Her website, *This Farm Girl Cooks*, provides simply-prepared meals and easily-packed field lunches for busy farm families on the move.

Peppered between recipes for sweet and sour pork meatballs with pineapple and warm spinach salad with roasted root vegetables, Deanne includes short notes with words of encouragement to her fellow farm wives, acknowledging their sometimes unnoticed hard work and dedication to family farm life. "It's not always an easy lifestyle," says Deanne. "I want other busy farm women to know I see them and that they matter."

Over the years, Deanne has developed her own flavor and fashion, but her love for cooking was a hand-me-down. She

grew up cooking and baking next to her mom, who was herself a food pioneer. "I remember the first time she served bird's nest pie' for dinner," laughs Deanne. "It was nothing more than spaghetti in a pie dish, but it had never been done before. Now of course there are all kinds of interesting baked spaghetti dishes."

Continues Deanne, "My mom was a trailblazer and showed me so much about how to find solutions in the kitchen that work for family life."

Growing up, Deanne remembers Thanksgiving celebrations as noisy, festive, and bursting at the seams. Her mother was the oldest of nine children, so family gatherings during the holidays meant an abundance of food, laughter, and warm memories in the making. "Our merry party would spill out into the garage where we'd roll out carpet, set up long banquet tables, and serve Thanksgiving Dinner buffet style," she remembers.

Here, Deanne has shared some of her favorite Thanksgiving recipes, using soy-inspired ingredients and seasonal influences. "I hope you'll prepare these with loved ones," she says. "This time of year is for family, gratitude, and an awareness of all that we've been given."



# Orange Soy Glazed Turkey

## Ingredients

- 2 teaspoons salt
- 2 teaspoons pepper
- 2 teaspoons dried rosemary
- 1 turkey (18 to 20 pounds)
- 1 orange, halved
- 1 large onion, quartered
- $\frac{3}{4}$  cup orange marmalade
- $\frac{1}{2}$  cup orange juice
- $\frac{1}{4}$  cup soy sauce
- 1 tablespoon honey

## Directions

1. In a small bowl, combine the salt, pepper and rosemary. Rub the seasoning mixture onto the turkey. Place the orange and onion in the turkey cavity; tie drumsticks together.
2. Place the turkey, breast side up in a roasting pan fitted with a rack. Bake, uncovered, at 325° for 3  $\frac{1}{4}$  to 3  $\frac{1}{2}$  hours.
3. Meanwhile, combine the orange marmalade, orange juice, soy sauce and honey in a saucepan. Bring to a boil. Reduce heat and simmer on low, uncovered, for 15 minutes or until it's thickened, stirring occasionally. Set aside and keep warm. When turkey begins to brown, cover lightly with a tent of foil. Bake 1 hour longer or until a meat thermometer reads 180°, brushing occasionally with the orange glaze. Cover and let stand for 15 minutes before carving. Thicken pan juices for gravy if desired.



## Classic Stuffing

## Ingredients

- $\frac{1}{2}$  cup onions, chopped
- 1 cup celery, chopped
- 8 tablespoons (1 stick) butter
- 3 loaves bread, cubed or torn
- 3-4 cups chicken broth
- 1  $\frac{1}{2}$  teaspoons poultry seasoning

## Directions

1. Cube bread that is several days old into bite size pieces. (Tip: Set it out on a sheet pan the night before to help it dry out). Place cubed bread in the biggest bowl you have. Add the poultry seasoning to the bread. Set aside.
2. Heat a medium skillet over medium high heat. Add butter and melt. Add chopped onions and celery and cook, stirring occasionally until vegetables are tender, about 6 minutes. Set aside to cool slightly.
3. Pour butter and vegetable mixture over the bread cubes and gently stir to combine.
4. Pour half the chicken broth over the bread mixture, gently stirring to incorporate. Add more broth as you need it until the bread is just moistened but not drenched.
5. Transfer to a greased baking dish or large oval slow cooker.
6. Bake at 350° for 30-45 minutes or until cooked through and set. If making in the slow cooker bake on low for 6-7 hours.







## Green Bean Casserole with Bacon

### Ingredients

- 1 can (10 ½ ounces) cream of mushroom soup
- ½ cup milk
- 2 teaspoons soy sauce
- ½ teaspoon black pepper
- 4 cups frozen green beans, defrosted
- 1 cup sharp cheddar cheese
- ¾ cup crispy fried onions (divided)
- ¾ cup cooked, crumbled bacon (divided)

### Directions

1. Preheat your oven to 350°F.
2. In a large bowl, combine the soup, milk, soy sauce, pepper, green beans, cheese, half the fried onions, and half the bacon. Stir to combine and pour into a 1 ½ quart casserole baking dish.
3. Combine soup, milk, soy sauce, pepper, green beans, 1 cup onions, and cheese (if using) in a casserole dish.
4. Bake uncovered for 30 minutes or until bubbly. Remove from the oven, stir, and add the remaining fried onions and bacon. Cook for another 5 minutes.

No Leftovers Left Behind! For next day leftovers, try these simple but scrumptious...

## Turkey Cranberry Pinwheels

### Ingredients

- 3 large spinach wraps (large, burrito size)
- ⅓ cup whole cranberry sauce
- 3 ounces softened cream cheese
- 2 tablespoons chopped pecans
- ½ pound deli turkey, thinly sliced
- 1 cup baby spinach

### Directions

1. Spread softened cream cheese over each tortilla, leaving ½ inch around all sides. Top with cranberry sauce and spread using the back of a spoon or spatula. (Tip: Stay away from the edges. Otherwise, it will squish out when you roll your pinwheel sandwich).
2. Sprinkle chopped pecans over the cranberry sauce. Lay turkey slices and spinach on top, leaving ½ inch border.
3. To roll pinwheels, begin at one side and begin to roll. Make sure to hold the turkey in place as you roll.
4. Wrap the entire roll in plastic wrap and chill for 30 minutes before slicing into half inch rounds using a sharp knife.

From the ISA “Farmily” to  
yours, have a blessed  
*holiday season!*



A close-up photograph of three round, golden-brown pumpkin cookies. Each cookie is topped with a thick, white cream cheese frosting piped in a swirl pattern. The frosting is dusted with a fine brown powder, likely pumpkin pie spice. The cookies are scattered with colorful sprinkles in shades of orange, yellow, and brown. The background is a light, neutral color.

# Soft Pumpkin Cookies with Spiced Cream Cheese Frosting

## Ingredients

To Make the Pumpkin Cookies:

- 2 eggs
- 1 cup pumpkin puree
- 1 cup vegetable oil
- 1 teaspoon vanilla
- 3 ½ cups flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- ½ teaspoon salt
- 1 ¾ cups granulated sugar
- 1 teaspoon instant coffee granules
- 1 tablespoon pumpkin pie spice

To Make the Spice Cream Cheese Frosting:

- 8 ounces cream cheese
- ½ cup butter (one stick), softened
- 2 cups powdered sugar
- 1 teaspoon vanilla extract
- 1 teaspoon pumpkin pie spice

## Directions

1. In a mixer, beat together eggs, pumpkin, and oil until well mixed. Add remaining dry ingredients and beat until completely combined, about 90 seconds.
2. Chill dough for at least 30 minutes.
3. Preheat oven to 350° F. This is also a good time to set out your cream cheese and butter for the frosting.
4. Using a medium sized cookie scoop or tablespoon, spoon batter onto cookie sheets about 2 inches apart. Batter will be thick but there's no need to spread it out.
5. Bake cookies for 8-10 minutes.



# Soy to Plate

We often say soybeans are “what food gets fed.” Working for Illinois soybean farmers through the Illinois Soybean Association (ISA), I am always amazed at the magnitude and value that Illinois soybeans provide in feeding the world. We approach the decisions about where to invest Illinois soybean checkoff funds as a math problem. We have so many bushels of soybeans that go to other countries by export, another specific amount is crushed domestically, and so forth. Decisions are made to invest funds in markets that are on the tip of growth, Illinois has a historical or logistical advantage in, or are emerging and can be “next.”

Consumers, on the other hand, are less concerned about commodity markets and more so on the food they consume. While some soybeans do end up directly on the dinner plate, as a product like tofu or soy protein concentrate, we know that for most, soy is consumed as part of another food product. Indeed, as my daughter learns to read, she identified the word soy on a bottle of maple syrup. So was born “soy syrup.” While soy as an ingredient on a product label was visible to my six-year-old, much harder to understand was the connection that the bacon also on the plate was there because soybeans fed it.

When addressing where to invest Illinois soybean checkoff funds, we must balance both the traditional marketing approaches for soybeans and how to get more soy-fed animal protein on the plate. New for this fiscal year, ISA is working to identify new market opportunities for soy-fed meat in Illinois. One strategy is partnering with the National Turkey Federation. Turkey represents a unique opportunity to gain meat consumption by a population not aware of the product. In many neighborhoods of Chicago and other large cities across the country, there are growing halal food demands. Halal food is certified based on factors relating to species and processing. As these communities grow and look for increased food options, having turkey halal certified provides soybeans another pathway onto consumer’s plates.

Changes made here at home to gain market access will also open opportunities for increased exports of U.S. meat products, including turkey to tens of millions of global customers. Exports of U.S. meat products are increasingly important to soybean demand as they provide access to new customers and markets. ISA is also looking to expand opportunities for U.S. turkey, chicken, and pork products in markets like Mexico which has been a major and reliable customer for U.S. products, as well as India which presents tremendous potential.

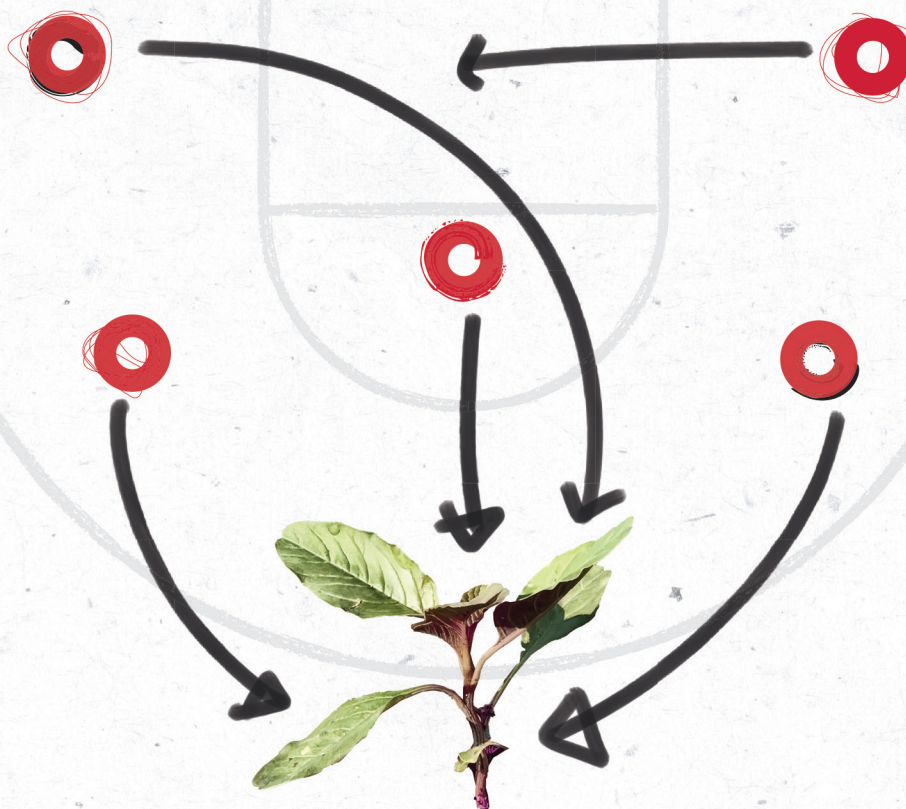
While visualizing the soybean on the plate may not be front of mind for consumers, as suppliers in the global food chain, we cannot forget the place Illinois soybeans have in feeding the world. Worldwide, there is a deep and growing interest in food security. Security of supply but also security of quality and value. Soy-fed animal protein from the U.S. delivers on all those points. I am excited to see where we can grow demand for soy-fed products and capture value for Illinois soybean farms.



ANDREW LARSON | Director of Market Development |  
Illinois Soybean Association







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# Before and After



RACHEL PEABODY | Editor | Illinois Soybean Association

There's nothing I love more than a good before and after. Having spent the better part of my 20s and 30s flipping real estate with my husband, Sam, it's the after that keeps us going - seeing the vision come to life and the reward for our labor. Any reader who has lived through a remodel certainly knows what I'm talking about. When done well, the after can almost make you forget the growing pains you went through to get there — well, almost.

When we set out to reinvigorate our association in 2020 and put the farmer back in the center of all that we do at the Illinois Soybean Association (ISA), it was an exciting, but daunting time. The stakes were high - we wanted to serve Illinois' 43,000 soybean farmers to the best of our ability, and we wanted to get it right. We've spent the better part of two years now working towards reinvigorating your state soybean association that's focused on maximizing farmer return on investment for both your soybean checkoff and membership investments.

We've grown as an association, and now our brand identity is evolving with us. This November, we are launching our new logo and you'll see it reflected in the pages of this magazine. It's a logo for the farmer - featuring a nod to Illinois' row crops and the soybean right in the center. It's a logo that we feel brings us back to our roots as an organization and helps remind us that it's Illinois farmers that we serve.

Call it our makeover, but we hope you are proud of this new look that was designed with you in mind.

As you read the pages of this November issue focused on ISA's animal agriculture efforts, it's our association's focus on the "after" that I see and our continued focus on what's next for Illinois soybeans. I think you'll enjoy reading about our work to foster a thriving global meat export industry on page 18, knowing that animal agriculture is the No. 1 customer of soybean meal. On page 26, read about ISA's partnership efforts to understand foreign animal disease protocols and educating producers on how to be best prepared for future threats.

We're sprucing things up here at ISA, and exciting reveals to come. For now, thank you to our farmers who continue to invest in tomorrow. Let's keep doing big things for Illinois soybeans, together.

What before and afters are you thinking about on your farm this season? Send me a note at [ilsoy@ilsoy.org](mailto:ilsoy@ilsoy.org).







# Growth by Association

As a farmer invested in the Illinois Soybean Association, you directly influence the promotion, advocacy and education ISA upholds year-round to create opportunities and ROI for Illinois soybean farmers. We're proud to unveil our new look and keep working for you, while you help us continually determine what's next.



Learn more and engage with ISA at  
[ILSOY.ORG](http://ILSOY.ORG)



# Let's Talk Turkey!

**Learn how America's turkey industry is playing an essential role in feeding people around the world.**

Turkey is America's bird. From the farmers who grow them to the tables that serve them, turkey has long been a part of our nation's heritage. — *Photo credit National Turkey Federation*

*By Betsy Osman*

**T**urkey is America's bird. From the farmers who grow them to the tables that serve them, turkey has long been a part of our nation's heritage.

Over the last 30 years, the turkey industry has gone from mainly marketing a single product consumed at holidays or special occasions to offering a diverse array of food choices ranging from sausages to burgers to deli meats and more. Increasingly, consumers are including turkey in their daily diets because of its

health benefits, availability, and versatility.

Today, the turkey industry produces more than 5.3 billion pounds of turkey products annually. The National Turkey Federation (NTF) is the national advocate for America's turkey industry, raising awareness for its members' products while strengthening their ability to profitably and safely deliver wholesome, high-quality and nutritious products to consumers. NTF members include growers, processors, hatchers, breeders, distributors, allied services and state associations.

America's turkey industry plays an essential role in feeding people around the world, creating jobs and helping to maintain a strong economy. NTF is made up of hard-working men and women on family farms, in the plant and everywhere in between – animal health, packaging, equipment, transportation and more – who play a role in the production, processing and delivery of approximately 214 million turkeys each year.

The U.S. turkey industry provides more than 440,739 American jobs with direct wages of \$24.1 billion, many of which are in rural communities across

the country. Tens of thousands more Americans are employed in related industries, such as product distribution, equipment manufacturing and a wide variety of other affiliated services. The turkey industry has a direct financial impact of \$35.3 billion, which increases to a total economic impact of \$109.5 billion.

"For more than 80 years, NTF has had the great opportunity of representing the turkey industry on a wide variety of issues from legislative policy to food safety and animal health," says NTF Vice President of Communications and Marketing Beth





**LEFT:** Pictured here, turkey farmer Jason Yordy and his family are from Morton, Illinois. **RIGHT:** The turkey industry has a direct financial impact of \$35.3 billion, which increases to a total economic impact of \$109.5 billion. — *Photo credit National Turkey Federation*

Breeding. "We represent hundreds of turkey farmers across the United States as they raise their flocks and ensure families have access to the turkey products they love. NTF members include farmers, processors, hatchers, breeders, distributors, allied services and state associations."

According to Breeding, most of the turkey farmers represented by NTF across the country can point to one common ingredient that is tantamount to successful turkey farming: soybeans.

"U.S. soy products are an essential ingredient in turkey feed and a powerful protein source for growing turkeys," says Breeding. "Our farmers realize the potential and vitality of using soy to maximize the health, growth, and wellness of their turkeys."

Ron Kardel is a sixth-generation Iowa farmer who raises approximately 120,000 turkeys per year, and supports the full farm-to-consumer process. As a grower for West Liberty Foods, a farmer-owned co-op, he grows his own corn and soybeans, feeds them to his own turkeys, and then sells his turkeys to the farmer-owned

processing facility. "We keep the consumer close," says Kardel. "It's really full-circle quality control."

According to Kardel, soy provides vital protein and nutrition to support his turkeys' diet. "My turkeys consume about one-third a bushel of soybeans in their lives, and about one bushel of corn. They usually grow to weigh between 40-42 pounds."

Jason Yordy, a fifth-generation grower from Morton, Illinois, produces soybeans, corn, and approximately 24,000 antibiotic-free turkeys each year. Of his turkey feed constitution, 32 percent of every one-pound is represented by local soy products.

"We've worked with a dietician to help determine the best way to maximize the genetic potential of our turkeys," says Yordy. "That isn't necessarily measured by size, but also by the health of our birds."

According to Yordy, there exists great opportunity for soybean producers in parts of the country where soybean meal is less available. "Feed is expensive, and it's also a critical component to turkeys' healthy development. Access to soybean meal is absolutely critical because soy meal is a

relatively inexpensive way to add a great deal of protein and value to livestock diets."

He continues, "Soy is a huge part of what we do, and how

well we do it. I'd love to see soy become more available, and more accessible to our farmer colleagues across the nation."

*Thanksgiving Dinner:*  
**BROUGHT TO YOU  
 BY AMERICA'S  
 FARMERS.**

Thank you to the turkey growers  
 and soybean farmers behind it all.



  
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# (YOU)

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Moving Soy Forward.  
Moving You Forward.



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*WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.*





Pork exports are continuing to grow exponentially, and soybean meal remains a main ingredient in high protein hog rations.

# Think Oink! Pork Exports are Gaining Global Momentum

Illinois soybean farmers play a key role in growing pork exports.

By Jill Parrent

**W**hen driving down the highway and passing by a hog farm, un-

doubtedly someone will remark with a scrunched-up nose, "Do you smell that? Smells like pigs." The unmistakable smell can certainly stop the average

person in their tracks. But the same can be said for soybeans during the fall when dust is flying in the field, "Well, you can tell it's harvest time."

These two statements have more in common than just being agriculture commodities. Soybeans are a main staple in feed that is given to pigs be-



cause of their high protein content. This direct tie helps pigs get the nutrition they need to grow to the necessary weight. Pigs need protein as they grow into a food source.

The U.S. Meat Export Federation (USMEF) is a non-profit trade association that works to create new opportunities and develop existing international markets for U.S. beef, pork and lamb. The Illinois Soybean Association (ISA) is continually working with USMEF on a project focused on pork exports and the need for soybeans in the pigs' ration.

In 2020, pork exports accounted for 15.09 million bushels of Illinois soybean usage. This astronomical number indicates the importance of soybean farmers growing enough soy to be made into meal to feed pigs. But, with all of the pork that is grown in the U.S., we have more than can be sold and consumed domestically, leading to exports. There has been a steady rise in pork exports and the momentum is continuing to grow.

"The soybean industry has been a solid partner in developing international markets for U.S. pork," says John Hinners, Senior Vice President of Industry Relations at U.S. Meat Export Federation (USMEF). "This support is critical to the export growth the pork industry has achieved." Pork exports were the fastest growing category of soybean meal use since 2015.

Similar to exporting soybeans, exporting U.S. grown and processed pork has only grown in desire from international buyers. Hinners has seen firsthand the rise in pork exports and how it will continue to expand. It's uncommonly realized that over 29.3 percent of U.S. pork is exported overseas. In 1990, pork exports were only at 2 percent.

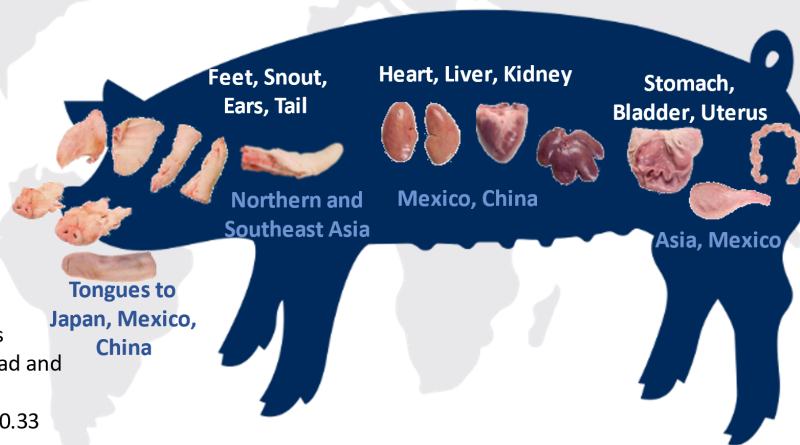
The preference for U.S. pork has grown in the past few years, and with the ability of

## The majority of edible pork variety meats are exported

Edible variety meat exports equated to **7.9 pounds** per head in 2020

And value of **\$7.94** per head

**Head meat** exports averaged \$0.53/head and 0.91 pounds  
**Tongues** \$0.30 and 0.33 pounds per head



### China & Mexico

accounted for **79%** of total U.S. pork variety meat export volume in 2020

**Feet** exports to China averaged **\$2.07** and **2.1** pounds per head  
**Stomachs** to China averaged **\$1.40** per head and **0.67** pounds & **Stomach** exports to **Mexico** of **\$0.38** per head and **0.61** pounds

Source: USMEF 2020 estimates, using NASS commercial slaughter for per head conversions

our farmers being a consistent producer, the desire for it continues to gain momentum. Canada, China, Japan, Korea, and Mexico account for 82 percent of U.S. pork exports. Because of cultural differences, some countries such as Korea prefer U.S. variety meats including pig feet, pig tails, and pork rectum – cuts not often consumed domestically. Pork pieces not commonly consumed inside the U.S. can be utilized worldwide.

In addition to being able to provide a consistent supply for top countries, the U.S. has a state-of-the-art pork industry that is unrivaled, raising the demand for U.S. pork. With top-of-the-line food safety inspections, USDA's focus on sustainability and safety, and classes in education on meat processing and safety, the quality of both meat and animal husbandry brings value to the final product.

This is a phenomenal evolving circle which is shared with consumers. They never need to worry about the quality and care of the product they are purchasing and consuming.

Hinners credits not only pork producers but Illinois soybean farmers with allowing the U.S.

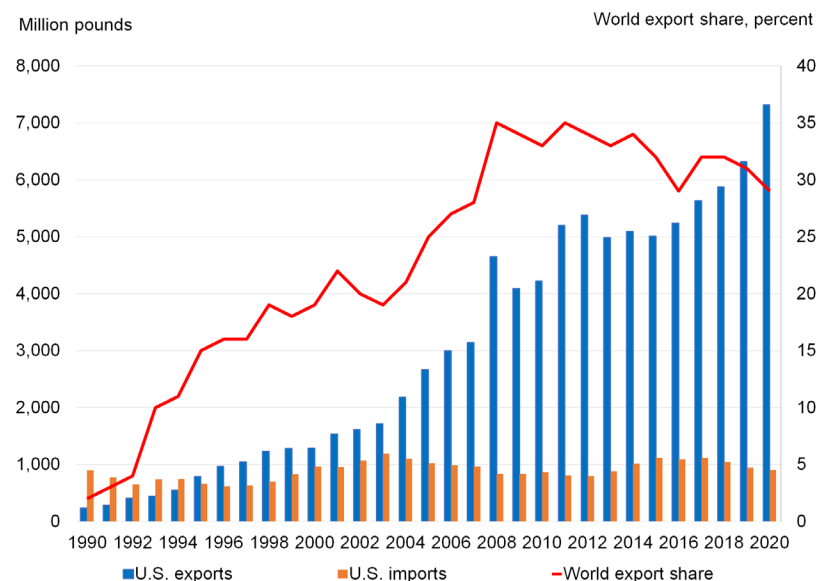
livestock industry to become more competitive in the international marketplace. "Illinois is one of the longest partners which has allowed us to develop and build new markets for U.S. pork which in-turn has built demand for soybean utilization. This relationship has been a win-win scenario for both organizations."

When the 2020 pork and pork variety meats moved up 11 percent from a 2019 record, \$7.715 billion dollars was brought back

to the U.S. These high margins are brought back to the meat processor and encourages the pork producer and the soybean farmer to continue to grow their commodity.

With Illinois as the number one soybean producing state in the country, the amount of soybeans Illinois farmers grow each year matters. Pork exports are thriving more than many see on the surface, with soybeans playing a vital role in a vital industry.

### U.S. pork export and world export share, 1990-2020



Source: USDA, Economic Research Service using USDA, Foreign Agricultural Service, Production, Supply, and Distribution data.

U.S. pork exports are continuing to climb.





[unitedsoybean.org](http://unitedsoybean.org)

# INVESTING IN NEW MARKETS FOR U.S. SOY

*From promoting the profitability of using high-quality soybean meal in India to training animal producers on nutrition in Colombia, the soy checkoff is working behind the scenes to develop more market opportunities for U.S. soy. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.*

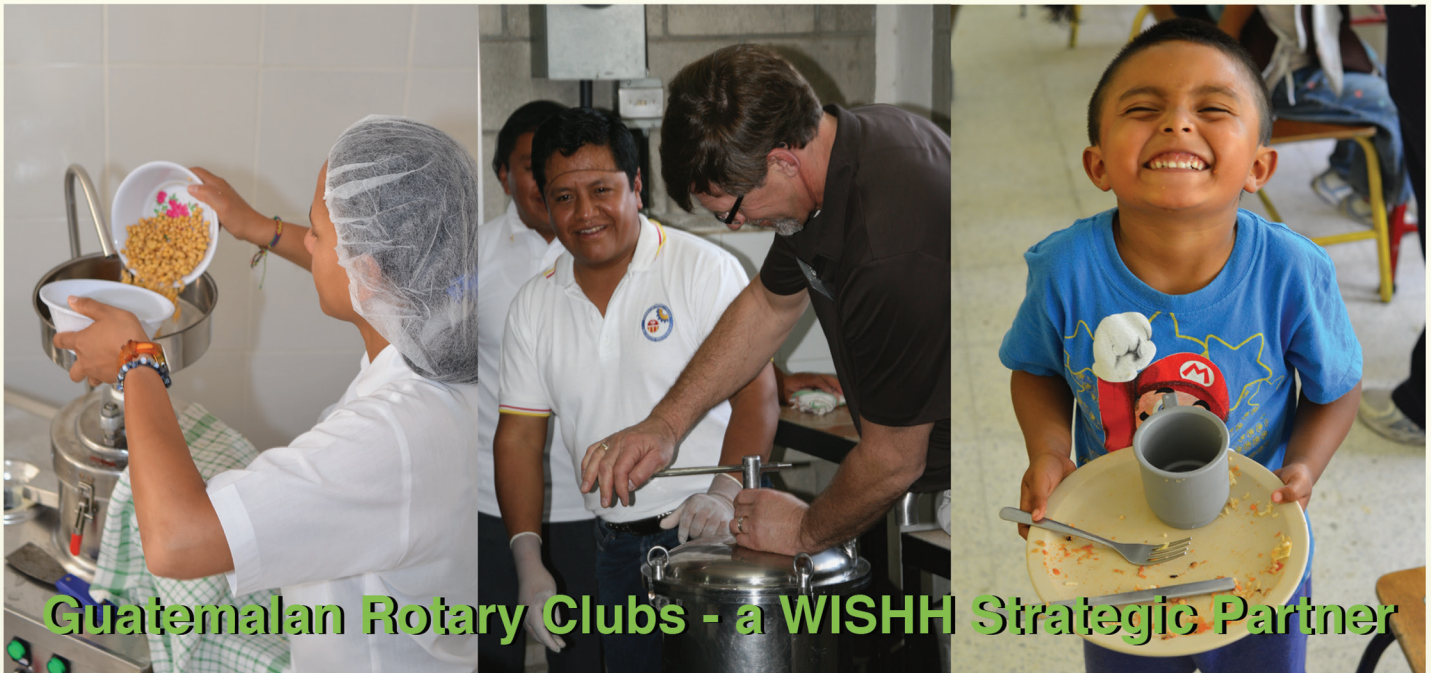
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*WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.*



# Every Farmer Has a Story

## Welcome to Fifty Four Farms.

By Betsy Osman

**S**ome people are born wanderlusts, consumed with leaving home to travel the world. Shaun Tyson was born a lingerlust. He came into the world with an appetite for warm, midwestern culture, back-wooded adventure, and the wide-open spaces close to home.

Shaun grew up in a rural setting near Sherman, Illinois. Though his parents weren't farmers, his childhood bore witness to the role of Illinois growers, watching them carefully tend to the contours of rolling acres and the cultivation of local livestock.

"Growing up in a rural area, my parents gave me ample freedom to explore the world around me," says Shaun who remembers long days spent outdoors, memorizing the seasons by heart. "I could mark the time of year by adventures – fishing when it got warm, hunting when it got cool, hiking through snow, farming when the land began to thaw. My surroundings provided seasonal timestamps that felt more reliable than the calendar hanging on our kitchen wall."

During high school, Shaun was active in FFA and took as many ag classes as he was permitted. After his high school graduation, he attended Lincoln Land Community College where he decided to pursue his passion for nature and his curiosities about farm life. "For those of us who weren't born into farming families, I think it's an appreciation for nature that draws us to the agriculture industry," he says. "Back then, I thought learning and studying about the agriculture was probably as close to being a farmer as I'd ever get."

By his own description, his college years weren't a typical four-year university experience. While

kids his age were living in dorms, and enjoying carefree weekends, Shaun lived in a tack room and trained horses for rent.

He worked hard to balance his academic load with the demanding hours he worked at a large cattle farm, growing in his affinity for the livestock industry. "That was where I really began my career in ag," says Shaun. "I decided this was what I wanted to do with my life – the work that I believed mattered most, and the place I had the most to contribute. So I began working my way from the bottom. I became a Certified Crop Adviser, I began attending leadership and management courses, and I said 'yes' to every opportunity that came my way."

Becoming a farmer, with land all his own, began with a girl and a compromise.

"Kim and I fell in love, and as sure as I was about a life in farming, I was just as sure that she was meant to be by my side," smiles Shaun. "From the moment we met, she has supported my passion and enthusiasm, and has encouraged me to follow my crazy dreams and ambitions."

After they were married, Shaun and Kim decided that they wanted to have children and raise them on a farm — their own farm. In May of 2014, they bought their first four-acre piece of land.

Laughs Shaun, "My wife wanted a horse, and I wanted cattle, so we got a horse."

The following year, Shaun and a farm neighbor came to an agreement. He could run one steer with the neighbor's herd if in exchange, Shaun would help oversee his 35-acre pasture, his cows and the water sources. "I sold that steer, the next year I sold three, and we've doubled that amount every year since," remembers Shaun.

In 2019, Shaun and Kim purchased a new farm and acreage, which would allow them a place to root their dreams, and would wireframe the explosive growth that has led them to become one of the premier beef farms in Central Illinois.

Today, Shaun's operation, Fifty Four Farms, is a direct-to-consumer beef business and supplies several farmers markets, grocery stores and clients as far away as the Chicago suburbs. They also ship meat within a one-day shipping radius.

"We want to tell the story of all of agriculture, from the soybean and corn producers to the beef producers and everyone in between," says Shaun's wife, Kim. "We all have a common goal: to provide our customers with safe, reliable, delicious, nutrient-dense food while being the best stew-

ards of the land while we're on this earth."

Adds Shaun, "We pride ourselves on giving our animals the best lives possible while they're with us. From the very beginning until the harvest, each animal is cared for in the safest and most humane way possible."

Fifty Four Farms selected production system produces beef that's free of added hormones and antibiotics. There is a strong focus on meat quality, marbling, and docility, as well as humane handling and processing techniques.

Shaun isn't content to be a successful entrepreneur, agribusiness professional and farmer. He has more to learn and contribute.

Recently, Shaun participated in Agriculture Communications Team (ACT) training, an intense communications and issues training experience designed to



Fifty Four Farms is known for safety, quality, and the ethical treatment of animals.



enhance communications skills and increase comfort level when interacting in social and traditional media. The three-day program, sponsored by Bayer Crop Science, the United Soybean Board (USB), and Illinois Soybean Association (ISA), included sessions on social media, on-camera interviews and information and issues updates.

"This training taught me so much about myself and how to positively represent my industry and my fellow farmers," says Shaun. "I've long observed the gap between farmers and consumers, and I want to help bridge that gap. We should all look for the opportunity to tell the story of American agriculture."

Today, Shaun and Kim run the family farming business with the help of their children. Cullen, 17, is a senior at Mt.

Pulaski High School and Piper, 12, is in seventh grade. "We also have a 'bonus son,' Cullen's best friend, Aiden, who's also 17-years old and a senior at Mt. Pulaski High," says Shaun. "All of the kids are heavily involved in sports and extra-curricular activities. Both of the boys play soccer, basketball and are involved in FFA."

As a family, the Tysons enjoy hosting agritourism events at their farm, providing demonstrations for how they use soybeans, corn and livestock in our everyday lives, and showing visitors first-hand what it means to be stewards of the land.

"Watching my own kids grow and value the role that ag plays in their lives is one of the most rewarding experiences for me thus far," says Shaun. "My kids have the opportunity to become



The Tysons enjoy hosting agritourism at their farm, providing demonstrations for how they use soybeans, corn and livestock in our everyday lives.

second generation farmers. I think it's a goal for most farmers, seeing their legacy passed on to their children. My kids may choose to continue our operation, or work elsewhere in the ag industry. Maybe they'll

choose an entirely different profession."

He smiles, "My one hope is that whatever they decide to do, they'll be mighty advocates for our industry."



Shaun, Kim, Cullen and Piper Tyson are the hands and heart of Fifty Four Farms.

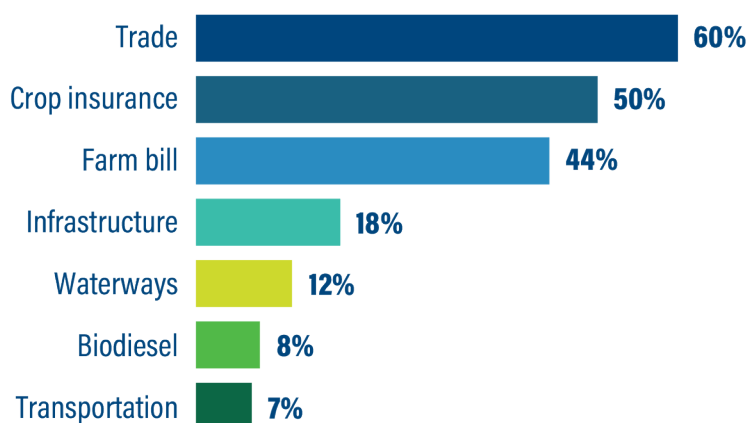


# We Asked; You Answered

ISA worked with Aimpoint Research to conduct a producer survey in 2021 to improve communications and strategic investment. The results of the survey are being used to evaluate checkoff support among soybean growers, test the awareness of programs and initiatives, and identify opportunities and challenges.

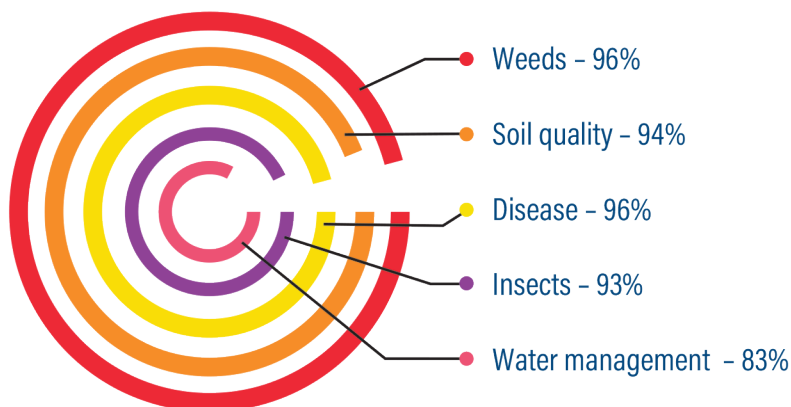
## Legislative Priorities

Farmers find trade, crop insurance, and the Farm Bill to be the most important government affairs topics for their farm operation.



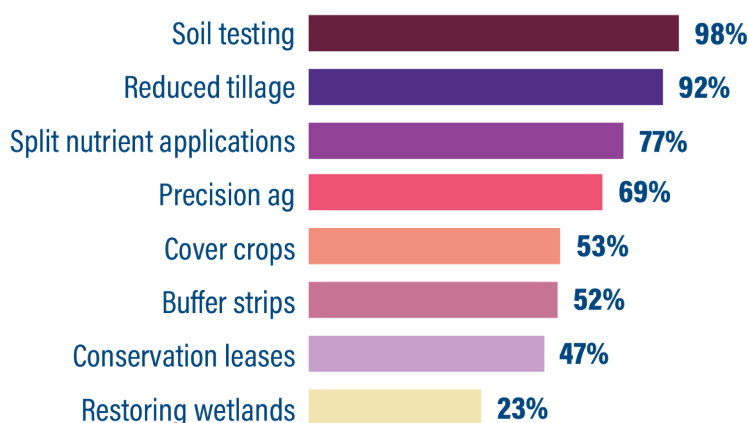
## On-Farm Concerns

Farmers are concerned with the following on-farm issues. They are extremely concerned with weeds and soil quality.



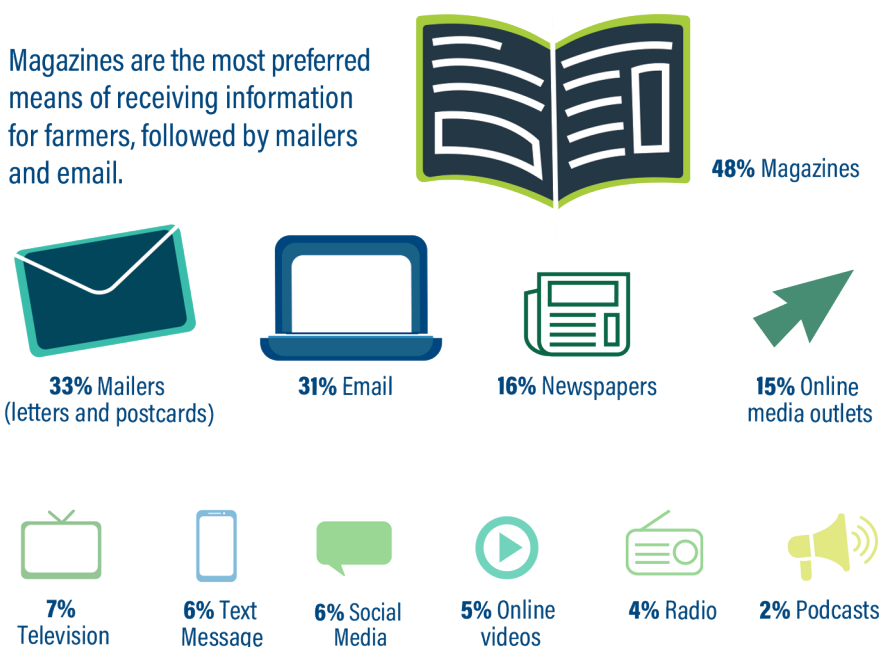
## Agronomic Practices

Over 90% of farmers have adopted practices such as soil testing and reduced tillage.



## Preferred Means of Receiving Information

Magazines are the most preferred means of receiving information for farmers, followed by mailers and email.



For more information on ISA and its checkoff investments, send us an email at [ilsoy@ilsoy.org](mailto:ilsoy@ilsoy.org).

The majority of farmers are familiar with ISA. Three-fourths of farmers are familiar with how their checkoff dollars are used and are supportive of ISA.



Familiarity with ISA



Familiarity with investment of checkoff dollars



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# 0.5% Small Investment. 20% → Big Return.

Thanks to your 0.5% investment per bushel of soybeans sold, you can fill your tank with 20% biodiesel made from soybeans.

Your soybean checkoff investment pooled with the more than 43,000 other Illinois soybean farmers is making big things happen, including soy biodiesel. Created and commercialized by your soybean checkoff, B20 adds more than 10% to the price of soybeans. Recently, checkoff investments have focused heavily on biodiesel performance, ensuring you can confidently and proudly run a B20 blend or greater in all of your diesel engines. Running biodiesel is a powerful way you can support your product and show others why they should do the same.

For more information on your investment, visit [ilsoy.org](http://ilsoy.org).

THE CHECKOFF THAT PAYS OFF.





# Safety First

Understanding foreign animal disease protocols is essential for all ag producers.

By Claire Weinzierl

**W**e've all seen first-hand the havoc that a global pandemic can wreak on society. COVID-19 has impacted people's livelihoods, their health, and our economies. It has changed the way we work, learn, gather, and our perspective on physical and mental health.

What happens when a pandemic affects a species other than humans – such as livestock raised for human consumption?

One disease of concern to pork producers is African Swine Fever (ASF), a virus that infects only pigs.

"There could be a broad array of symptoms depending upon the susceptibility of the animal and perhaps the strain of the virus, but they can range anywhere from a sudden death situation to a chronic situation where the pig is not feeling well and goes off feed," says Dr. Mark Ernst, Division Manager and State Veterinarian with the Illinois Department of Agriculture (IDOA).

ASF has always been on pork producers' radar because it exists as a global threat. It easily spreads and can survive in extreme envi-

ronments, but there is no vaccine readily available.

To contain ASF, producer groups on both the federal and state levels, along with health organizations, work together to prevent potential industry-wide devastation.

"If we were to have an ASF outbreak in the country, the export markets would come to a halt for live swine and pork products," says Ernst. "Our supplies would then build up and depending how long the outbreak lasted, we may see producers cut production. Initially, some facilities would more than likely go through a depopulation of affected animals. If it ended up being a long-term outbreak, which is the worst-case scenario, we may find that producers are going to cut back on the number of animals they produce due to lack of demand due to export prohibitions."

According to the Illinois Pork Producers Association's (IPPA) ASF Resource Guide, a Foreign Animal Disease (FAD) outbreak will cause industry-wide economic consequences, causing a reduction in pork supply that could lead to billions in revenue loss for other commodities. An estimated

\$8 billion loss in the value of pork could lead to a potential \$4 billion loss in the value of corn and a \$1.5 billion loss in soybeans.

So, what if an FAD was detected in the U.S.? According to IPPA, if a confirmed case of ASF or any other FAD occurs in the U.S., the USDA has indicated there will be a stop movement for at least 72 hours across the country. This movement is critical to tracing the diseased animal and containing the disease.

## Prevention

Ernst emphasizes that ASF has not been detected in Puerto Rico or the U.S. Virgin Islands, but surveillance efforts strictly related to animals displaying clinical signs of sickness are in place due to their proximity to Haiti and the Dominican Republic, to help protect our overall production in the event these U.S. territories had an outbreak. These efforts would help to assure our trading partners that it has not been allowed to reach the mainland.

Since there is no vaccine currently available to combat ASF, producers and organizations must focus on prevention and preparation.

"We know that a vaccine is in the pipeline but not yet ready for general use. The hope is that should we ever need it, it will be ready to go," adds Ernst.

## Illinois Prevention Efforts

The Illinois Soybean Association is supporting an effort by IPPA to continue working with the University of Illinois College of Veterinary Medicine to develop producer focused workshops that will allow vet students and instructors to meet with pork producers in either a one-on-one or small group setting to assist them in completing their Secure Pork Supply (SPS) plans, an important tool producers should have in place to prevent FADs.

To prevent ASF and other diseases, Ernst encourages producers to always stay vigilant. Be sure to have strict biosecurity and sanitation protocols in place, including monitoring who is coming on and off your operation, knowing where feedstuffs and feed ingredients are coming from, and to always isolate animals that you're bringing onto the operation before comingling with the rest of the herd.





## Commodities aligned for the benefit of all Illinois producers.



JOSH ST. PETERS | EXECUTIVE VICE PRESIDENT | ILLINOIS BEEF ASSOCIATION

Late this past summer following the Farm Progress Show, leaders from your soybean association approached me with the opportunity to share thoughts in this installment of the Partner Perspective column. As the new executive for Illinois Beef Association, I was honored to be given the opportunity. At that farm show in Decatur there was a good perspective on partnership – especially among our Illinois farm groups and commodity organizations. Through planning and considerations led by the teams at Illinois Soybean Association (ISA) and Illinois Corn, our state commodity organizations had a shared presence, filling an entire exhibit area on the show grounds with the research, promotion and membership information that are shared objectives of our missions – serving and advancing production agriculture across the entire state.

The combined efforts of our commodity organizations are amplified when we can partner, and our advocacy work goes farther in support of farmers when we are able to tap into this shared voice. We saw that at the farm show in Decatur, when elected officials and other VIPs came through to discuss important agriculture topics; the unified presence of our organizations showcases the strong work of farmers and reiterates the point that agriculture remains a vibrant and leading industry in our state.

The individual partnership between ISA and Illinois Beef Association (IBA) remains strong, too, and is growing in 2022. Through the generous support of your organization's checkoff dollars, Illinois beef producers will gain access to new programs in the coming year, including a leadership academy for beef producers under the age of 40, along with workshops and communications materials on critical topics like livestock marketing, federal farm policy and cattle feeding research. By definition, a partnership is simply a cooperation to advance shared interests. I believe the relationships between IBA and ISA exemplify this kind of work, linking our shared interests to advance programs and opportunities for livestock producers and oilseed farmers among our memberships and across the state.

The beef industry has had a challenging time in the last 18 months, as the pandemic's effects on society, the workforce, and the economy rippled through our supply chain. The men and

women raising cattle in our state have weathered some extreme conditions because of shifting demand from the major meat packers and less-than-ideal profit margins. Meanwhile, beef prices have rallied in a very strong trend over the same period, with consumers paying higher than usual prices to enjoy beef at restaurants and when purchasing retail. Even consumer demand has remained strong, and that desire for beef has helped buoy the complex market position that our sector is working its way through. This work has included policy and advocacy efforts by the IBA to rally support in our state and federal arenas, and also through partnering efforts among commodity organizations here in Illinois and throughout the midwestern United States.

Our livestock producers in Illinois need the continued support and partnership from their row crop farmers and neighbors. We are all striving to feed a growing world population, challenged by the changing impacts of the dynamic global marketplace, with social pressures on our production practices and input decision making. There's always things like the impact of Mother Nature and weather conditions – we have no shortage of hurdles to overcome. Together, through our various activities, programs and promotions that tap into our shared voices, I believe we can rally and succeed at being a strong presence in support of Illinois' farm industry. We need your farms to be vibrant, successful, and growing. The commodities you bring to the marketplace are a key component in our rations, and the quality and attributes of Illinois soybeans are superior feedstuffs readily available for our cow-calf producers and cattle feeders in every corner of the state. The members and leaders of IBA support strong biofuels policy and programs that expand markets and demand for your crops, too. It is no surprise given the diversity of Illinois agriculture, that many of our state's cattle operations are also farms growing soybeans, too; truly, shared interests aligning for the benefit of everyone in the partnership that is our state's strong agriculture industry.



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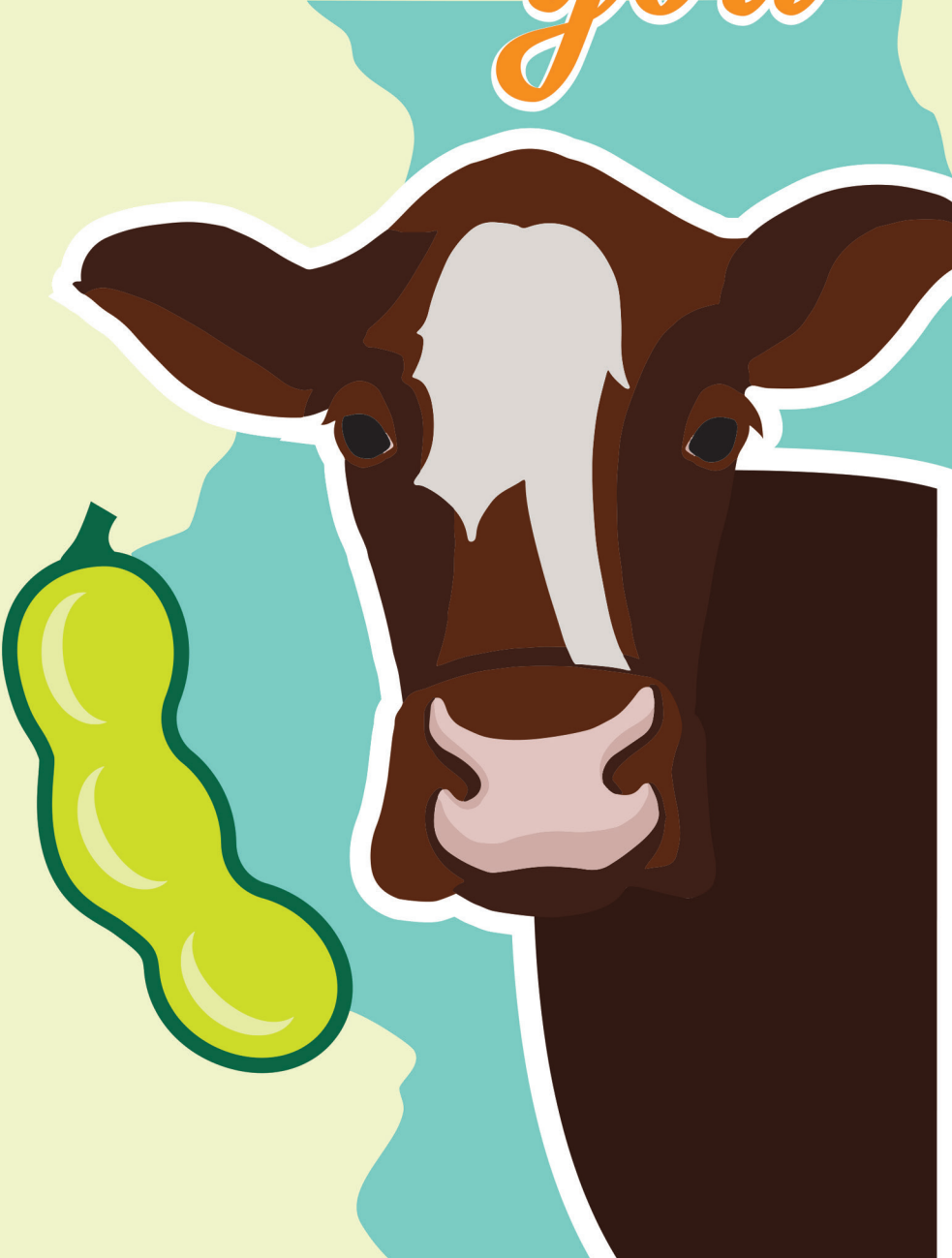
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# You're here for the Moo.

We're here for *you.*

Soy nutrition is a vital component for all Illinois livestock. That's why Illinois Soybean Association is proud to partner with other organizations in support of livestock expansion efforts across the state, supporting beef cattle producers as they work to improve farms, grow animal agriculture, and meet global demand with homegrown solutions.

One farm at a time.



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