

JULY 2022

Illinois **Field & Bean**

A PUBLICATION OF THE ILLINOIS SOYBEAN ASSOCIATION



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The Soy Food
Issue**

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2022: The Year of Hosting the President



**JEFF O'CONNOR | AT-LARGE DIRECTOR |
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Ask any farmer about a specific growing season and they can quickly name the defining characteristic of that season, as difficult years within their career have lasting memories.

Wet weather in April and early May of this year was signaling that this might be the defining moment of 2022 for our family farm here in Kankakee. That all changed on May 6 with a late afternoon phone call. And after two more days spent in discussion with White House staff, it was decided that O.C. Farms was a fit for a high level federal visit the following week. With that, 2022 would be remembered not only for the growing season, but also for hosting U.S. President Joe Biden and Secretary of Agriculture Tom Vilsack.

This story begins in the winter of 2019 when I read an Illinois Soybean Association (ISA) publication that stated the importance of direct farmer involvement with the non-ag community. This encouraged me to reach out to ISA staff with an offer to tell the ag conservation story.

In the three years since that initial offer to help ISA, I've hosted many foreign groups on the farm, conducted a live global simulcast and have learned and loved every moment of it. So, when I received an initial phone call from someone identifying themselves as White House staff, I hesitated.

It was easy to explain the offer to White House staff because my first real window for spring planting was opening, and the visit would fall in the middle of that window. I might be able to save three to four hours of my day for the President, but they indicated I should set aside eight. Prior to this moment my mindset on hosting farm visits or speaking on the behalf of farmers was one of, 'it's my farm, my story,' so share it. But now it was not just my story, or an Illinois story, but a U.S. story. So, I said yes.

How do you tell your wife that the President is going to visit, knowing we're still working on house projects? How do you call neighboring farmers, and let them know to steer clear of nearby fields on visit day and to keep the news quiet if they can? How do you set up the farmstead to help tell a story while needing equipment in the fields? What do farmers want me to share about current farm concerns and what questions should I ask Biden and Vilsack in the 20 minutes I had with them? These were all questions that needed to be answered, and quickly.

In the end, it was an amazing experience. Everything went smoothly and I was able to plant corn before and soybeans after the visit. Overwhelmingly the response has been incredibly supportive, and my wife and I are humbled.

In my opinion, there's not a time in our recent world's history that agriculture and food insecurity have been at the forefront of our daily news. American farmers will play a crucial leading role by doing our part, which is the daunting task of producing despite poor weather conditions and supply challenges.

Reflecting on the visit revealed one aspect I hadn't fully realized until now. Agriculture, and farmers specifically, still have a great deal of respect within our country. The more farm families that share their story, the better we all are. Expert storytellers aren't needed to create great stories; just share, and see what happens. Reach out to any of the great commodity organizations if you're interested. You never know what opportunities may someday knock at the farm gate.

Soy at the Table

How many of us in agriculture have heard the phrase, “If you’re not at the table, you’re on the menu.” The answer is: probably a lot.

Soybeans have an important role to play in many different conversations, and most notably when talking about how to meet the feed, fuel and food demands of the future. Your checkoff is working hard to make sure that soybeans are seated at the table and involved in those conversations. Of those three categories, the food landscape often feels like the more uncharted of the spaces for a commodity like soy, but we feel there’s tremendous opportunity there all the same.

We’ve been partnering with a strategic intelligence firm, Aimpoint, to help us map out the best food pathways for soy going forward. We’re working to get a better understanding of emerging trends in the food industry, and figuring out how high-quality, sustainably produced Illinois soy can help fulfill their protein goals. We’re looking at new ways to empower both soybean farmers and their end customers at the other end of the food supply chain, while growing opportunities for soy in a number of different categories like snacking and baking, particularly with new food innovations happening every day. We also remain committed to soy’s role in ensuring a thriving animal protein market.

Whether it’s the soy-fed pork chop on your plate, the soy oil in your pantry, or the protein in your shake, we want Illinois soy to be there, moving the conversation.

This July issue covers some of our most recent work in the food space, and your state soybean checkoff staff has more planned for the future. We’re committed to exploring where the possibilities for soy exist in the supply chain and food company initiatives of the future. Finding future investment priorities to position soy for success in the food industry is a key focus of our market development strategy. This is not the last you’ll hear from us on this topic.

Illinois soy is sitting at some new tables these days, and I couldn’t be more excited about what’s to come. I hope you’ll pull up a seat, sit down, and join us. We’d love to know what markets you want to see Illinois grow. Send me a note today at ilsoy@ilsoy.org.



JOHN LUMPE | CEO |
ILLINOIS SOYBEAN ASSOCIATION





In the early 90's, Dr. Brian Diers began his research as a graduate student by publishing the first seed-protein map of soybeans. Now, 30 years later, he and his team have pinpointed where protein and oil levels are determined.



Good Genes

Meet Dr. Brian Diers, a University of Illinois soybean breeder who located the gene that controls protein and oil levels in soybeans.

By Olivia Key

After nearly 30 years of research, soybean researchers at the University of Illinois have pinpointed a gene found in soybeans that increases the amount of protein in the plant by a whopping 2 percent. While this may not seem like much, it's actually double compared to what other seed-protein genes are able to add. Soybeans are a major source of protein for both humans and livestock worldwide, and a 2 percent increase has the potential to add millions of tons of protein to the market.

Brian Diers, the Charles Adlai Ewing Chair of Soybean Genetics and Breeding in the Department of Crop Sciences, began his research in 1992 by being the first to publish a soybean seed-protein map, which located areas on chromosomes where genes controlling protein levels may be found. "We were the first to map genes controlling protein and oil in soybeans because the technology for doing this was being developed in the lab where I was studying," said Diers. However, it would take three decades, the screening and evaluation of thousands of soybean plants, the publication of two soybean genomes, and waiting for other advances in technology to finally locate the gene: Glyma.20G85100.

Genes mutate into various forms, or alleles, that determine characteristics. So, the seed-protein content can range from high to low depending

on the combination of alleles controlling a trait in a specific soybean line. Glyma.20G85100 was initially discovered in wild soybean plants, but it can exist in both wild and cultivated plants. However, following the initial discovery, Diers found that the high-protein allele has a significant, negative impact on yield, so soybean varieties bred to produce large yields will mainly contain the low-protein allele.

Be that as it may, there is certainly a market for soybeans holding higher protein content. "When a company needs high protein soybeans, this would be a useful gene if there would be premiums associated with it to help defray the loss of yield," says Diers.

Diers also noted that some of his colleagues found that the warmer the climate, the less of an influence the gene has on yield. He said, "For example, in Georgia, sometimes they don't see any yield reduction associated with a gene. Other times just a small amount."

The definitive purpose of Glyma.20G85100 for the plant is partially unknown. It appears to be part of the circadian machinery that allows the plant to keep track of time, recognize when to flower, maximize photosynthesis, and manage other important processes. This came very unexpectedly to Diers and his team considering Glyma.20G85100 controls protein levels, so they hypothesize it may be related to how the plant matures.

Nevertheless, the discovery of the gene could potentially

lead to an overall improvement in global food security. According to the Food and Agriculture Organization of the United Nations, approximately 1 billion people worldwide suffer from inadequate protein intake. As the population continues to grow, so will the demand for protein rich foods along with all other commodities and products.

So, what's next for Glyma.20G85100? More research. "We need to unravel the mechanism of how the gene actually influences protein. And once

we do that, we might be able to determine how we can use the gene to increase protein without having a deleterious effect on yield."

The study, "Fine mapping and cloning of the major seed protein QTL on soybean chromosome 20," is published in the *Plant Journal*. The work was partially supported by soybean check-off funding from the United Soybean Board, North Central Soybean Research Program, and the USDA National Institute of Food and Agriculture.

By Association
PODCAST

Listen here

ILLINOIS SOYBEAN ASSOCIATION



CONGRATULATIONS

TO THIS

YEAR'S CLASS



We Have Our Winners

While it was difficult to pick from all the impressive and inspiring nominations, some farmers' stories just stood out. These men and women are truly leading new legacies in Illinois agriculture, inspiring this generation and the next with their on-farm success, community leadership and tremendous potential.

Visit IL20Under40.com to learn more about the program.

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Leading New Legacies

From a corn farmer in Clinton to a dairy farmer in Decatur, there was no shortage of variety among our 2022 winners. They're upholding traditions, starting their own and helping their neighbors out along the way. Young farmers of all specialties are our future, and no state's future in agriculture is brighter than that of Illinois. We're proud to champion our own.

★ ★ ★

Andrew Bowman

ONEIDA, IL
CORN, SOYBEANS AND POPCORN

Andy Lenkaitis

ST. CHARLES, IL
DAIRY, FEED CROPS AND COVER CROPS

Sarah Lenkaitis

ST. CHARLES, IL
DAIRY, FEED CROPS AND COVER CROPS

Austin B. Rincker

MOWEAQUA, IL
CORN, SOYBEANS, HAY AND ANGUS CATTLE

Blake Luckett

RIDGWAY, IL
CORN AND SOYBEANS

Blane Olson

ELKHART, IL
CORN, SOYBEANS, PUREBRED SHOW PIGS
AND COMMERCIAL PIGS

Brandon Walter

HARVARD, IL
CORN, SOYBEANS, STEERS, DAIRY, ALFALFA,
WHEAT AND RYE

Cameron McClure

LAWRENCEVILLE, IL
CORN, SOYBEANS, HOGS, CATTLE AND WHEAT

Chad Bell

VIOLA, IL
CORN, SOYBEANS, WHEAT AND PIGS

Dallas Glazik

PAXTON, IL
CORN, SOYBEANS, WHEAT, OATS AND
OTHER VARIOUS SMALL GRAINS

David Murphy

TISKILWA, IL
CORN AND SOYBEANS

Drew DeSutter

NEW WINDSOR, IL
CORN, SOYBEANS, COW/CALF, GRASS HAY
AND COVER CROPS

Kenneth Mentzer

ASSUMPTION, IL
CORN, SOYBEANS AND WHEAT

Kathryn Mentzer

ASSUMPTION, IL
CORN, SOYBEANS AND WHEAT

Matt Rush

FAIRFIELD, IL
CORN, SOYBEANS, WHEAT AND
FEEDER CATTLE

Matthew Hulsizer

GALESBURG, IL
CORN, SOYBEANS AND POPCORN

Michael D. Nelson

PAXTON, IL
CORN AND SOYBEANS

Michael Ganschow

WALNUT, IL
CORN AND SOYBEANS

Sarah M. Tweet Landers

MENDOTA, IL
CORN, SOYBEANS AND BEEF CATTLE

Tyler Schleich

MONMOUTH, IL
CATTLE

Hard Decisions That Pay

As an agronomist for the leading state in soybean production, it's exciting to challenge the system to be its most productive, sustainable, and profitable with each growing season. Farms across the state fall into different operation sizes, ownership arrangements, and have regional uniqueness that can influence decisions for better or worse.

As far as changes go, it can be hard to make decisions that you can know, with certainty, will be profitable. Looking at my family's farm in Northern Illinois, if I had to make a list, the top contenders are tile, in-season applications (i.e., fungicide), increasing bin storage and practices that increase our agronomics with precision (i.e., strip till, nutrient placement, individual row hydraulic downforce.)

The hard decisions are the ones that take a long time to result in profitability. Examples like cover crops, no-till, increasing diversity and incorporating livestock are for the long game. Those practices take patience, time, experience, and consistency to shine. I am continuously amazed by the farmers who have alleviated risk from weather, weed pressure, and pest concerns with in-field management practices. These are the decisions where the economics are sometimes hard to capture. It's understandable why those practices are slower to adapt and targeted for scrutiny.

So, what's another profitable option that offers a positive ROI? It's the product you are producing. With each growing season, I encounter farmers who are building upon their product portfolio. I pay attention to what business strategies those farmers are implementing to better position themselves within the marketplace. A clear leader over the years has been non-GMO soybeans. Some of my most weed-free and reduced tillage systems come from non-GMO soybean fields. Savings in herbicide and reduced tillage combined with improving soil quality and grain price incentives is where I want to be. Finding a similar combination to this program is difficult. That's where growing soybeans for a specific food grade, oil or protein content come in. When I have been in the room with international trade and marketing leaders, sometimes I just want to shout, "If there is a need for a product and a price advantage, we will grow it!"

What makes Illinois unique to growing specialty soybeans? A perfect trifecta of climate, productive soils, and a robust transportation network. By having multiple terminal options for transport, your product can move to demand efficiently. Watch for new areas of opportunity. Whether it's a crushing facility looking to incentivize oil content, or a specialty contract from a food grade supplier, these are methods to increase your return on investment based on product. As a small farmer with little



ABIGAIL PETERSON | DIRECTOR OF AGRONOMY |
ILLINOIS SOYBEAN ASSOCIATION

opportunity to purchase land at high prices, making more per acre is one of the only options available.

Although the definitions of a sustainable soybean and the carbon space don't currently exist in the marketplace, it can't be ignored that practices are being targeted to influence incentives. Pay attention to the combination of practices and product; this could be a huge opportunity on a field level to increase return on investment. Soil health has been a hot topic for the past few years and the emphasis on research connecting healthy soil to quality products should result in higher value for farmers working to get it right. Be on alert for areas of opportunity to network and build a relationship with suppliers. This is an area that can be challenging, and equipment for improved quality (draper head or belt conveyers) can be an advantage.

If you want to learn more about SOYLEIC® or connecting with suppliers in your area, please reach out to your ISA team for information around systems that include specialty soybeans. We are here to help build your operation utilizing a combination of decisions that alleviate risk and provide both short and long-term benefits addressing your farm's goals.





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RACHEL PEABODY | EDITOR |
ILLINOIS SOYBEAN ASSOCIATION

Sustainable Connections

Sustainability is a real conversation starter, and what we're learning is that it means something slightly different to everyone. Whether you're a farmer, a food processor, or a Chicago consumer, the idea of sustainability is something we're all thinking about as it relates to our own environmental impact. Throughout this past year, your soy checkoff staffers and board members have been having sustainability conversations with the food sector not only because it matters, but because it means greater opportunity for your crop.

And here's why the food landscape is so exciting for Illinois farmers.

Did you know that Illinois is at the center of U.S. food production, food processing and food innovation? There are more than 2,600 food manufacturing companies in Illinois. We're also home to more than 4,500 food processing firms, ranking No. 1 in the country for total food sales. Illinois is also a hub for food innovation with more patents in food-related industries than any other state and more than many countries.

As the No. 1 soybean state in the country, we think Illinois' food prominence is impressive, and when looking at opportunities for your soybeans, we think there's potential for Illinois' soy and food industries to do some big things together.

That's why this issue of Illinois Field & Bean is dedicated to all-things food, and the opportunities that exist where sustainability and soy protein meet.

On page 14, read all about our mobile soy protein educational unit that's traveling to food and ingredient stops around Chicago all summer. We also dig deep this month on protein genetics in the soybean plant and how a special University of Illinois researcher has dedicated his career to advancing seed protein, and you can read that feature on page 6. One of my favorite efforts is detailed on page 18, and we'll show you how the Illinois Farm Families coalition partnered with Chicago nonprofit, Love Fridge, to put Illinois meat, dairy and agricultural products, including soy, in community aid refrigerators across the city.

Our work to advance Illinois soy in the food industry involves work in and out of the field and across Illinois, and you'll read all about it here in Illinois Field and Bean.

At the intersection of all-things food and all-things soy, we find sustainability and a commitment to improve environmental outcomes across all of our acres which is good for Illinois farms, and good for Illinois consumers, too. We are strategically working to outpace food trends and consumer demands, emblazoning the message that soy is as healthy for human consumption as it is for the environment.

As we keep moving forward and building relationships between these two dynamic industries, it's sustainability that becomes our shared value in which we're building those meaningful connections.



WISHH serves as an international soy industry incubator, spurring innovation by connecting local entrepreneurs with industry-specific resources and business knowledge.



Connect with WISHH
wishh.org



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.



A unique experiential activation will deliver "The Power of Soy Protein" message right to Chicagoland food manufacturers' front door this summer.

The Power of Soy Protein

By Rachel Peabody

With demand for protein on the rise worldwide, consumers' strong and growing interest in protein is creating new opportunities for food manufacturing and ingredient companies every day. Today's food brands want to answer that consumer demand with more protein choices in everything from snacks to sport nutrition, and they want those products to be sustainable, affordable and versatile.

Well, we have soy for that.

For the first time, the Illinois Soybean Association checkoff program is taking the power of soy protein messaging to the very doorstep of food manufacturing in Chicago unit, rented from an exhibit company for this summer's experience. The "Power of Soy Protein" exhibit is hitting the road and taking Illinois farmers and their sustainable, protein-packed story with it.

In today's food landscape, some brands might ask, "Why

soy?" and Illinois soybean farmers are here to answer with "Well, why not?"

Soy is a heart healthy, complete protein that's versatile and grown sustainably. When you combine just those four attributes, you find a powerhouse of delicious possibilities for product innovation.

"This mobile experience was designed to take the soy protein message directly to the Illinois food ecosystem. The mobile unit allows for the checkoff program and our soybean farmers to connect directly with food decision-makers and to facilitate the needed conversations about how Illinois-grown soybeans can positively impact their brands, businesses, and bottom lines," says Todd Main, ISA Director of Market Development.

Main notes that exploring soy food opportunities will only continue to grow as the checkoff builds a portfolio of robust market development opportunities.

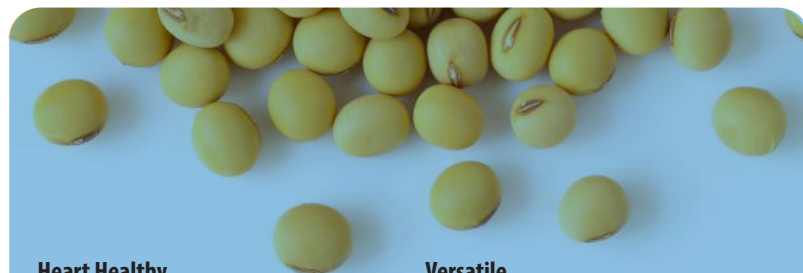
"Looking ahead, one of our upcoming initiatives will be to

do a food market assessment, so we can understand the key companies, players and influencers operating in this space," says Main. "We know there's tremendous potential for Illinois soy here, and it's a new domestic market we want to help grow."

Main admits that soy is far from a newcomer on the food scene,

but that it's due for a resurgence in popularity.

"Soy has been used in product formulations for years, but if you look at current food innovations and market research, the industry is focused on other ingredients like pea. There's an absence of soy in the new and emerging products," says Main.



Heart Healthy

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- Raw, fermented, processed, paste, milk – soy's many different forms perform in an endless number of food and beverage applications by providing moisture and flavor retention, aiding emulsification and enhancing food texture.

Sustainable

- Grown by local Illinois farmers using innovative conservation practices.

While the food market is not a major volume segment for Illinois soybeans, it is one that should not be overlooked, as this space can influence both reputation and market opportunity in food and other categories as well.

Consumers are hungry for more.

A casual stroll down any grocery aisle these days proves that consumers are looking for more protein in snacks, beverages, shakes, cereals and more.

"Soy brings endless opportunities to the table. It's a high-quality protein for the animal ag industry with dairy, meat, poultry, fish and eggs all starting with soy. Feed for animal agriculture is the number one use of soybean meal, and that's an important message we still want food companies to understand," says Main. "Yet, there's also potential for soy in plant-based categories and no other plant protein comes close to delivering what soybeans can."

Consumer research backs up the soy protein opportunity with 74 percent saying they see soy foods as "healthy." Therefore, the mobile soy protein unit will help audiences better understand that soy helps boost heart health, control diabetes, improve blood circulation, boost digestive health and improve bone health.

And they're not just looking for a healthy protein source, but one that's environmentally friendly. Illinois grown soy fits that bill.

"Illinois is a leader in soybean production and best management practices that promote soil health and water quality. We have a huge opportunity in this state to start producing higher quality soybeans as part of a conservation system," says Abigail Peterson, ISA Director of Agronomy.

Peterson notes that with the recent activity around carbon capture, specifically as it relates to food companies who are purchasing those carbon credits, the

door has opened for farmers to talk about the realities of growing soybeans more sustainably.

"Our role is to strengthen the relationship between farmer and food company, and to represent how the practices happen on-farm and what transitioning

to these practices entails," says Peterson. "We want to help food companies understand what it means to be choosing an ingredient grown by Illinois soybean farmers who are committed to taking soybean quality and sustainability to the next level."



Messaging inside the mobile experience tells the many different uses of soy that consumers can find on grocery store shelves.

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Farmers know all too well that there's no such thing as a sure thing. Unless we use our collective power to advance us all. That's the idea behind the soybean checkoff. Everyone invests a little—seed money if you will—so everyone can be rewarded with more. More agronomic advancements. More market opportunities. More value for every bushel sold. In fact, a 2019 study by Cornell University showed that U.S. farmers received an estimated \$12.34 in added value for every dollar they've invested in the checkoff. That's a return worth writing home about. To learn more about how the checkoff pays off, visit ilsoy.org.

THE CHECKOFF THAT PAYS OFF.



The Love Fridge

Illinois Farm Families donated food items grown or raised in Illinois representing each commodity group to Love Fridge locations around Chicagoland.

By Brynna Sentel

Take what you need, leave what you can." This saying has been used among many community give-back programs across the nation as a way to promote helping your fellow neighbor when you have more than you need.

The Illinois Soybean Association (ISA) was lucky enough to participate in such a program through Illinois Farm Families (IFF). Their involvement in the Chicago-based "The Love Fridge" project kicked off in February 2021 as a way to proudly and actively support Chicago communities in need.

Addressing food insecurity is a priority for many, particularly in agriculture and that is exactly what IFF sought out to accomplish by participating in this project.

By now you may be wondering what a Love Fridge is and why should my checkoff dollars be invested in it? Well, it's exactly what you think. The project originally launched on July 26, 2020 when a refrigerator appeared fully stocked in Little Village, Chicago ready to provide healthy and nutritious foods to those who don't traditionally have access to healthy options. From there the project expanded to 18 commu-

nity refrigerators scattered about the city filled with food by those who have plenty, for those who are in need.

"IFF's mission is to build trust in Illinois farmers and their farming practices by connecting on shared values and having open, honest conversations with Chicago consumers," says Gracie Pierson Consumer Engagement Manager for Illinois Farm Bureau. "A shared value between Illinois farmers and Illinois consumers is to address food insecurity and ensure that there is access to nutritious food in our communities."

With a mission statement that reads, "powered by kindness, generosity, and most importantly, love, we firmly believe that feeding oneself is not a privilege, but a right," this was clearly a project that IFF had to get involved in.

"The IFF coalition has made a point to think outside of the box over the last several years, and as we emerged from the pandemic, we wanted to get back to boots on the ground work," says Pierson. "Working with The Love Fridge gave us a great opportunity to meet those goals while also finding the consumer where they are. In our case, that meant getting into the city."

Each Illinois commodity group including Illinois Farm Bureau, Illinois Corn Growers, Illinois Beef Association, Illinois Pork Producers and Midwest Dairy joined ISA in donating food items representing Illinois agriculture, particularly those produced or grown, packaged and sold within our state lines.

These donation items were then delivered by Illinois farmers to different locations. One of which was Dakota Cowger of Will County.

"The Love Fridge project is a great spin on the traditional food pantry idea, somewhere that someone can go and grab something for themselves and their family whenever," says Cowger. "Illinois Farm Families and the actual farm families here in Illinois should continue to work hard to partner with projects like this."

Donation items like cheese, milk, soymilk, tofu, corn tortillas, ready-to-heat beef fajita strips and pulled pork all specifically coming from Illinois farmers, were donated to these fridges. A little over 100 items were donated from the five different Illinois commodity groups to three different locations.

"IFF plans to continue working with The Love Fridge in the future," says Pierson. "At this time, we will likely make another do-

nation of Illinois-grown products, representing beef, dairy, pork, corn, and soybean, and other Illinois farmers, that cover some of these most highly requested and nutritious items next February. The timing is intentional – we know that food donations increase around the holidays, but drop off quickly as we enter the new year."

IFF's involvement has generated a lot of awareness for the project that Chicago community members didn't necessarily have previously. The Love Fridge operates entirely on donations from community members and organizations, like IFF and ISA, so promotion is essential to keep refrigerators stocked and ready to help families seeking assistance.

"Many farmers like to say that they are farmers because they love to do what their family has done for generations: feed the world," says Cowger. "We, as farmers, need to put our money where our mouth is and start working alongside processors and marginalized communities to minimize food waste, and to ensure we are getting healthy food to everyone who needs it."

For more information about The Love Fridge visit <https://www.thelovefridge.com>.

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In the late 2000s, soybean breeder Grover Shannon, and the soybean breeding team at the University of Missouri's Fisher Delta Research Center, set out to discover another avenue for soy oil; a journey that would lead to the inception of SOYLEIC®.

The Birth of a Brand: Meet SOYLEIC®

By Betsy Osman

When you learn you're going to become a new parent, you read a lot of books. You find all the parenting experts, the new methodologies, and techniques. You soak up well-meaning advice from other parents, you solicit tips, tricks and baby hacks, and you pour over preparations.

And then the baby arrives and you realize that none of your research and careful studies could have possibly prepared you for the joys and frustrations, the challenges and the delights of parenthood. And you begin to understand that, though "the experts" may know a thing or two about the universal experiences of parenthood, no one knows your child like you do.

No one knows your child's history, your child's personality, your child's struggles and fears, and your child's exceptional uniqueness quite like you do.

Because as a parent, the expert isn't them. The expert is you.

That was the philosophical approach behind the birth of "SOYLEIC," a non-GMO, high-oleic soybean trait, which was inspired by soybean farmers and created for soybean farmers - the true experts on soy's potential and uncapped opportunity.

In the late 2000s, soybean breeder Grover Shannon and the soybean breeding team at the University of Missouri's Fisher Delta Research Center heard the growing demand from soybean farmers who knew there needed

to be another avenue for soy oil, offering growers new value-added markets for their products.

This farmer-fueled challenge inspired Shannon and the research team to discover a non-GMO high oleic trait that stemmed from a traditional cross in the field. Shannon then partnered with a United States Department of Agriculture (USDA) molecular geneticist, Kristin Bilyeu, to evaluate the importance of a non-GMO high oleic trait. This trait evolved into what is known today as SOYLEIC soybeans, a non-GMO, high-oleic trait available now to seed developers that results in high oleic soybean oil and non-GMO meal, developed through partnerships between the University of Missouri, Missouri Soybean Merchant-

dising Council (MSMC) and the United Soybean Board (USB).

"SOYLEIC soybeans are an excellent representation of check-off research at work," said Gary Wheeler, Missouri Soybeans CEO and Executive Director. "Every small item adds up in research, and the checkoff gives us the opportunity to compete, innovate, educate and promote one of the most versatile crops on the planet."

U.S. high oleic soybeans have oil that typically contains 75 percent or greater oleic acid (Omega-9/monounsaturated fat), less than 3 percent linolenic acid and 12 percent or less saturated fats. Typically, soybean oil has 23 percent oleic, 8 percent linolenic acid and 15 percent saturates

content. The improved fatty acid profile provides an oil with superior heat and oxidative stability. This functional advantage is a valuable tool in filling the void created by regulations that require the elimination of trans fats in foods. High oleic beans have comparable oil and protein content to commodity soybeans which produces a soybean meal with the same composition of protein and amino acids.

With these traits, farmers can better meet the needs of food oil, livestock meal and soyfoods markets. Consumers and food manufacturers are consistently looking for healthy food options that are delicious, nutritious and affordable.

For the same reasons high oleic soy is excellent in food applications, it's also proving true in non-food markets. Today, many companies are looking for renewable, bio-based alternatives made from petroleum, and that also provide for better environmental stewardship while maintaining or improving the product's functional properties. High oleic soybean oil's excellent heat and oxidative stability is opening new markets for soybean oil such as industrial lubricants and greases. It's being used to make marine oils, cutting oils, transformer oils, chainsaw and machine lubricants, hydraulic fluids and railroad greases.

"Consumers are increasingly concerned with knowing what's in their food and where it came from," said Bryan Stobaugh, Missouri Soybeans' Director of Licensing and Commercialization. "The identity-preserved systems that help SOYLEIC soybeans deliver performance and functionality also enable full traceability from farm to fork. With the growing population around the world, the use of a sustainable crop is pertinent to feed our families, friends and animals."

U.S. soybean farmers are committed to raising a sustainable product and continuing to improve their practices to minimize the impact on the environment. SOYLEIC soybeans support farmers' efforts to meet their 2025 goals to reduce land use impact by 10 percent, lower soil erosion by an additional 25 percent, increase energy use efficiency by 10 percent and decrease total greenhouse gas emissions by 10 percent.

SOYLEIC soybeans provide a "best of both worlds" situation for producers and consumers alike, aligning with goals set by food companies and the farmer, while pleasing the consumer with functionality and nutritional benefits. As one of the most consumed vegetable oils used in food around the world, improving the quality of soybean oil can have a major pos-

itive impact on global consumers. With bans and regulations around trans fats and partially hydrogenated oils, the introduction of high oleic soybean oil is a welcomed addition to the food industry. The SOYLEIC trait provides an ideal, easy to incorporate solution for shortenings without partial hydrogenation, eliminating the presence of trans fats.

One of the leading benefits to consumers is SOYLEIC soybeans' heart healthy claim. High oleic soybean oil carries a qualified Food and Drug Administration heart health claim recognizing that it can lower cholesterol and may reduce the risk of coronary heart disease. It also has lower saturated fat and three times the amount of beneficial monounsaturated fatty acids compared to conventional soybean oil contributing to lower blood pressure and cardiovascular health.

The SOYLEIC trait has been produced in 14 states across nation and recently became available internationally through the first commercial license in 2021 with Italian multinational company, Sipcam Oxon. This year, SOYLEIC soybeans will be planted in nearly 70,000 across the U.S. The representation of SOYLEIC beans in the U.S. and export markets proves that when food science and agriculture technologies meet, opportunities flourish.

"Bringing novel research to light with the ability to change the demand of soybean oil domestically and internationally is why the SOYLEIC trait is innovative," said Stobaugh. "It brings down the barriers associated with health claims, brings soybean oil back to human and animal use, creates new demand markets for soybean oil and expands the current high oleic portfolio."

Today, SOYLEIC product and market development efforts are continuously working to increase seed product availability and performance, and open new markets to drive demand. It's grown into a versatile product created for the global food industry, for the livestock producer, for the cutting-edge seed company, and for the local consumer.

And though it was a decades-long process of drafting, adapting and modification, curated by researchers, developers, scientists, and marketing professionals, perhaps the key to SOYLEIC soybeans' success has less to do with how it was created and more to do with why it was created: because soybean farmers saw an opportunity to stretch more productivity from their products.

Because when it comes to understanding the exceptional uniqueness of soy, the expert is you.



Today, SOYLEIC product and market development efforts are continuously working to increase seed product availability and performance, and open new markets to drive demand. It's grown into a versatile product created for the global food industry, for the livestock producer, for the cutting-edge seed company, and for the local consumer.

WISHH works with key international stakeholders to demonstrate **U.S. soy's value** for businesses and communities.



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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.




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MAINTAINING OUR REPUTATION TO DELIVER

Whether shipping by river, road or rail, the soy checkoff is committed to ensuring America's infrastructure is a significant advantage for U.S. soybean farmers. 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.

See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at unitedsoybean.org



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Roberta Simpson-Dolbeare is one of four Illinois farmers who works on the World Initiative for Soy in Human Health (WISHH) Program. The Illinois Soybean Association checkoff program was instrumental in establishing WISHH in 2000.

Soy Story With Roberta Simpson-Dolbeare

By Betsy Osman

Roberta Simpson-Dolbeare was born a city girl with the soul of a farm girl, firmly rooted in things that grow wild and free.

She grew up in Des Moines, Iowa and attended Iowa State University where she studied journalism and communications. She moved into a co-ed

dormitory where she met a young farmer who was studying farming operations.

"People warned me, 'You go to Iowa State University, you're apt to meet a fellow who is a farmer,'" laughs Roberta. And despite their mismatched backgrounds, the unlikely duo fell in love, eventually married, and moved to Louisiana, Missouri

for two years before buying a farm in the hills of Pike County, Illinois that came with a small house and Roberta's first taste of farm living. The couple lived there for 15 years before moving to Calhoun County where they purchased more farm land with a larger home.

Roberta and Eric have two children and four grandchildren.

Both of their children are also Iowa State graduates. They farm 2,000 acres in both Calhoun and Pike County, growing soybeans, corn and some winter wheat.

"Not having grown up on a farm, I'm grateful Eric has wanted me to be a part of our farming operation," says Roberta. "For many years I worked off the farm, but for the past 10 years I've been able

to be more involved with the day-to-day operation. Eric is a great teacher and I ask a lot of questions. I feel like I'm in a continual state of learning with each growing season. But I think modern farmers have to be willing to learn new methods and techniques, as well as increase their knowledge about farming operations."

In 2014, a colleague encouraged Roberta to run for a district board seat within the Illinois Soybean Association (ISA) board. "I quickly became aware that being a part of ISA was an opportunity to gain a better understanding of the role agriculture plays at the state, national and international level. Plus, it opened doors for me to share information with fellow farmers and to help them see the value ISA provides."

Today, Roberta is one of four Illinois farmers serving on the World Initiative for Soy in Human Health (WISHH) Program. She also serves as the program committee vice chair and as one of Illinois' nine ASA directors. Like WISHH's other farmer leaders from across the nation, she's a brand ambassador for the soy organizations.

"Roberta is an exceptional brand ambassador for both Illinois soybeans and WISHH," says WISHH Executive Director Gena Perry. "She really understands the importance of early-stage market development to U.S. soybean grower profits as well as how WISHH's work creates a win-win for our strategic partners in production of soy-based human feeds and livestock and fish feeds."

When it comes to serving as a soy ambassador, Roberta emphasizes the importance of learning about local resources as they relate to global food security.

"I strive to always remember that I represent all soy farmers of Illinois, and feel duty-bound to communicate the needs and desires of my farming colleagues with state and national policy makers."

She continues, "I like to stay very involved in the search for new and expanded markets for

Illinois soybeans, specifically, and U.S. soybeans in general. My priority is creating more awareness and opportunities for soy farmers to operate in a profitable manner"

Earlier this year, ISA supported the Cambodian Aquaculturist Association (CAA) by co-hosting the Aquaculture Industry Workshop: Improving Business Linkages as a gold sponsor. CAA receives support from ASA/WISHH's Commercialization of Aquaculture for Sustainability Trade (CAST)-Cambodia, a United States Department of Agriculture Food for Progress Project. Through a recorded video, Roberta shared insights and encouragement for the association that has grown to represent more than 600 fish farmers, feed millers and others in only two years. In her remarks,

Roberta stressed the importance of association development through strategic planning as well as the continued growth of the aquaculture industry in Cambodia, which can lead to increased profits as U.S. soy can fill gaps in demand for fish feed.

Looking ahead, Roberta feels that the greatest opportunities for Illinois soy lie in expanding exports to countries that need higher protein levels in their diet or where there are opportunities to increase the amount of soy in animal feeds. She believes we will see increasing demand for soybeans in parallel to an increased usage for domestic and global biofuels, and she's optimistic about the continued development of new products that utilize soybeans.

But Roberta is most hopeful about the spirit of collaboration that is flourishing right here in Illinois, and seems to be catching downstream.

"I believe our policy makers finally realize the importance of developing new and expanding existing markets for U.S. soybeans, and it's because we are coming together to tell a unified story about the potential of soy. At the end of the day, working for American farmers looks like working together. Growing soybeans isn't the only thing Illinois does really well."

Check out Roberta's recent video on the important actions that U.S. farmers are leading through ASA's WISHH program <https://youtu.be/sSkTsj0T3rY>.



Roberta and husband, Eric, are passionate about service. They also serve in the Coast Guard Auxiliary and operate a single-engine plane that performs river patrols over the Mississippi and Illinois Rivers.



CHIMDI CHEKWA | SENIOR AGRI-FOOD WATCHDESK ANALYST | AIMPOINT RESEARCH

Illinois Soy is Poised to Shift the Narrative When it Comes to Soy in Food

Aimpoint Research is a global strategic intelligence firm specializing in agri-food. Driven by the core belief that the success of the agri-food system is essential to national security, our approach blends military intelligence techniques and market research capabilities to help our clients understand what's happening in the marketplace, what's going to happen in the future, and what to do to ensure success.

Aimpoint Research provides our clients a competitive advantage through integrated intelligence. As a senior analyst at Aimpoint Research, my role involves looking at the trends and disruptions occurring across the agri-food value chain, particularly as it relates to food companies, food retailers, and consumer trends.

When it comes to soy, we've started to see a concerning shift in the marketplace the soy industry will need to address. "Free-from" label claims, and new entrants like pea protein, have entered the marketplace competing for soy's market share and slowly eroding the 'health halo' soy has long enjoyed. The Illinois Soybean Association (ISA) hosted a Food Scenario Thought Leader Exercise (STX) earlier this year to address the topic, and the Agri-Food Vision Wargame also focused on this particular problem set. Across both engagements, agri-food leaders took a consistent approach to addressing soy's role in human health, particularly as it relates to its position in the rising "Food as Medicine" space.

The goal of these exercises was to provide greater understanding of the emerging requirements for food companies and explore options for soy to meet their needs.

From this exercise, ISA identified the need to shift the narrative and prioritize rebranding soy as a functional food. Improving the

perception of soy as a food ingredient through relationships with processors and food companies will be important in securing soy's health halo to consumers.


As a leader in the soy industry, ISA is developing a strategy that will continue to position soy, and the state's soybean farmers, for success in the long-term. As a result of the scenario exercises, the following are key components to advance soy's position in the marketplace:

- Understand soy's current position in the consumer marketplace and identify areas of opportunity as it relates to nutrition, functional benefits, and food as medicine.
- Invest in a fresh take on scientific nutrition research to that supports health claims and enforces soy's position with food companies and processors.
- Develop a targeted campaign for end users and influencers in the nutrition community that promotes soy's attributes as a functional food.
- Longer term, there are opportunities for the soy industry to advance research and partnerships that improve crop quality for feed and functional attributes for food when it comes to nutrition and sustainability.

ISA is uniquely positioned to capture the value of meeting the needs of consumers and producers alike. Our farmers need to be prepared and propose solutions that will better equip them for meeting the goals of their end customers.

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Our stories are taking root across the state.

At Illinois Farm Families, we're showing Chicago consumers that the things we have in common matter far more than a ZIP code. We all want to provide our families with healthy, sustainably grown food.

So we've given farmers a seat at the table to share how responsibly grown food impacts all of Illinois. Through efforts with the Chicago mutual aid group Love Fridge, the Taste of Randolph festival, social engagement and more, IFF has been building city consumers' trust in meaningful ways. Thanks to your stories — and your families — we're growing connections where they matter most.

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Visit watchusgrow.org to learn more about how IFF is building trust throughout the state.



IFF is a coalition comprised of Illinois Beef Association, Illinois Corn Marketing Board, Illinois Farm Bureau, Illinois Pork Producers, Illinois Soybean Association, and Midwest Dairy. These commodity and farm organizations are working together to share farmers' stories and perspectives. By giving Illinois farmers a voice, IFF is working to change the way consumers think about food and farmers.