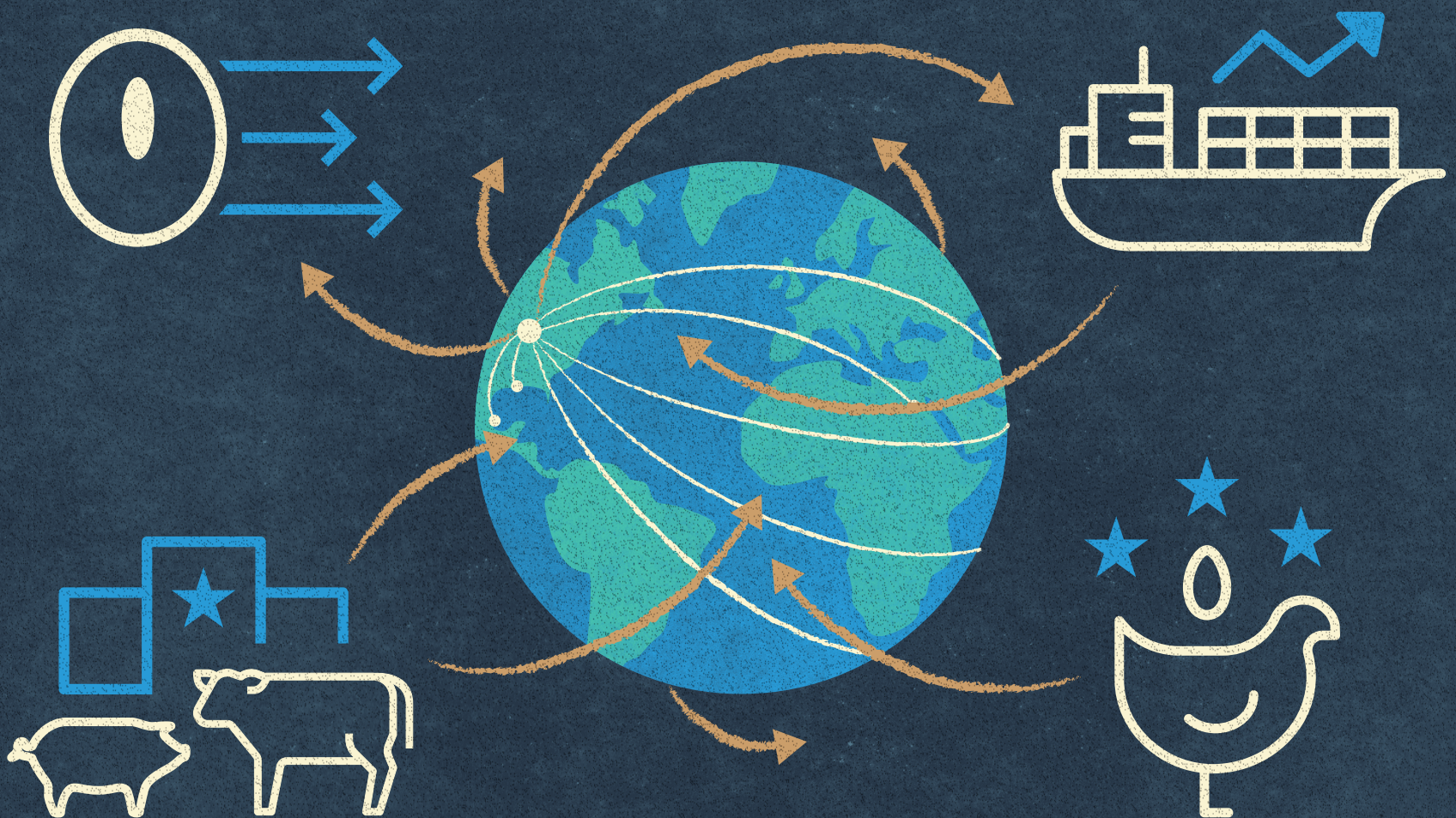


# *Illinois* **Field & Bean**

MAY 2022

A PUBLICATION OF THE ILLINOIS SOYBEAN ASSOCIATION

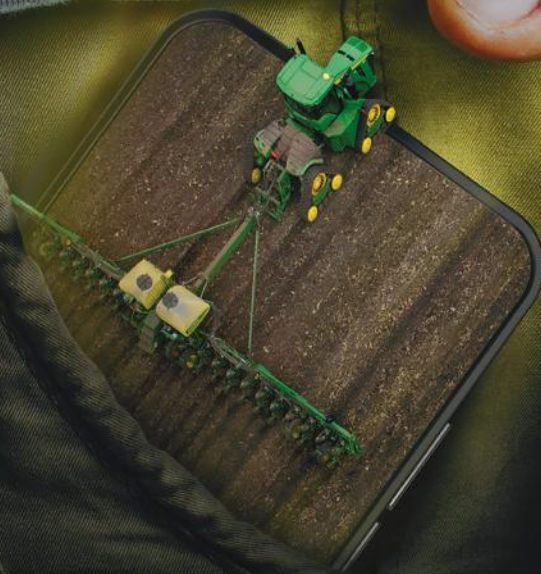
## **Sending SOY-lutions Around the World: The Trade Issue**



Take a look at how ISA works to improve infrastructure,  
foster relationships and promote the key players that  
make up our global system of trade providers.



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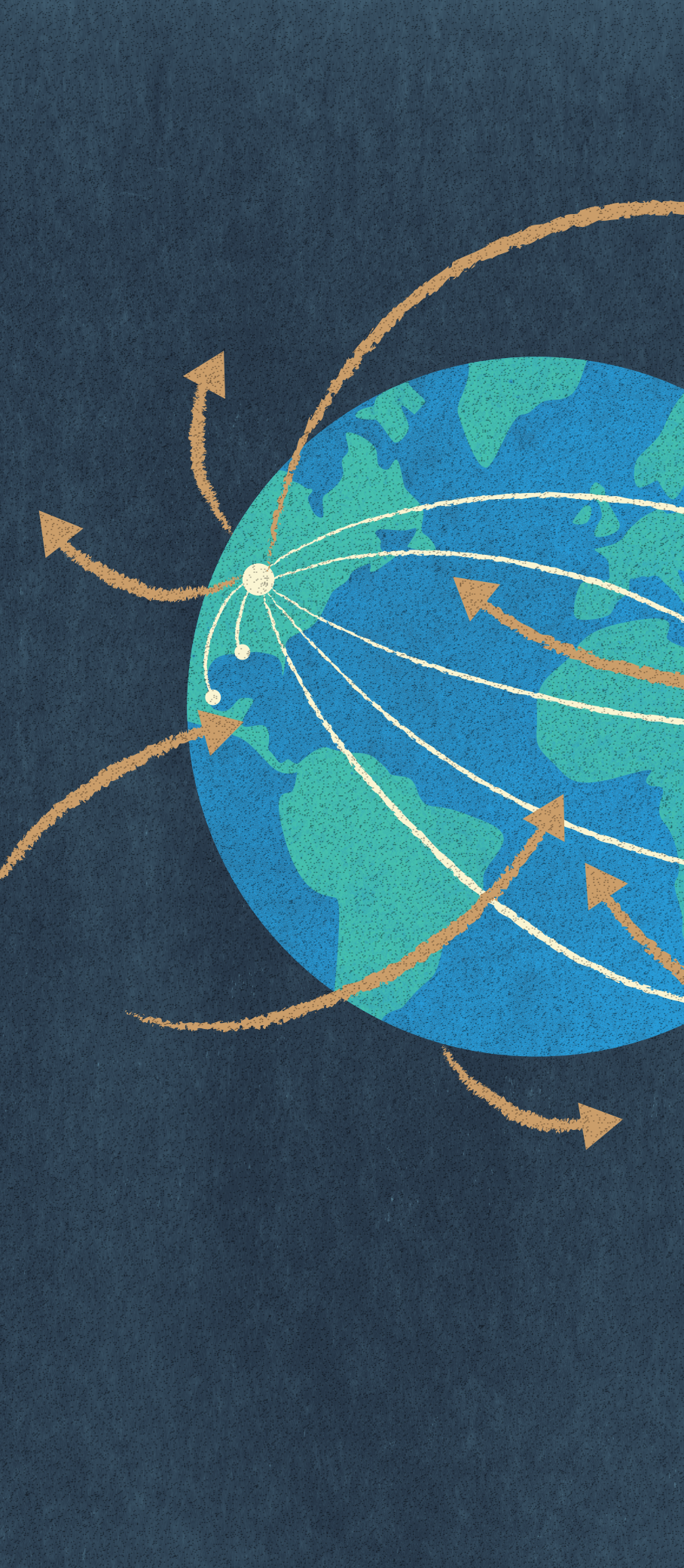
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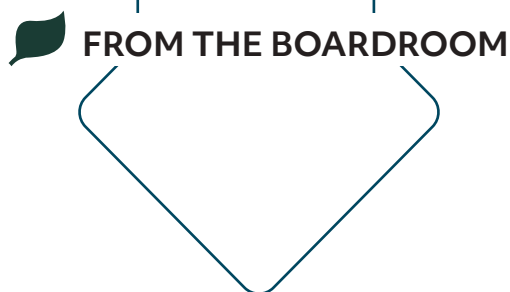
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# Farmer Involvement Matters



**DAVID NIEKAMP | DISTRICT 8 DIRECTOR |  
ILLINOIS SOYBEAN BOARD**

As members of the Illinois Soybean Board, we are actively involved in national organizations focused on ways to incorporate our soybeans into various uses. Through my involvement in these organizations, I strive to push Illinois soybeans forward. With the multitude of ways soybeans can be used, and the threat of competing products, we must be advocates for the use of soybeans.

Within these organizations, we're focused on ensuring the product we grow is in demand by companies and international buyers. Our board members support various organizations representing the Illinois Soybean Association (ISA) and Illinois farmer goals. Currently, I am involved with and serve as representative for ISA on national organizations including the Soy Aquaculture Alliance (SAA), the Soy Transportation Coalition (STC), World Initiative for Soy in Human Health (WISHH), and USA Poultry and Egg Export Council (USAPEEC). All of these organizations have one thing in common: they support soybeans and soybean farmers.

I am passionate about SAA as we are focused on creating new opportunities for soybeans within the growing aquaculture market. We fund programs and research with both academic and private researchers and industry leaders, which increases the use of U.S. soybeans in the diets of fish and shrimp. This is essential as we are looking to find more uses for soybeans, specifically soybean meal, which provides added protein in the diets of salmon, catfish, tilapia, and varieties of shrimp.

STC is an infrastructure coalition in which I participate that continually works to improve transportation and infrastructure. We are one of 13 state soybean checkoffs involved in the coalition. STC's goal is to position soybean industry stakeholders to benefit from a transportation system that delivers cost-effective, reliable, and competitive service. Reliable transportation for farmers and customers enables us to provide the dependable service our domestic and international buyers rely on. From waterways to bridges, transportation must be safe and reliable for us to deliver our soybeans to market.

As a board member of the WISHH organization, we look to showcase the benefits of U.S. soy protein to developing countries where it can make a difference in lives today and in the future. We've learned about underdeveloped countries with malnourished people. Considering the high-quality protein content of soy, we look for ways to incorporate more soy into diets of those in developing countries. WISHH is steered towards market development, humanitarian assistance, education, and research.

USAPEEC is continually working on the promotion of U.S. poultry and egg exports around the world while advocating on trade policy issues. Although poultry isn't a large commodity in Illinois, global poultry populations rely on Illinois' soybean production. This surprising market utilizes 55 percent of all soybean meal, more than any other commodity. We must maintain our competitive advantage by investing in these relationships and ensuring that they are provided with the quality product they need.

Each of these organizations play a vital role to us as farmers, creating a system for soybean development, demand, and delivery. It's important that these organizations continue to be led by farmers, and represent the ideals of farmers who are growing the way forward.



# The Big Picture

Every day working in the soybean industry I'm reminded just how globally-connected we are in agriculture. And particularly this season, as we've been preparing a magazine issue focused on the topic of trade, what's happening on the global stage seems more relevant than ever.

We've all watched as the Russia-Ukraine War has sent commodity markets on a wild ride. We've seen impacts ripple widely across freight and oil rates and input prices, particularly in the fertilizer space, in which Russia has been a significant source of supply. We're also reading headlines reporting on South America's drought and projecting the continent's lowest yielding soybean production year since 2018 and 2019.

And while I have no more control of geopolitical relations than I do of the weather, I do know that I can be positioned to help lead the Illinois soybean industry through whatever global factors might impact us next. Looking forward to better days for Illinois soybean producers – that's the big picture to keep our eyes on.

At ISA, your checkoff and membership investments are hard at work looking for the next opportunity for Illinois soybeans. Some days, that work looks like developing new trade relationships and building relationships with international buyers right here in Illinois soybean fields. It often looks like cultivating industry partnerships, as in the case of the work we are doing with the U.S. Soybean Export Council (USSEC) to grow soy's footprint around the globe. It also looks like advocating to legislators on state and federal levels about the importance of trade agreements, ensuring fair, global opportunities for our crop.

As a special addition to this issue, you'll find our FY21 annual report. It's our update to Illinois farmers covering the many projects, events, research efforts and discoveries we've made over the last fiscal year — all in the service of moving the soy industry into a future-ready position. I'd encourage you to read these pages and see for yourself the many ways ISA is focused on the big picture, putting Illinois dollars to work for Illinois farmers.

Though many things feel uncertain right now, there is hope in our ability to focus on the things we can control. At ISA, we'll keep our eyes fixed on supporting robust trade opportunities, and we know you'll continue to plant yet another crop of soybeans that will be sent to feed and fuel a world in need.

Above all, we will cling to what we know to be true: the Illinois soybean industry, driven by the dedication of our farmers, will continue to rise to any challenge, setting a global example of collaboration, service to a greater good, and a sense of accountability that begins at our neighbor's farmgate and reaches clear around the world.



JOHN LUMPE | CEO |  
ILLINOIS SOYBEAN ASSOCIATION







# Supply Chain Gain

Illinois works directly with buyers to get soybeans to market reliably and efficiently.

By Jill Parrent

**T**he Illinois Soybean Association (ISA) is on a mission: to support Illinois soybean farmers as they grow and sell the most desirable soybeans in the global marketplace. This mission reaches far beyond Illinois' borders, encompassing more than 82 countries worldwide.

Countries have different uses for soybeans and Eric Woodie, ISA Trade Analyst, is focused on finding the potential gains in these countries for Illinois soybean farmers. During marketing year 2020-2021, the U.S. shipped a record 61.65 million metric tons (MMT) of whole

soybeans, 12.3 MMT of soybean meal, and 781,766 MT of soybean oil around the globe. This generated more than \$34 billion in revenue according to the U.S. Soybean Export Council (USSEC).

In the last five years, Egypt's demand for protein and soy consumption has skyrocketed, confirming the growth of soy requests as Egypt has become the third largest importer of U.S. soybeans. U.S. soybeans are preferential due their high quality protein content, thanks to good soil quality and other advancements. This increase in demand is in part because Egypt has expanded their ability

to crush beans and utilize beans and oil," Woodie emphasizes. "This rise demonstrates the need to understand the market and its potential."

Egypt's need for high-quality protein makes U.S. soy the perfect match. Protein consumption has heightened as the population is looking for additional food source options, health benefits, and overall economic needs. While there is also an enhanced desire for corn and other meal products, soy has steadily maintained its demand. Similar to the U.S., soybean meal in Egypt is used for animal consumption. Cooking with soybean

oil has increased significantly, expanding the need for more soy imports. With increased efficiency comes increased demand, providing an outstanding advantage for Illinois farmers.

Mexico is the second largest importer of U.S. soybeans, focused on providing soybean meal to pork and poultry that is grown there. ISA funds projects and partners with the USA Poultry and Egg Export Council (US-APEEC) and U.S. Meat Export Federation (USMEF) to support poultry and pork products. There is a growing demand for pork and poultry, which results in a high demand for soybean meal.





Due to lower freight costs, the U.S. Department of Agriculture (USDA) reports that approximately 96 percent of soybeans supplied for crushing in Mexico originate in the U.S. This is an encouraging statistic for U.S. farmers. Because the U.S. and Mexico share a land border, it implies the U.S. could become the supplier of choice for Mexico due to proximity and transportation costs.

"Illinois is one of the best options for soy exports as we have access to global markets via rivers, container shipping, and class 1A railroads," Woodie explains. "We must communicate that message worldwide and with organizations who specialize in international soy relationships, then build and maintain those alliances."

Woodie also interacts with buyers, working in existing markets that demonstrate growth potential as well as identifying new markets for Illinois soybeans. Woodie sifts through requests to identify viable buyers and introduces them to Illinois-based companies that can meet their needs. And since many groups don't have the capacity to find and compare delivery options, Woodie also helps connect overseas customers and exporters to freight providers to enhance their competitiveness and ensure consistent quality.

"But Illinois can't do it alone. It takes various relationships worldwide to make the soybean market work." Woodie emphasizes the importance of a diversification and expansion strategy as a team effort.

"Although Illinois' placement is nearly perfect for exporting down the river or by container, we must work with a team that knows the international market."

ISA partners with organizations like USSEC to look for strategic, intentional ways to meet countries' needs with U.S. soybeans. Director of Industry Relations at USSEC Lyndsey Erb concentrates on various member

and industry relation efforts at USSEC. Erb looks to optimize the utilization and value of U.S. soy in international markets by meeting the needs of the organization's stakeholders and global customers. USSEC works directly with 82 countries to provide the best soy possible in order to fulfill their needs.

As ISA sees the need for USSEC, Erb sees the need for ISA. "Illinois farmers and stakeholders are our boots on the ground here at home. Farmers know what they do best. We work together both domestically and internationally to differentiate U.S. soy and promote its value."

Often, Illinois farmers will host international trade teams to showcase their farms during various growing seasons. This may be the first time that an international customer has seen a soybean field or the vast area of land it covers. It also provides a conversation and personal relationship between a soybean grower and a consumer/buyer.

Monte Peterson, 2021 USSEC Chairman, explains how the growth of U.S. soybeans continues. "During market year 2020-2021, nearly half of U.S. soy destination markets grew by at least 10 percent compared to

2016-2017, the prior record year for whole soybean exports. For example, we've seen notable growth in Egypt 178%, Ecuador 298%, Vietnam 91%, and Guatemala 28%. This is a result of foresight, strategic planning, customer centricity, teamwork, and a solutions-focused approach."

USSEC works directly with and for U.S. soybean farmers. The USSEC Board of Directors has representation from farmer leaders from the United Soybean Board and American Soybean Association. This helps to ensure the work they are doing is what farmers expect, desire,

and need to move forward. Two Illinois farmers, Doug Winter and Stan Born, serve as Chairman and Vice Chairman of the USSEC executive committee for the 2022-2023 year. They represent Illinois soybean farmers, ensuring the farmer voice is heard and understood.

The strategies and tactics behind ISA's mission are complex, deliberate, and intersect with many other partners and systems. But the end goal is far more simple: to grow global demand for Illinois soy, and to support the farmers who stand ready to meet it.



Eric Woodie, ISA Trade Analyst



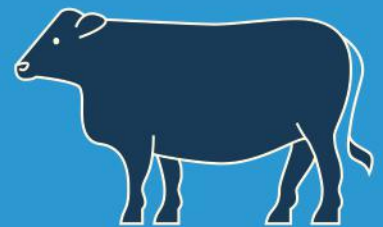
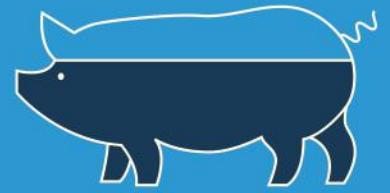
Lyndsey Erb, Director of Industry Relations at USSEC



# A soybean checkoff program with some real meat to it.

Animal agriculture and aquaculture consume 97% of U.S. soybean meal, making this market your number one global customer.

your .5% checkoff  
investment per bushel  
sold



Your half percent per bushel checkoff contribution goes in part to fund programs designed to support the growth and expansion of Illinois livestock, and increase global demand for meat and meat exports. ISA also invests in growing both domestic and international demand for turkey and fish, as these species rely on the nutritional profile of soy to produce healthful and accessible protein options. It's clear: The global animal agriculture and aquaculture markets have never been so hungry for soybean meal.

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

THE CHECKOFF THAT PAYS OFF.



ADVERTORIAL

## Animal Agriculture:

Feeding the Future of our Top Customer

Animal agriculture consumes 97% of U.S. soybean meal, making hogs, chickens, turkeys and cows your number one customer worldwide. With the rising global demand for high-quality animal protein, soybean meal becomes one of several choices livestock and poultry producers can feed to their herds or flocks.

The Illinois Soybean Association (ISA) checkoff program invests in programs to support the use of soybean meal in feeding livestock and poultry across the U.S. ISA is also supporting the expansion of Illinois livestock and poultry production, recognizing that a strong animal agriculture industry in our state will result in strong local demand for our soybean meal.

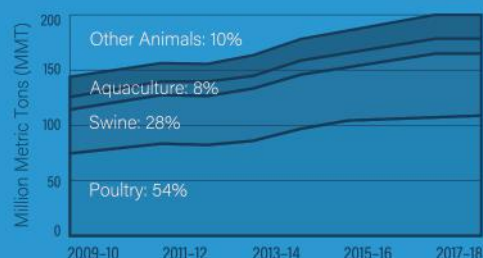
As protein demand continues to increase, ISA is also working specifically with the National Turkey Federation to expand turkey demand in domestic and international markets. Other ISA partnerships provide critical support for expanding and emerging markets, like the growing number of aqua farms in Cambodia.

In fact, soybean meal is the most widely fed protein in cultured fish and shrimp farming. Its high protein content and digestibility make it a healthy, reliable and efficient protein source for the global aquaculture market. With global demand for fish expected to double by 2050, aquaculture is a growing opportunity for Illinois soybean meal.

To further support animal agriculture, ISA also invests in programs with the U.S. Meat Export Federation (USMEF) and the USA Poultry and Egg Export Council (USAPEEC). These programs are designed to help expand the global demand for meat and egg exports, ensuring continued demand for soybean meal. The strategic focus to build demand for your number one global customer is a checkoff investment that clearly pays off.

## Global Soy Use by Species

Source: USB Marketview | Does not include all countries



A Taiwanese trade delegation visits the O'Connor Farm in Kankakee, Ill.

# Illinois Farm Visits: Behind the Scenes

## What happens behind the scenes at an Illinois farm visit?

By Eileen Urish, ISA Trade & Exports Manager

In today's world, understanding where our food comes from is top-of-mind for many. With trade accounting for 60 percent of Illinois soybean demand, it is valuable for Illinois farmers to share their story and open their farms to buyers from across the globe, to keep those trade doors open.

During a recent farm tour, soybean grower and farmer leader Jeff O'Connor from Kankakee, Illinois said, "Hosting a farm tour is not much different than hosting a large family gathering," alluding to the casual conversations and comradery that takes place.

While a farmer's day-to-day may not seem like a big deal to us inside the industry, visitors from other countries find it fascinating. There are many benefits to giving buyers a behind the scenes look at growing soybeans here in the U.S., but most importantly, it's the simple opportunity to connect with our customers on our turf.

"They thoroughly enjoyed riding in the combine while we harvested soybeans," says Ron Kindred, after recently hosting a Chinese delegation at his farm in Atlanta, Illinois. "We also gave them rides in the tractor and grain cart so they could experience us dumping soybeans on-the-go, in the field."

The one-on-one time in the tractor proves a reminder of how much we can learn from each other. These visits not only showcase the quality, efficiency, and sustainability of Illinois soybeans, but they also help us better understand our buyers and convey our passion for growing the crop.

Jeff O'Connor has hosted several groups over the years and says visitors often remember details about their family and the community versus data.

"At the end of the day, they can read statistics about the American soybean industry, but these personal visits help them truly

understand the passion and dedication that goes into growing Illinois soybeans."

As the liaison between buyers and growers, understanding the visitors' goal helps the organization plan more comprehensive tours. Most visiting groups want to see an operating farm and see how their product is handled from start to finish. I've seen first-hand how personal interactions with foreign visitors can sell more soybeans than any fact sheet.

Illinois is truly a great place to plan farm visits because of two major travel hubs, Chicago and St. Louis. Within a one-hour radius of both cities we can tackle farm visits, show our infrastructure to transport soybeans, and see processing facilities all in one day. These visits would not be possible without the help of ISA staff and contractors who help coordinate with transportation and processing facilities.

Knowing that it can sometimes be difficult to travel to these operations, ISA has explored new ways of connecting buyers and growers through virtual tours. In 2021, we reached new audiences through a video series at ISA Chairman Steve Pitstick's farm, that showed the entire growing season of a soybean.

"Getting this extensive look at the process, from planting to harvest to transportation, is an aspect many visitors would never have the opportunity to experience in one trip," adds Pitstick.

Illinois is a global leader in producing quality soybeans for a growing population. Without these interactions and the passion farmers put into their product day in and day out, we would not have such success in hosting trade delegations.

Thank you, farmers, for opening your doors to visitors and helping ISA strengthen the value of U.S. soybeans. I wish you a safe and prosperous planting season and I hope to see you on your farm soon!





# More Than Meets the Eye

This past March as the Illinois Soybean Association (ISA) participated in the annual Commodity Classic events, where national commodity groups set organizational policies to take to our nation's capital, Illinois soybean leaders had the opportunity to visit a Cargill bulk export facility in Westwego, Louisiana. First-time visitors are immediately struck by the sheer volumes involved. As conveyors of soybeans, corn, wheat, and other commodities buzz overhead, millions of bushels are transported in a flash from barges and trains and onto export vessels that head around the world. It's hard to think that the grain filling the mammoth vessels were on an Illinois farm just a few weeks ago. This facility is just one of nine in the New Orleans area that is continually filling vessels to meet the world's demand for grain.

Over the last 10 years, Illinois has become the undisputed leader in soybean production in the United States. In fact, over that time if Illinois were a country, we would be the fourth largest soybean producer in the world. Annually, Illinois exports over 60 percent of our soybean crop. For the 2021 growing season, that would be over 400 million bushels or 11 million metric tons just for export.

While Illinois' 11 million metric tons is a huge part of the global supply of animal feed and vegetable oil, in comparison China is importing close to 100 million metric tons of soybeans annually. Make no mistake, China is the world's largest customer for soybeans. China is also in the top five countries for soybean production with a focus on food grade. During the U.S. China trade war, China was still purchasing close to 20 million metric tons of U.S. soy. The demand for soybeans in China is extraordinary.

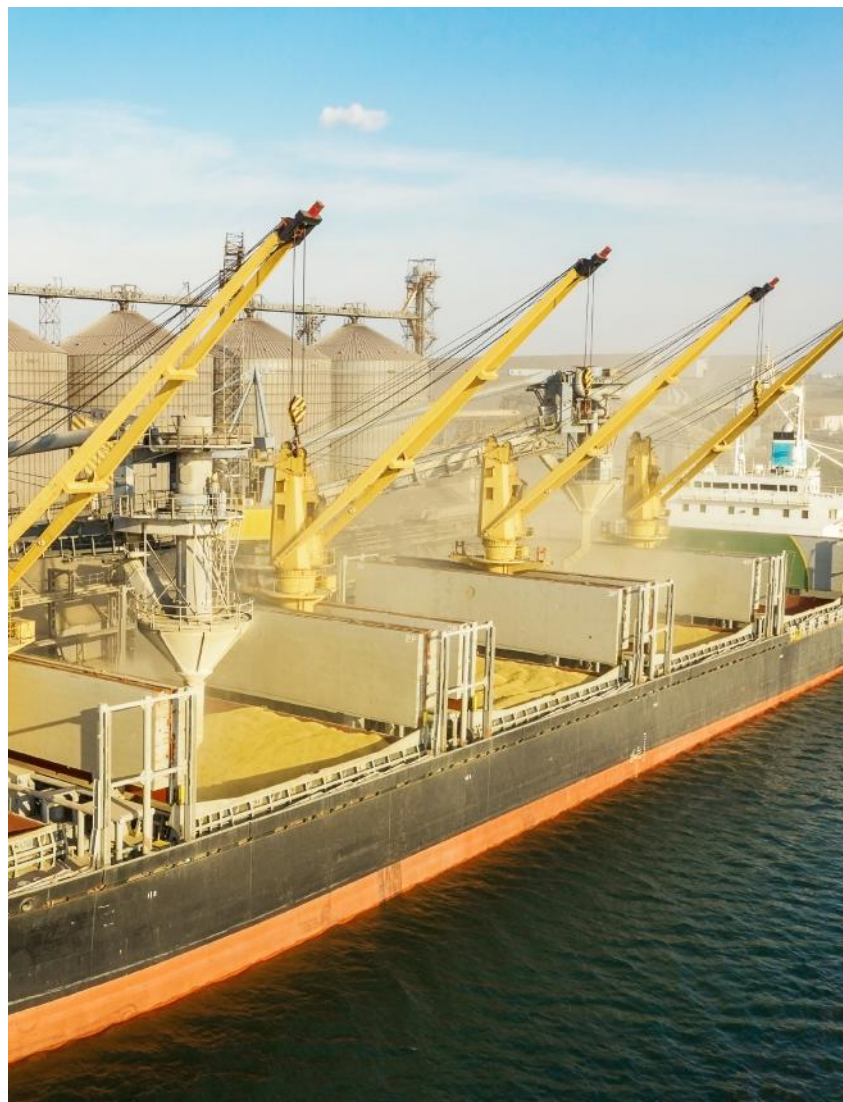
While China is undeniably the world's largest soybean purchaser there are many other markets in the rest of the world that matter for U.S. and Illinois soybean exports. As in any business, having diversity of customers is a sound strategy. Market diversity allows for U.S. soy to be a valued and differentiated product with a larger customer base looking to source high-quality and reliable soybeans from the U.S.

While the last United States Department of Agriculture agricultural marketing year was a record for U.S. soybean exports, and it was driven by records in China, it was also a record to the rest of the world. In this edition of Illinois Field & Bean, some of the key markets that are important to Illinois are highlighted. Long term relationships and demand for U.S. soy in countries like Indonesia, Taiwan, and Mexico are key to building a strong demand base. Growing markets are also a key demand driver for whole soybean exports due to destination crush expansion. In Egypt, the construction of two major soybean crush facilities has propelled the country to become the number three individual country for U.S. soybean exports.

Through the work of the ISA Market Development Committee, farmer leaders and staff, this year ISA will be creating its first "Illinois Soybean Export Strategy." Taking a deep dive into world market dynamics, the group will work with partners in the soybean export industry to develop priorities to guide the investment of checkoff resources working to develop global markets for Illinois soybeans. Center to the strategy will be the concept that with soybean exports there is more than meets the eye.



ANDREW LARSON | DIRECTOR OF MARKET DEVELOPMENT |  
ILLINOIS SOYBEAN ASSOCIATION







[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.*

*See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at [unitedsoybean.org](http://unitedsoybean.org)*

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# Planting Optimism



RACHEL PEABODY | EDITOR |  
ILLINOIS SOYBEAN ASSOCIATION

Spring planting always reminds me of my grandma, a former farm girl, who never tired of an afternoon country drive. She'd call out the names listed in the plat book from long ago – Fordens, Thomases, Butchers – and she always amazed us by her recollection of who farmed every acre through every intersection we passed.

I'm lucky that in this career I've chosen, I still find myself on country roads across the state looking for a farm and the story behind it. I particularly love being out at the start of spring planting when optimism is high and we've got a whole growing season ahead of us to look forward to. There's an energy that exists at planting time that I wish we could bottle up and keep for the whole year, and it's that promise of potential that keeps me going each season, too.

Speaking of optimism and potential, it's easy to look forward to a growing season coming off the heels of the hottest soybean export volume ever for the 2020-2021 marketing year. Illinois soybeans are among the real movers and shakers of U.S. agriculture, growing food, feed and livestock markets around the globe, all to the tune of more than \$28B in revenue for the U.S. soy industry. Scaling new heights and creating positive impacts for soybean customers around the globe – these are the stories we live to tell.

This May issue of Illinois Field & Bean is focused on the fast-moving world of trade. In these pages you'll read about growing tempeh markets in Indonesia on page 28. On page 27, you'll learn about the critical role your checkoff dollars play in supporting Soy Excellence Centers in key emerging markets, solving protein shortages and combating global food insecurity.

Of all the stories we get to tell at Illinois Field & Bean, there's something special about chronicling the journey of soy from Illinois. To think we grow something so globally substantial that starts right here in Illinois, beside familiar country intersections and faithful rural routes; it's a story that seems to have plenty of new beginnings and never an ending.

May the optimism and potential of what's in store for this industry leap off the pages of this issue and fuel your excitement for the 2022 soybean crop. From all of us here at ISA, we wish you a safe and successful planting season.





# Research Tweaks Planting Rules of the Road to Drive Yields



SOYBEAN RESEARCH &  
**INFORMATION  
NETWORK**

1

## START THE IGNITION EARLY



Much research has been devoted to planting date. The trend is to plant earlier, and research shows this can contribute to higher yields when planting into good soil conditions.

**Road to Success:** Studies find treating seed with fungicides may be beneficial when planting early in cold, wet soils, especially in today's reduced and no-till fields. Newer fungicide seed treatments can help control seedling diseases that often accompany such spring conditions.

2

## MONITOR TRAVEL CONDITIONS

Improved planter technology and seed quality have placed overseeding by 20-30% in the rearview mirror. That means farmers can count on more accurate plant populations only slightly lower than seeding rate. And that shaves input costs without sacrificing yield. While general, conventional wisdom is to plant 140,000 to 225,000 seeds per acre, studies have often shown that additional yield above 100,000 may be minimal, depending on row spacing and planting date.

**Road to Success:** Variable rate seeding now permits farmers to tailor soybean plant populations according to conditions within established management zones in each field.

YIELD

## YIELD TO LOWER LIMITS

3

Moist soils mean go time for soybean planting. That's because the seed needs to absorb 50 percent of its weight in water for germination. Good seed-to-soil contact at planting depths of 1"-1.5" inches is linked to higher yield potential. Shallower depths are best for early planting, high-residue and fine-textured soils. Plant deeper when late and in sandy, coarse-textured or dry soils.

**Road to Success:** Checkoff-funded work is evaluating the development and availability of new planter technologies over the last decade to understand how to properly use and setup planters equipped with downforce, for example, in various tillage systems and soil conditions.

4

## CHANGE LANES FOR BETTER PERFORMANCE

Studies confirm switching from wide to narrow rows can boost yields 3-7 bushels per acre, depending on management practices. Using 20" versus 30" rows keeps sunlight out of the canopy where weeds develop and preserves soil moisture, especially in double-crop soybeans.

**Road to Success:** Newer soybean drill technology because the seed drop mechanism is controlled from the tractor cab for greater accuracy.

LANE  
SHIFT  
AHEAD

5

## KEEP YOUR EYES ON THE ROAD

Getting the most mileage at planting includes knowing whether a seed treatment is right for your situation. Seed treatments should be chosen based on controlling diseases, insects and nematodes prevalent in the area and for early pests scouted where economic thresholds have been met.

**Road to Success:** Checkoff-funded field trials show widespread prophylactic use of neonicotinoid insecticide seed treatments, for example, may not be a wise expenditure because their use does not usually overlap with economically significant insect populations.

ON THE  
ROAD

GET  
THE **411**

ON SOYBEAN RESEARCH AT  
**SOYBEANRESEARCH  
INFO.COM**

The Soybean Research and Information Network (SRIN) is a joint effort of the North Central Soybean Research Program and United Soybean Board. The online resource contains checkoff-funded soybean production challenge research findings with direct links to the respective underlying scientific studies housed in the National Soybean Checkoff Research Database.



ILLINOIS  
**SOYBEAN**  
ASSOCIATION



# On World Food Day and every day, WISHH'S strategic partners take local action.



**PROSOYA KENYA-** a WISHH Strategic Partner

**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.*

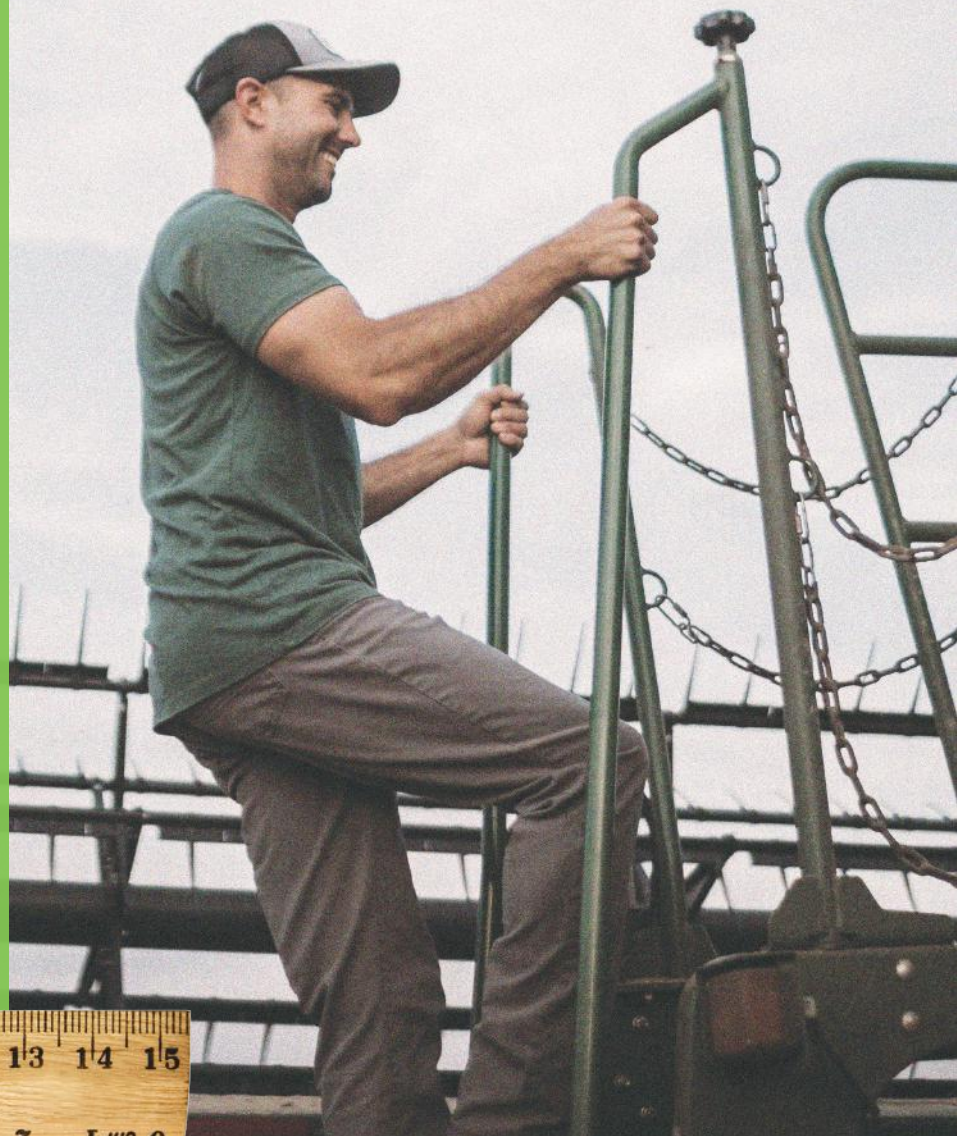


FY 2021  
Illinois Soybean Association

 Funded by the Illinois Soybean Checkoff

# Annual Report

Growth By  
Association



## Measuring Sticks of Success

Most farmers have measuring sticks in their shops, whether they be yardsticks or tape measures or digital ruler apps on smartphones. They provide frames of reference or benchmarks that can help guide decision-making. The Illinois Soybean Association (ISA) also uses measuring sticks to mark its ability to grow, evolve, respond and adapt to fast-paced changes in agriculture.

**We measure our progress** by our fast-growing staff, our increasing state and federal legislative efforts, our new farmer-focused brand and a new building. Our progress is driven by a group of passionate people who press on with the Illinois creed: "Yes we can. And we'll do it together."

**We measure our impact** by our ability to successfully promote Illinois soy and issues facing farmers. We aren't just looking to increase product demand. We are looking to heighten awareness and appreciation for the men and women who power Illinois agriculture forward.

**We measure our value** by the diverse and new opportunities we create for Illinois soybeans, introducing our many products to domestic and international markets around the world, and setting a global example for quality, supply resilience and sustainable practices.

**We measure our achievements** by the way we prepare future farming generations and nurture the land they will inherit. Challenges may be new. Our thinking, innovations and technologies may be new. But our values – honesty, hard work, courage, curiosity – are tried and true.

If you place a measuring stick against the Illinois Soybean Association's FY21 accomplishments, you will find growth and a calculable return on investment for farmers. This annual report highlights some of those successes. And, as always, we encourage your input.

**Steve Pitstick**  
Current ISA Chairman



# Financials

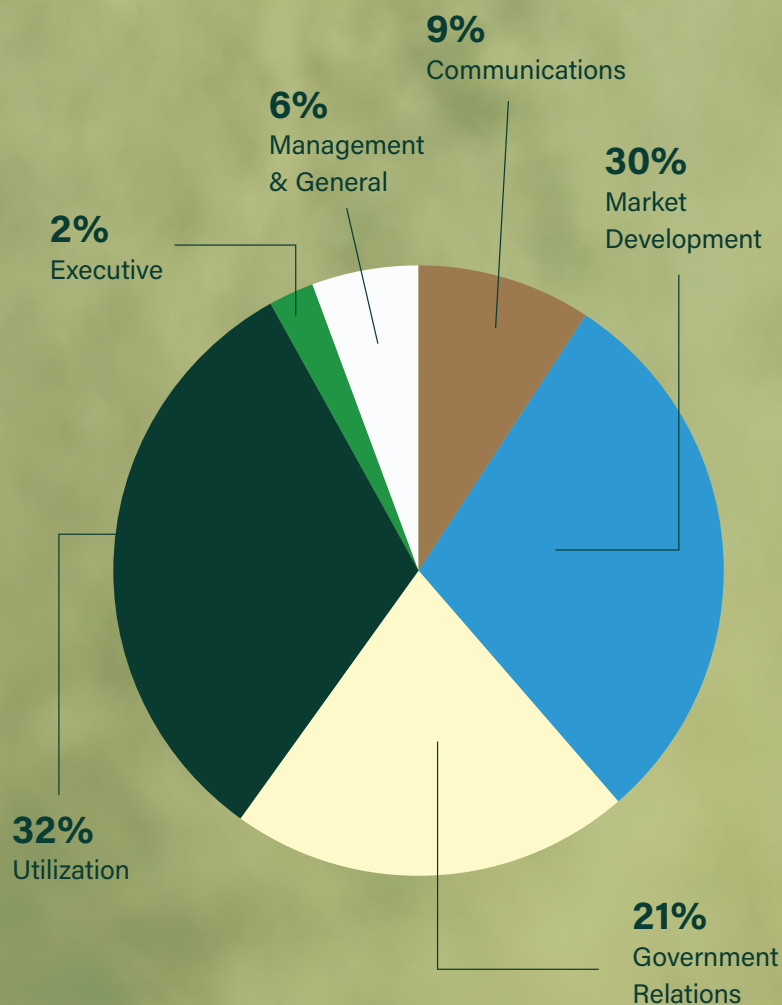
For the year ended August 31, 2021



Funded by the Illinois Soybean Checkoff


Assets	
Cash, cash equivalents & investments	\$17,682,066
Other current assets	111,620
Fixed Assets (net of depreciation)	1,398,908
<b>Total Assets</b>	<b>\$19,192,594</b>
Liabilities	
Expenses accrued and payable	\$1,524,578
Funding payable	1,362,537
Payable to USB	106,929
<b>Total Liabilities</b>	<b>\$2,994,044</b>
Net assets without donor restrictions	\$16,198,550
<b>Total Liabilities &amp; Net Assets</b>	<b>\$19,192,594</b>

Revenue	
Check-off receipts (net of USB)	\$17,293,259
Interest	11,108
Sponsorships & miscellaneous	217,591
<b>Total Revenue</b>	<b>\$17,521,958</b>
Operating Expenses	
Communications	\$1,118,307
Market Development	3,600,373
Government Relations	2,562,368
Utilization	3,907,880
Executive	286,582
Management & General	691,729
<b>Total expenses</b>	<b>\$12,167,239</b>
Increase in net assets	\$5,354,719
Net assets beginning of year	10,843,831
<b>Net assets at end of year</b>	<b>\$16,198,550</b>





# Corporate Partners

 Funded by the  
Illinois Soybean Checkoff

ISA's Corporate Partners Program was revamped in 2021, resulting in more than **\$200,000 in fresh sponsorships**, providing ISA the opportunity to **provide enhanced education, advocacy, and outreach** to farmers across the state of Illinois.

ADM	Compass Minerals	Monier Seed and Service
Advanced Agrilytics	Compeer Financial	Pioneer
AgVantage Software Group	COUNTRY Financial	Premier Cooperative
American Soybean Association	Farmobile	Remington Seeds
Asgrow	FMC Corporation	Renewable Energy Group
Baird Seed Company	Golden Harvest	Rumbold & Kuhn
Beck's Hybrids	Harvest Solar	S.K. Davison
BASF	hEDGEpoint Global Markets	SOYLEIC® MO Soybean Merchandising Council
Bayer	Illinois Corn Marketing Board	Stanford Grain Co.
Big River Resources LLC	Illinois Farm Bureau	Syngenta
Brandt	John Deere	The DeLong Co., Inc
Busey Bank	KCoe Isom	The Equity
Cargill	KSI Laboratories	United Soybean Board





# Utilization

 **Funded by the Illinois Soybean Checkoff**

## MULTIPLYING FARMER PRODUCTIVITY OPPORTUNITIES

**ILSoyAdvisor.** ILSoyAdvisor expanded its reach in FY21 as the site for the latest soybean news, insights and advice for improving soybean production and profitability. ILSoyAdvisor hosted six webinars focusing on cover crops, fungicides, biologicals and the Agribusiness Management Program. Six Certified Crop Adviser (CCA) Soy Envoys hosted webinars, provided podcast interviews and contributed timely blog content to assist farmers throughout the growing season. Posts covered nutrient, weed and disease management, planting and harvest strategies, ag innovation and technology, double-crop strategies, sustainability practices and research results.

**Soybean Summit.** The 2021 Soybean Summit was held virtually three days in February, with research specialists and industry leaders presenting weed, pest and pathogen, sustainability and agribusiness management information. More than 650 attendees registered for the sessions that have since drawn more than 6,000 views on YouTube. Gift boxes were sent to each registered attendee containing the Soybean Summit Guidebook and personalized items from sponsors.

**Agribusiness Management Program (AMP).** AMP annually partners with the Illinois Farm Business Farm Management Association and University of Illinois farmdoc team to educate busy farm families on marketing, transition and succession planning, accounting, benchmarking, financials and farm business structures. Resources target the young generation coming into farm, middle generation immersed in daily farm activities and the retiring generation. AMP's "Live Long. Stay Strong." farm family video series won first place at the Golden ARC Awards in 2021.

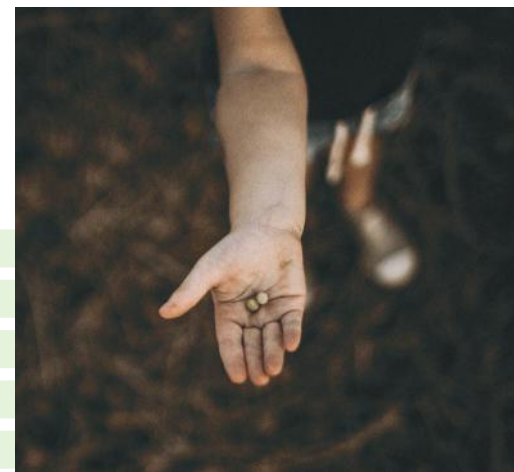
**Precision Conservation Management (PCM).** ISA remained a strong proponent of the PCM farmer service program in FY21, joining in expansion with the Illinois Corn Growers Association and Heartland Science and Technology Group. The program created in 2016 aims to cut the environmental impact of commercial agriculture on waterways and soils and reduce farmer risk. PCM maintains farm business economic viability and demonstrates environmental goals can be achieved without regulation. PCM includes about 280 farmers in 16 counties on 223,000 acres, a sevenfold increase since the program began. Three new specialists have been hired and local field days conducted to expand the PCM data set and network.

**Soil and Water Outcomes Fund (SWOF).** The Soil and Water Outcomes Fund announced a new partnership in FY21 with ISA and other groups to drive farmer adoption of conservation practices that generate verifiable carbon reductions and water quality improvements. ISA helps lead multi-state development of the program, including expansion into Bureau, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, LaSalle, Lee, McHenry and Will counties, targeting 20,000 acres of new conservation practice adoption. Farmers receive financial incentives for transitioning to conservation practices that sequester carbon and improve water quality. Environmental outcomes are verified through various means and credits are purchased by public and private partners.

## BUILDING UP NEW SOY USES

**Soy-based Adhesives.** ISA supported Airable Research Lab's work in FY21 to develop a structural adhesive with high bio-based content and address market demand for adhesives from sustainable sources. The two-part epoxy adhesive contains 59% soy and is BPA-free—a win for sustainability, personal health and the environment. Researchers have demonstrated proof-of-principle and shown the adhesive performs well, gels quickly and fully hardens in a few days.

**Soy-based Sealants.** With funding from ISA, Airable Research Lab also has demonstrated proof-of-principle results with development of a soy-based concrete sealant that acts as a water repellent when applied to porous surfaces like brick. Bricks treated with the formulation after exposure to accelerated weathering show large, raised beads of water and a decrease in water surface tension. The new formulation contains 20% soy-derived bio-content.





## ADDING UP THE IMPACTS OF PRODUCTION RESEARCH

**Converging science, research, and technology to make meaningful outputs from data-driven inputs.** Research, science, and technology help us solve today's problems and anticipate tomorrow's challenges. Innovations born from research help to ensure that this season will be better than the last. As part of our strategic plan, ISA funds holistic research projects that offer the potential to leverage data in new dimensions, respond to global challenges in modern agriculture, and provide the most hopeful return for Illinois soybean farmers. FY21 ISA-funded research projects included:



Using multispectral platforms to manage soybean cyst nematode (SCN)

Determining how long insecticide applications provide effective control

Defining red crown rot distribution and seed treatment efficacy

Evaluating phosphorus practices to boost efficiency, profitability and water quality

**Funding the North Central Soybean Research Program (NCSRP).** ISA partners with soybean associations and researchers in 12 other states to better understand and manage plant stressors that reduce soybean yield and farmer profitability. Projects in FY21 included understanding SCN resistance to resistant varieties, uncovering management practices not currently widely used to consistently increase yield, evaluating new weed and insect control options and emerging pests and putting soybean breeding and genetics to work.

**Supporting other university research.** The University of Illinois Variety Trials commercial soybean testing program in 2021 consisted of 247 varieties from 27 companies and 10 herbicide trait packages. Tests were conducted at 13 locations representing major soil and maturity zones.



**In addition, ISA continued to provide support for endowments that generate annuities at Illinois State University, Southern Illinois University, Western Illinois University and the University of Illinois. These annuities fund student and faculty-lead research and collaborative activities that, in turn, support Illinois farmers and the soybean industry.**





ISA also hosted a virtual visit on Jeff O'Connor's farm in Kankakee this summer, with more than 700 international buyers participating in USSEC's Global Trade Exchange. Participants representing 34 countries learned about sustainability, soybean shipping and trade relationships.

# Market Development

## TALLYING NEW TRADE OPPORTUNITIES

**Egypt Soy Excellence Center.** ISA joined the U.S. Soybean Export Council (USSEC) to help develop a new Soy Excellence Center in Egypt. The center is just one USSEC has in the works worldwide to enhance direct interaction with customers in key foreign markets. Through education and training that make businesses more efficient, USSEC hopes to increase demand for U.S. soy. ISA chose to fund the Egypt center because of rapidly growing market dynamics there. Egypt has risen to the number three individual country market for U.S. soy, and Illinois is well positioned to help offset Egypt's dependence on China for soybean purchases.

**USSEC Global Trade Competitiveness.** In partnership with state soybean organizations in Iowa, Missouri and Ohio, ISA worked with the USSEC market access team in FY21 to coordinate a project assessing the impact on soybean farmers of the U.S.'s absence from several international trade deals. Looking at the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and bilateral trade deals with the European Union, conclusions from the study will provide information about the impact of excluding U.S. ag from trade deals.

**Virtual Trade Team Visits.** In response to pandemic restrictions, ISA produced a four-part virtual trade team video series to demonstrate soybean production from seed to export on Steve Pitstick's Maple Park farm this year. In less than five minutes per video, viewers around the world experienced planting, the growing season, harvest and taking soybeans to market. Illinois farmers were virtually available to immediately answer questions from international buyers. Traditionally, ISA hosts more than 35 trade teams on Illinois farms each year. The series had more than 500 live viewers and has attracted more through its YouTube link.

## COUNTING ON TRANSPORTATION IMPROVEMENTS

**Waterways Public Education Campaign.** In a 50-50 investment partnership with the Illinois Corn Growers Association, ISA provided a capital outlay to the Waterways Council's (WCI) public education campaign to improve and maintain the inland waterways system. The goal is to inform and educate leaders about the value inland waterways provide to the national economy and defense and how river transport cuts carbon emissions. Inland waterways, especially locks and dams along the Illinois River, provide a tremendous market advantage for Illinois farmers. Modernizing the system with new lock chambers would improve reliability and efficiency.

**Illinois Bridge Bundling.** Illinois has more than 7,000 local bridges; many of which need repair or are close to the end of their service lives. Working with a coalition from labor to local governments, ISA is building support for bundling together bridge projects to achieve efficiencies in design, material cost, permitting, funding and project management. Several states that have faced similar challenges have applied the concept with success, and ISA hopes to lead an equally effective program in Illinois to address the backlog of local bridge projects.

**Biodiesel.** ISA welcomed a new era of biodiesel work in FY21, backing on-farm use of biodiesel and rolling out a successful rebrand. ISA's creative farmer-focused efforts included wrapping three trucks with promotional artwork: a farmer grain truck and two ag company pickups. The campaign also displayed four billboards in the Decatur area during the Farm Progress Show and built a new farmer biodiesel web page to urge farmers to use biodiesel in their own equipment.



# Government Relations

## GROWING MEANINGFUL RELATIONSHIPS

**The 2021 Legislative Session.** During the 2021 legislative session, the Illinois Soybean Growers introduced legislation into the Illinois General Assembly that would transition the current incentive B11 into a B20 standard by 2024. The current statute for the exemption expires on December 31, 2023, and due to the Budget Situation in the State the IL Soybean Growers were weary of the exemption being extended. Because of this uncertainty the legislation phased out the exemption and transitioned to a B20 Standard.

**Biodiesel Sales Tax Exemption.** After Senator Patrick Joyce (D-Essex) and Rep. Meier (R-Okawville) filed the bills, Governor Pritzker introduced nearly \$1 billion in revenue enhancements during his 2021 budget address – with \$107 million of that coming

from eliminating the biodiesel sales tax exemption. In response, the Government Relations Team respectfully lobbied the Governor's Office and the House and Senate Budgeteers very hard in opposition, and helped educate policymakers on both the environmental and economic benefits of biodiesel. As a result, the biodiesel sales tax exemption survived.

**The Renewable Fuel Standards Act.** The Renewable Fuel Standards Act unanimously passed the Senate Agriculture Committee. However, due to budget issues caused by COVID and a shortened legislative session, the bill did not get a vote on the Senate Floor. After hearing from stakeholders across the political spectrum, the Illinois Soybean Association is taking a multi-pronged approach to passing biodiesel policy in 2022, by talking to the Governor's budget staff and amending the legislation to reduce opposition from the fuel retailers.

# Communications

## SHARING INFORMATION TO MAGNIFY INFLUENCE

**Illinois Field & Bean** was published eight times during FY21, with topics ranging from agtech innovations and new soybean uses, to Egypt as a fast-developing market, to agronomic advancements. Readers received updates on both ISA soybean checkoff and membership programs and advertisers and corporate sponsors had access to 43,000 Illinois soybean farmers.

**Trade and Export Communications.** ISA developed an area specific to trade and export on the [ilsoy.org](http://ilsoy.org) website called "Bean There." The area houses blogs, videos and other resources relating to soybean trade and export to inform Illinois farmers about the happenings and value of overseas markets. ISA staff members also delivered meals to nine Illinois farming families during planting and harvest to highlight three top Illinois soy customers; China, Mexico and Egypt, and to share the importance of the checkoff in supporting soybean exports.

**Gather Around the Table Event.** ISA gathered stakeholders from the food industry and non-governmental associations this summer at LaTerra Partners in Waterman for an on-farm dinner and sustainable soybean production information exchange. ISA discussed during the four-course, soy-centric meal how farmers share a commitment to providing consumers with sustainably grown food while being good land stewards and reducing environmental impact.

**Illinois Farm Families.** Since 2009, ISA has worked with other major Illinois farm organizations on the Illinois Farm Families (IFF) consumer engagement and outreach program. IFF activities in FY21 included educating millennial Chicago parents about where their food is produced and creating trust between consumers and farmers.

IFF produced a series of nine videos called "The DocuSeries" that highlights how farmers look for ways to improve food production. The series reached more than 80,000 website visitors and about 35,000 consumers through social media. IFF also educated 100 registered dietitian nutritionists (RDN).

**Illinois Ag in the Classroom.** ISA works directly with Illinois Ag in the Classroom (IAITC) to provide ag education resources to teachers throughout Illinois. ISA offers financial support to the program for its popular Soybean "Ag Mags" that are distributed to elementary students. IAITC currently is made up of 79 coalitions serving 86 counties with the remaining 16 counties being assisted by volunteers. IAITC reached 15,893 teachers and 163,981 students during the year.

**Farm Progress Show.** "The Power of Two" was the theme chosen by ISA and the Illinois Corn Growers Association in sharing a tent for the Farm Progress Show. Farmers and industry partners promoted animal agriculture, biofuels, conservation, new uses and trade on behalf of both groups. Other features included live media broadcasts, a special coffee and donut bar, giveaways and a look at biodiesel promotion-wrapped trucks. Separately, Illinois Soybean Growers encouraged farmers to enroll in Voice for Soy and participate in advocacy.

**#SoyFromIllinois.** The #SoyFromIllinois campaign in FY21 sought to generate appreciation and greater community support of soybean production and farmers in Illinois. The campaign engaged decision-makers and residents about the economic and social impacts of soybeans through consistent branding and outreach, a paid TV and social media campaign, emails and community surveys. The #SoyFromIllinois campaign also worked to foster new opportunities for Illinois soybeans in the marketplace that will ultimately contribute to farmer profitability.



# Leadership

FY21 ISB/ISG Board Of Directors

**DISTRICT #1**

Ryan Frieders

**DISTRICT #2**

Steve Pitstick  
*Vice Chairman*

**DISTRICT #3**

Dwayne Anderson  
*Treasurer*

**DISTRICT #4**

Buck Hill

**DISTRICT #5**

Mark Read

**DISTRICT #6**

James Martin

**DISTRICT #7**

Bryan Severs

**DISTRICT #8**

David Niekamp

**DISTRICT #9**

Ron Kindred  
*Government Relations  
Committee Chair*

**DISTRICT #10**

Elliott Uphoff  
*Secretary*

**DISTRICT #11**

Doug Schroeder  
*Chairman*

**DISTRICT #12**

Brock Willard

**DISTRICT #13**

Ed Murphy

**DISTRICT #14**

Brad Daugherty

**DISTRICT #15**

Jeff Parker

**DISTRICT #16**

Brian Atteberry

**DISTRICT #17**

Nick Harre

**DISTRICT #18**

Rick Rubenacker  
*Market Development  
Committee Chair*

**AT-LARGE DIRECTOR**

Betsey Emerick

**AT-LARGE DIRECTOR**

Scott Gaffner  
*Assistant  
Treasurer/Secretary*

**AT-LARGE DIRECTOR**

Brady Holst

**AT-LARGE DIRECTOR**

Jeff O'Connor

**AT-LARGE DIRECTOR**

Tim Scates

**AT-LARGE DIRECTOR**

David Wessel  
*Utilization  
Committee Chair*



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

## RESEARCHING A BETTER BEAN

*Whether you're dealing with drought, flood, heat or other climate-related stress, the soy checkoff is working behind the scenes to diversify U.S. soybean genetics and increase stress tolerance. 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](http://unitedsoybean.org)*

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For ISA, developing and implementing effective trade policy, which results in increased export opportunities for U.S. soy and other agricultural goods, is as much a challenge as it is a priority.

# How Trade Policy Affects the Farm

By Betsy Osman

It can be difficult to quantify the many benefits of proactive trade policies. What goes on at the federal level is not always easily observed on winding country roads and dirt paths that lead to home.

But the truth is, trade plays a crucial role in providing livelihoods for farmers and individuals employed along the food supply chain. It also contributes to reducing food insecurity across the globe and provides greater choice in consumer goods. That's why developing and implementing effective trade policy that results in increased export opportunities for U.S. soy and other agricultural goods is as much a challenge as it is a priority.

And no one knows that better than Trey Forsyth, Director of Government Affairs for Michael

Torrey Associates (MTA), a government relations firm in Washington, DC specializing in food and agricultural policy issues.

Forsyth served as policy advisor to the former Chief Agricultural Negotiator, Ambassador Gregg Doud, in the office of the United States Trade Representative (USTR) from 2019-2021. USTR is a small agency located within the executive office of the President and is responsible for developing and promoting American trade policy by leading international trade negotiations. Within USTR, the Agricultural Affairs Office spearheads negotiations and policy coordination regarding food and agriculture and works closely with the Chief Agricultural Negotiator.

The agricultural affairs team at USTR is a small but mighty group, working alongside giants

like the United States Department of Agriculture (USDA) and other federal agencies, to represent the interests of U.S. agriculture with our trading partners around the world.

During Forsyth's time at the agency, USTR successfully completed negotiations resulting in the signing of both the U.S.-Japan Trade Agreement and the U.S.-China Economic and Trade Agreement (more commonly known as the Phase One Agreement), as well as seeing the U.S.-Mexico-Canada Agreement (USMCA) passed in Congress and signed into law.

The U.S.-China trade relationship has always been a complicated one, with China representing the single largest market for soybeans and other agricultural exports. As soybean growers are well aware, China retaliated

against many U.S. exports, including soybeans, when the Trump Administration worked to confront China for its unfair trade practices.

Forsyth's first days at USTR came just as trade negotiations between the U.S. and China had stalled, after China had significantly backtracked in May 2019 on a draft trade agreement reached between the two countries. Later that summer, after President Donald Trump and Chinese President Xi Jinping agreed to rekindle trade talks, the team at USTR set back to work in negotiating the Phase One Agreement, which was finalized in December 2019 and signed in January 2020. In addition to laying out over \$80 billion in commitments by the Chinese to purchase U.S. agricultural products over two years, the Phase One Agreement included 57 structural changes that China agreed to make to its



regulatory system to facilitate the expansion of U.S. agricultural exports to China.

According to Forsyth, the agricultural negotiations with Chinese officials were incredibly difficult, culminating in over 30 negotiating sessions over hundreds of hours. These negotiating sessions between the U.S. and China teams were spent sharing information on the regulatory systems of both countries and figuring out ways to remove barriers preventing the trade of U.S. farm products. And the work was not concluded when the Phase One Agreement was signed. Forsyth's team at USTR spent months monitoring the implementation of the agreement throughout 2020, including tracking China's progress on agricultural purchases and implementing structural changes. By the end of 2020, the agricultural trade relationship had become a key pillar of the Trump Administration's overall economic partnership with China. In 2021, U.S. agricultural exports to China reached an all-time high at over \$33 billion, with soybean exports totaling over \$14.1 billion.

"A key takeaway in our engagements with China was coming to realize that our trade partners often see the U.S. food regulatory system in the eyes of their own regulatory systems," says Forsyth. "A big part of negotiating trade agreements with our trading partners is helping governments understand the U.S. food value chain – our commodity flows, food safety practices, regulatory standards, use of technology, etc. – which make our food system one of the safest and most-efficient in the world."

According to Forsyth, customers around the world want to buy U.S. agricultural products. "Sometimes the biggest challenge is getting the trade policy right to facilitate the trade of those goods. U.S. regulators also rely heavily on input from farmers and other stakeholders, to ensure trade policies work for our domestic industry. To that end, USTR and

USDA run a series of trade advisory committees, which advise the Secretary of Agriculture and U.S. Trade Representative on agricultural trade issues."

The soy family of organizations has strong representation on these committees to ensure the voice of soybean growers is heard as trade policies are developed.

Says Forsyth, "If there is anything I've learned while working on trade policy in DC, it is that relationships are critical to developing new trade opportunities. The work of USDA's Foreign Agricultural Service to sponsor international trade missions, connecting U.S. exporters with potential customers abroad, directly leads to export growth for American farm goods. Organizations like the U.S. Soybean Export Council are essential to building preference, improving the value, and enabling market access for American soy for human consumption, aquaculture, and livestock feed in countries across the world."

Foreign markets are critical to the U.S. agriculture sector, with over 25 percent of farm income in 2019 coming directly from exports. Illinois is the third largest exporter of agricultural commodities, with over \$8.2 billion worth of farm goods exported in 2017, and is the largest exporter of soybeans in the country. Through trade agreements and effective trade policy, U.S. farmers are able to protect and grow market access abroad compared to our competitors. In addition to increased productivity and higher incomes, trade agreements have expanded agricultural trade with both developed and developing countries and, in turn, have created growth opportunities for U.S. agriculture.

"Illinois Soybean Growers have long advocated for trade policy that expands market access for U.S. soy abroad, engaging USTR, USDA, and lawmakers from across Illinois on the importance of trade for Illinois soybean farmers," says Forsyth. "Directors and leadership from ISG traveled to Washington, D.C. in March to meet with lawmakers from the



Directors and leadership from ISG traveled to Washington, D.C. in March to meet with lawmakers.



ISG has long advocated for trade policy that expands market access for U.S. soy abroad, engaging USTR, USDA, and policymakers from across Illinois.

Illinois Congressional delegation, stressing the importance of filling key trade roles in the Biden Administration and engaging in multilateral and bilateral trade agreements to address tariff and non-tariff barriers."

Looking ahead, a key priority for the Illinois Soybean Growers and the American Soybean Association is encouraging the Biden Administration to fill two key roles impacting agricultural trade policy – the Chief Agricultural Negotiator at USTR and the Under Secretary for Trade and Foreign Agricultural Affairs at USDA.

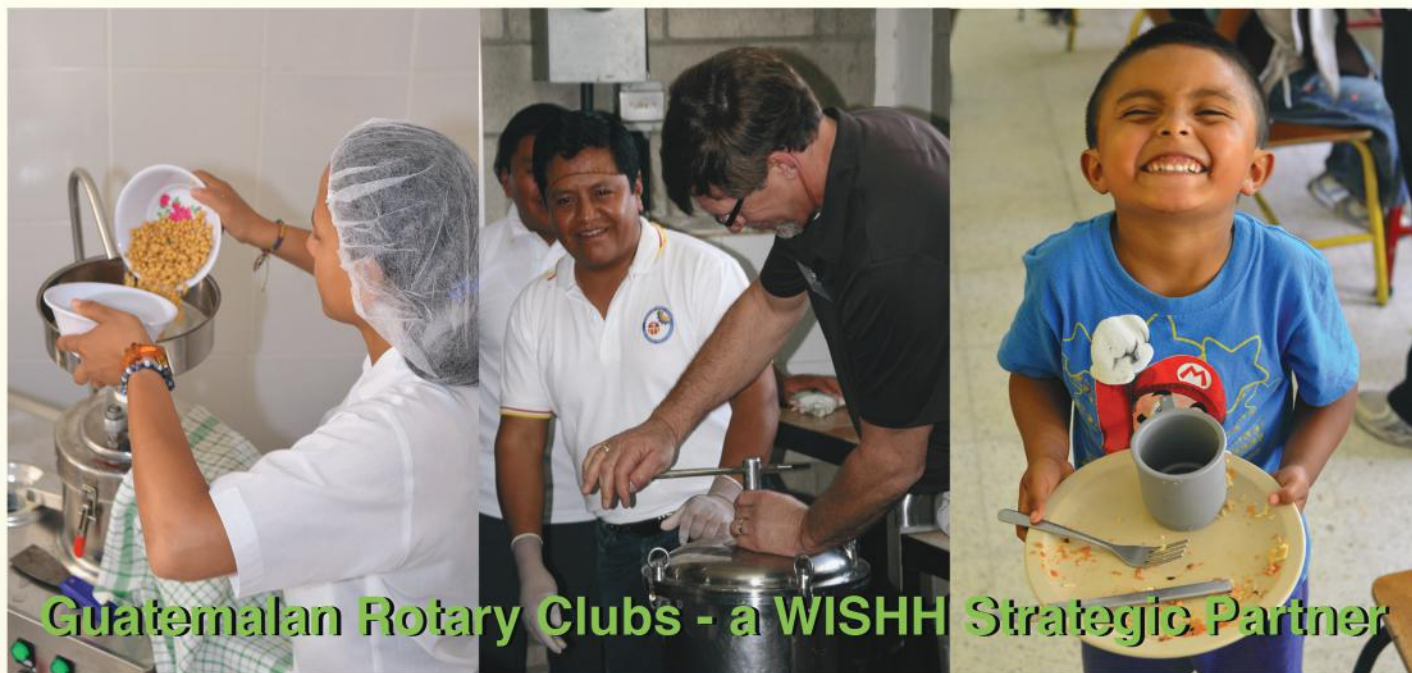
"The roles of both the Chief Agricultural Negotiator and the Under Secretary for Trade and Foreign Agricultural Affairs are critical to providing U.S. leadership when it comes to developing trade policy related to agriculture," says Forsyth. "Both positions, which are appointed by the

President and confirmed by the Senate, work closely together to promote the interests of U.S. growers with key trading partners. The Chief Agricultural Negotiator will oversee trade negotiations on agricultural issues, and the Under Secretary will lead efforts to develop and expand international markets for agricultural exports. These positions directly benefit growers across Illinois and the country by providing leadership and strategy on agricultural trade policy."

"Given the significant uncertainty in global commodity markets as a result of COVID-19, ongoing supply chain disruptions, and geopolitical disruption, now is as critical of a time as ever for the United States to lead in developing effective trade policy to the benefit of U.S. farmers and our consumers around the world," adds Forsyth.



# On World Food Day and every day, WISHH'S strategic partners take local action.



Guatemalan Rotary Clubs - a WISHH Strategic Partner

**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.*





# Investing in Excellence

The Illinois Soybean Association checkoff program invested nearly \$1 million this year to support USSEC's Soy Excellence Center project.

*By Brynna Sentel*

**B**y now we all know Illinois soybeans are not always kept in Illinois. But do we know what happens after they leave the U.S. and how that brings value back to our Illinois farmers?

The Illinois Soybean Association (ISA) invested nearly \$1 million this year to support a new program through the U.S. Soybean Export Council's (USSEC) Soy Excellence Center (SEC) program.

"In addition to supporting ongoing operations of our expanding global SEC programs, ISA's investments this year will support the development of the SEC digital professional development community," says Paul Burke, Senior Director of U.S. Soy Marketing at USSEC. "The digital community is an important differentiator for the SEC program, providing participants the opportunity to exchange ideas, pursue on-demand training, build relationships and exchange with industry experts around the globe."

Programs like this are designed to create a long-term affinity for soy in emerging markets by increasing product demand. The soy industry's key accounts in the regions will see increased staff productivity because of

the technical training which will help grow their businesses and increase capacity and demand for their soy products.

"Of course, the individual trainees themselves will take a big step in furthering their careers. Not only will they benefit from the technical knowledge learned in modules, but also through engagement in the SEC digital professional development community after completing the modules," says Burke.

There are established technical curricula in many industries through SEC programs including: poultry, aquaculture, swine, feed, soy food processing and agronomy.

Having curricula in these key industries helps diversify the soy marketplace. The more people across the world who know how to use soy in their day-to-day lives, the higher demand will be and that is good for our farmers right here in Illinois.

SEC programs are currently operating across four regions including: Americas, Middle East and North Africa, Nigeria and Asia. Each SEC location provides specialized soy market training that benefits the area in which it is located.

Honduras, in collaboration with Kansas State University and Zamorano University, hosts training for the Americas and is the newest SEC addition.

"In Honduras specifically, we anticipate seeing accelerated growth in the aquaculture industry," says Burke. "USSEC believes the introduction of intensive pond raceway systems (IPRS) will be a driver of this future growth, which is why ISA is funding the construction of an IPRS demonstration system at Zamorano."

Egypt, in collaboration with Cairo University and WorldFish, hosts training for the Middle East and North Africa and provides training and resources to members of the soy value chain, especially livestock and feed producers.

Nigeria, in collaboration with Premier Agribusiness Academy and the International Institute of Tropical Agriculture, hosts training for Sub-Saharan Africa. Here, it is their goal to increase protein production and improve consumption of soybeans in Nigeria both in humans and animals through training of stakeholders.

Thailand and Singapore, in collaboration with TetraPak and Kasetsart University, host training for Asia. They specialize in food protein and are dedicated to the advancement of soy-based foods and beverages for human consumption.

Each SEC provides soy value chain expertise in emerging markets and facilitates connec-

tions that drive market expansion.

By improving the health and nutrition of local communities, providing professional development training and course curriculum to trainees, facilitating food and agribusiness company employee training and workshops, and sharing an understanding of the uses and applications of soybeans, farmers all around the world will benefit from these programs one way or another.

By developing a digital professional development community program, all of these emerging markets are able to come together in a cohesive way, bringing value back to Illinois farmers and their soybeans.

"The mission of the SECs is to engage tomorrow's emerging market industry leaders today," says Burke. "In the short-term, we will be expanding course offerings and enrolling new trainings across all regions. Soon, we will be launching our first digital community for trainees that have successfully completed training in our poultry track. Our vision is to foster a dynamic global community of soy utilization professionals that will remain engaged with the U.S. soy industry throughout their careers."





Pictured are two trade teams from August 2019, one a group of buyers and end-users of soy for feed use, and the other for soyfoods.

# Feeding International Appetites

By Claire Weinzierl

**W**ith spring in full swing, it's incredible to think about where newly planted soybeans might end up someday. From fuel to livestock feed, soy has many uses, and one of those uses is feeding people around the globe through soy foods.

Through partnerships with the U.S. Soybean Export Council (USSEC), the Illinois Soybean Association (ISA) is working to promote and increase the human consumption of soy foods internationally.

USSEC focuses on differentiation, building preference, and enabling market access for the use of U.S. soy for human consumption, aquaculture, and livestock feed in over 80 countries internationally. USSEC has been instrumental in Indonesia and Southeast Asia's ongoing human

food program for many years.

Indonesia, the fifth largest export destination of U.S. soybeans and the largest in Southeast Asia, imported over 2.35 million metric tons (MMT) of U.S. soy in 2020-2021 and consistently imports over 2 MMT yearly, which is used almost entirely for human consumption.

Most of the soybeans go toward the production of tempe, a traditional cake-like food made from whole, fermented soybeans and consumed daily by a large majority of the Indonesian population. The remainder goes toward the production of tofu and other soy-based products.

Tempe is easy to prepare and versatile. It provides a valuable source of affordable, high-quality protein and other nutrients that meet the nutritional needs of millions.

The average per capita soy consumption in Indonesia, with a population of over 270 million,

currently stands at 8 to 9 kg, one of the highest consumption rates in the world. Tempe fulfills not only the nutritional role but is woven into the culture and social fabric of Indonesia, particularly the island of Java, where its consumption originated.

One benefit of U.S. soy as a food and food ingredient is its consistent quality, and identity preserved (IP) soybeans offer a broad selection of variety specific soybeans for different uses. There are varieties that are high in protein content, some with low lipooxygenase that reduces the 'beany' taste, and others that have higher inherent sugar content profiles suitable

for beverage and traditional soy products production. Recent high oleic soybean varieties have provided benefits to both food producers and consumers by producing a soybean oil that offers improved frying quality, extended shelf life, as well as enhanced nutritional and health benefits.

Value-added IP and variety specific (VS) soybeans have significantly grown in demand and are being widely used by



Tempe, a traditional cake-like food made from whole, fermented soybeans provides a valuable source of affordable, high-quality protein and other nutrients.



soy food and beverage producers in Southeast Asia for the packaged food retail market, typically catering to the low to middle income populations.

"An important part of USSEC's effort to build demand and exports of U.S. IP and VS soybeans for our region is conducting regular trade and technical support programs to promote the U.S. Soy Advantage message. Building capacity and increasing consumption of soy protein in the form of tempe and other soy food and beverage products in the region is an integral part of our program," says Timothy Loh, USSEC.

"Our technical consultants and trade teams in-country, supported by the regional office in Singapore, conduct seminars and workshops to promote the health and nutritional benefits of soy protein focused on U.S. soy; extolling its higher quality, consistency, sustainability, and promoting the U.S. as a reliable source of supply."



A Southeast Asia trade team joins ISA for a dinner in August 2019.

Illinois and other midwestern states are a major origination point of the U.S. soybean supply to Southeast Asia. The partnership between USSEC and ISA has been longstanding, particularly in USSEC's food and human nutrition programs. USSEC trade teams have visited food research and development programs at several universities in Illinois and met with many Illinois soybean growers and toured their farms. ISA also conducted reverse trade missions to Indonesia in 2016 and 2017.

ISA has been a supporter of Southeast Asia's soy foods program through sponsorships of USSEC's activities. This year, ISA will support the Southeast Asia Soy Excellence and Protein Summit, the premier soy foods event of the season that brings together U.S. soy suppliers and stakeholders, including end users, producers and traders, to review and address challenges and opportunities along the soy supply chain, trade and market trends, and soy health and products innovation.

"USSEC highly values our partnership with ISA and looks forward to our collaboration and support in differentiating, elevating, and attaining an even higher level for U.S. soy preference and exports into Southeast Asia," says Loh. "I would like to thank ISA for supporting many of our initiatives to promote U.S. soy utilization in Indonesia for human consumption."

Other key markets that import U.S. soybeans for human consumption include Thailand, Vietnam, Philippines, Malaysia, and Singapore.



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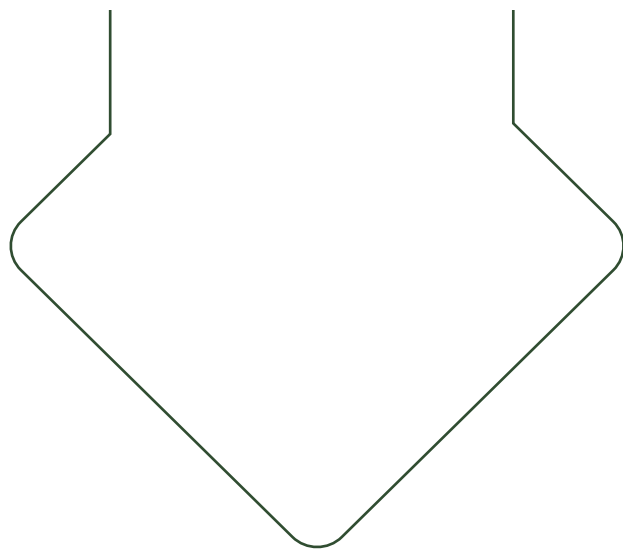
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# Illinois Department of Agriculture

## An Interview with Bobby Dowson



BOBBY DOWSON | ILLINOIS DEPARTMENT OF AGRICULTURE | FOREIGN TRADE DIRECTOR

### **Illinois Soybean Association:**

How does IDOA promote Illinois agriculture internationally?

#### **IDOA:**

Agriculture is Illinois' number one industry. Food and agriculture-based products are big business in Illinois and the Illinois Department of Agriculture has worked with farmers, agribusiness and food companies in both domestic and international markets for over 50 years, beginning in 1968.

Increasingly, companies compete in a global marketplace. Many must rely on foreign as well as domestic markets to maintain profits. Even small-to-medium-sized companies are recognizing the need to look beyond traditional markets and are finding their niches in the world marketplace. International marketing opens doors to lucrative, exciting and innovative opportunities.

IDOA manages an active schedule of promotional events each year. International trade exhibitions, inbound and outbound trade missions, buyer's missions, as well as restaurant and in-store promotions are just some of the ways Illinois companies can introduce products and heighten visibility internationally. In addition, at many large international trade shows, Illinois companies can obtain booth space in an Illinois pavilion. Department-sponsored pavilions provide companies an economical way to participate in major international promotional events.

### **Illinois Soybean Association:**

Please tell us about IDOA's role in facilitating trade visits and hosting foreign delegations.

#### **IDOA:**

International visitors and buying teams are hosted regularly by the IDOA. We also facilitate trade missions abroad for the governor, agriculture director, interested Illinois food and agribusiness companies, as well as other ag industry professionals. Companies can use

these missions to negotiate agreements for product distribution and to discuss licensing arrangements, joint ventures, market research or other business possibilities.

### **Illinois Soybean Association:**

What are industry tours, and what role do they play in IDOA's promotion strategy?

#### **IDOA:**

The Illinois Department of Agriculture international staff recruit qualified foreign buyers to participate in tours of key ag industry segments within our state. The tours are designed to teach potential trade partners about these Illinois industries and to reinforce the advantages of buying high-quality Illinois agricultural products. After making contacts and becoming interested in business opportunities here, we hope participants will establish long-term business relationships in Illinois.

Businesses and organizations interested in hosting tour stops or sponsoring an event for tour participants are encouraged to contact us. Our goal is to create contacts that can develop into long-term business relationships. While logistics often pre-determine what stops are possible, we want to make these visits by foreign buyers as productive as time allows.

### **Illinois Soybean Association:**

What are some of the primary goals of IDOA's trade strategy?

#### **IDOA:**

The primary goals are to build business relationships with potential international buyers that help Illinois companies locate distribution channels for their products and services in foreign markets, ultimately resulting in sales of Illinois products. Whether a company is new or experienced in the export market, the department's various programs are designed to provide avenues for the Illinois food and agribusiness industries to showcase their products and services to the world.



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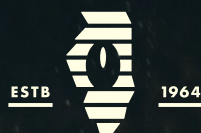


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