

FALL 2021

SOYBEAN NEBRASKA

A Publication of the Nebraska Soybean Association and the Nebraska Soybean Board



GREATER LATITUDE

Our international marketing issue covers global impact and promising markets.

—learn more on pages 12–22.

5 | Read about how the Nebraska Soybean Association is lobbying with the current administration.

26-27 | Read about Wax Buffalo, a pure soy candle company based in Lincoln and sold nationwide.

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SOYBEAN NEBRASKA

The Nebraska Soybean Association (NSA) and the Nebraska Soybean Board (NSB) are proud to share the FY22 Fall edition of this publication with you—members of our shared community.

Here's How It's Been Growing

4 | GROWING GLOBAL
Chairman Eugene Goering discusses global impacts and NSB's international focus.

5 | PUSHING BACK ON POLICY
NSA President Shane Greving shares the organization's efforts and political dialogue.

6 | MEET THE ELECTED NEBRASKA SOYBEAN BOARD MEMBERS
The results are in from this summer's election for districts 1, 3 and 6.

8-9 | A RETURN WORTH REJOICING
Farmers from around the state enjoyed Soybean Management Field Days coming back as an in-person event.

10 | EXCELLENCE AMONG EXPORTS
From 2010–19, soybeans ranked as Nebraska's top exported good, creating billions in value.

12-22 INTERNATIONAL MARKETING: GREATER LATITUDE

The Nebraska Soybean Board forges long-lasting partnerships and far-reaching relationships to drive markets for the state's crop.

13 | SETTING SIGHTS ON SOUTH AMERICA
All indications point to Chile becoming an intriguing new market for soybeans.

14 | DIFFICULT TO CONTAIN
A shortage of shipping containers is causing issues in the Pacific supply chain.

16-17 | EASTERN EXPANSION
Demand for U.S. soy continues to grow in the Eastern Hemisphere, including Sub-Saharan Africa and South Asia.

18 | HELPING HOGS
The continued strength of U.S. pork exports brings added value for soybeans.

19 | STRENGTHENING TRADE, EARNING TRUST
A partnership with AGP and SRDC connects Nebraska soybeans to Asian countries.

20-21 | STATS TELL THE SOY STORY
In honor of USSEC's 15-year anniversary, a look at the numbers that underscore their organization's impact.

22 | CHANGING HOW WE MEASURE SOYBEAN QUALITY
NSB has joined the Northern Soy Marketing, LLC, a grower-leader group.

24 | BIODIESEL NOT CONCEDING IN CARBON CONVERSATIONS
Renewable fuels and electric vehicles are both part of a climate-conscious future.

25 | READY FOR HEAVY LIFTING
Biodiesel can hold its own against electric vehicles, especially as it relates to fueling heavy-duty trucking.

26-27 | SOY SCENTS
Follow our conversation with Lincoln business owner Alicia Reisinger, the founder of pure soy candle company Wax Buffalo.

29 | LIGHTING THE FEWS²
A college and STEM program at Lincoln Northeast High School could create a pipeline of students interested in agricultural careers.

30 | WINNING LONGEVITY
A promotion with Revolution Roof of Lincoln awarded one homeowner a free application of Roof Maxx, a soy-based product.

31 | AG SACK LUNCH PROGRAM EXPANDS ACROSS NEBRASKA
The staple lesson for fourth graders is now available to more students as a virtual opportunity.



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The Nebraska Soybean Board is a private, nonprofit checkoff board responsible for the research and promotion of soybeans in an effort to increase the profitability of the state's 22,000 soybean producers.

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Ruth Ready, Scribner

District 4

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District 5

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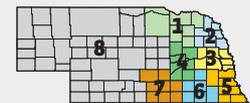
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On The Cover

A New Panamax Freighter transports 66,000 metric tons of soybeans across the ocean on average. That is equivalent to 2,424,840 bushels!

Photo credit: GettyImages

Note from the
**EXECUTIVE
DIRECTOR**



By Scott Ritzman

Happy Harvest! As you continue to roll in the combine, the Nebraska Soybean Board (NSB) is busy implementing and investing your checkoff into international programs.

During harvest in years past, the NSB would host customers on farms to showcase Nebraska's sustainable and reliable soybean crop. Now, as we adapt with the pandemic, we've hosted virtual trade tours with our soybean customers to maintain our relationships from a distance.

During the marketing year of 2019–20, the total value of the U.S. soybean crop was \$30.5 billion with 47% of our production exported. Mexico continues to be our No. 2 buyer of whole soybean, soybean meal and soybean oil, though we've seen significant growth in the Egypt market. These trade missions are an essential piece of our programs. We eagerly await to host them back in Nebraska to continue to serve our customers and emerging market customers.

The NSB continues to have a strong program promoting U.S. pork in Mexico and Japan. A recent study conducted by the U.S. Meat Export Federation (USMEF) noted that U.S. pork exports contributed \$60.42 per Nebraska soybean acre while accounting for 8.22 million bushels of Nebraska soybeans. The NSB continues to support animal agriculture programs and value-added programs like the ones we've funded for years with USMEF.

As Nebraska soybean farmers continue to grow sustainable and quality soybeans, we are finding new markets to export ag products and red meats as well as increasing value-added agriculture here in Nebraska.

Wishing everyone a safe harvest season!

View from the Chair
**GROWING
GLOBAL**

By Eugene Goering
Nebraska Soybean Board Chairman, Columbus



Goering Farms near Columbus, Nebraska.

Our focus for this issue is on international marketing. Overseas exports continue to be important to Nebraska soybean farmers, but the past several years have brought disruptions due to tariffs and the pandemic. The tariffs sometimes changed direction for the soybeans we continue to promote in international markets. Many markets remain constant and some new markets developed or showed growth—Egypt is an expanding market and the Philippines remains as a strong, constant buyer.

During the pandemic, we've engaged with foreign grain buyers through virtual meetings and video farm visits. With some things opening up, more traditional visits and tours might begin again.

Market disruptions, tariffs, the pandemic and inflation have all affected freight rates for international markets. Delays in shipments and slow unloading of both bulk and container units have greatly affected our exports. Floods and hurricanes have also slowed our gulf exports. Fortunately, investments in dredging and improving river deliveries and shipments will help long term.

As our international markets are adjusting and returning to normal, and our staff, farmer leaders and partners are continuing to work on projects to maintain and grow these markets and relationships with buyers. The Nebraska Soybean Board and staff will continue to work with international markets, grow domestic demand, develop new uses to find a profitable and sustainable destination for the soybeans you grow.

Harvest is starting for us in mid-September. I pray that everyone remains safe in this hectic, yet exciting season.

Have a safe and prosperous harvest season.



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From the Association

PUSHING BACK ON POLICY



By Shane Greving, NSA President

As the harvest season progresses, we always have more work to do than hours in the day. The stress of the weather, 18+ hour work days, breakdowns, finding parts and dealing with markets—some of these things are certain to affect all of us this harvest season. Nebraska soybean growers can rest assured that our work on policy issues important to soybean growers doesn't take a break during harvest season.

Leading up to this fall, the American Soybean Association (ASA) and Nebraska Soybean Association (NSA) were busy engaging in numerous discussions and submitting comments on behalf of soybean growers with the Administration and members of Congress. Our efforts will continue well into the calendar year.

Tax Provisions: Over the course of the summer and early fall, the NSA and ASA weighed in with members of Congress regarding potential changes to farmer tax provisions. We actively engaged in expressing concerns with the Biden Administration's proposed changes to stepped-up basis—including its proposed exemptions—since the proposal surfaced this spring. The proposal led to many unanswered questions by the Administration about its impact to family farms. The NSA joined on to the Tax Aggie Coalition Letter which urged Congress not to alter or eliminate the long-standing tax code provisions as part of the reconciliation process that included stepped-up basis and like-kind exchanges.

Crop Protection: An ASA-led coalition of grower groups—including American Farm Bureau Federation, National Cotton Council and Minor Crop Farmer Alliance—issued a press release immediately following the EPA's release of its neonicotinoid draft biological evaluations (BE). The groups shared major concerns with EPA's unscientific, unrealistic assumption methods for conducting its BEs (e.g., max label uses), which significantly inflates the number of endangered species found to be affected. This could be particularly damaging for chemistries like neonicotinoids. These assumptions could have real, negative consequences for farmers and other end users if they are used for the final Endangered Species Act analysis.

Water Rule: Common Sense Nebraska (CSN) and ASA actively engaged in comments on the EPA's steps to repeal and replace the 2020 Navigable Water Protection Rule. CSN (a Nebraska coalition which NSA is actively engaged in) submitted comments to EPA regarding the concerns over requirements in previous versions of the rule that were unworkable. Regulatory certainty is essential. The regulations governing water quality must be grounded in common sense.

Our policy efforts are very important to a soy grower's bottom line, and they are supported by membership dues. If you are not a dues-paying member of the NSA, I encourage you to join us. Contact our office at 402-441-3239 to request a membership form.

Have a safe harvest!



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We are excited to bring the ag industry together again for next year's Commodity Classic. The annual showcase will be an in-person event **March 10-12 in New Orleans** featuring:

- ✓ Outstanding education sessions
- ✓ A huge trade show with the latest technology and equipment
- ✓ Nationally known presenters



MEET THE ELECTED NEBRASKA SOYBEAN BOARD MEMBERS

The Nebraska Soybean Board (NSB) held an election in July for board members in districts 1 and 3, while the district 6 candidate ran unopposed. Nebraska soybean farmers in those districts voted with the following results.



Antelope, Boyd, Cedar, Holt, Knox, Madison and Pierce Counties

Anne Meis

Elgin, NE | Antelope County | Re-elected

“Returning to the Nebraska Soybean Board means I can put my experience to work as we begin our strategic planning in 2022. Our focus always needs to be on funding quality research and marketing our soybean and soybean products to bring value back to the farmer who pays the checkoff.”



Butler, Colfax, Dodge, Douglas, Sarpy, Saunders and Washington Counties

Ruth Ready

Scribner, NE | Dodge County | Elected

“Investing our checkoff funds wisely is a challenge and an exciting opportunity. I am grateful to be able to help meet that challenge and seize the opportunities as a member of the Nebraska Soybean Board. Working with other farmers who share my enthusiasm for research, promotion and education in regards to soybeans and agriculture in general will, I hope, be beneficial for all.”



Filmore, Gage, Jefferson, Saline, Seward and Thayer Counties

Larry Tonniges

Utica, NE | Seward County | Ran unopposed

“I am looking forward to being back on the Nebraska Soybean Board. I feel that our most important job is to improve markets for our soybean products, both foreign and domestic. I am also interested in the research that results in higher yields and innovative weed control in soybeans.”

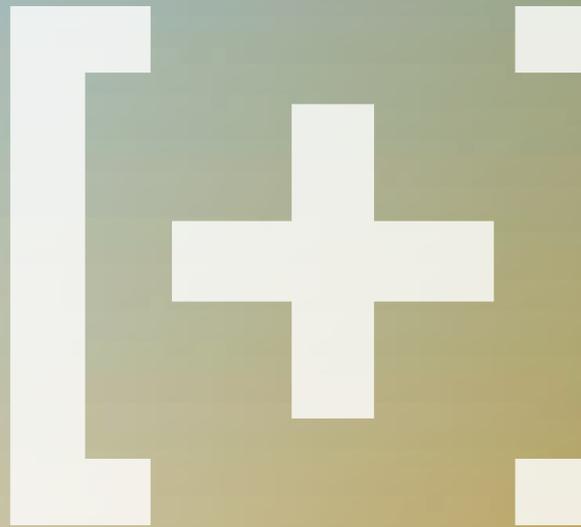
The elected board members will serve a three-year term beginning October 1, 2021, and ending September 30, 2024. As a newly elected board member, this will be Ruth Ready’s first term on the board. Meanwhile, re-elected board member Anne Meis begins her third term, and Larry Tonniges begins his second after previously serving 2015–18.



We’d like to thank all of the candidates who put forth the time and effort to run in this year’s election. As the soybean industry continues to evolve and face challenges, we look to our board to invest your checkoff into projects that benefit all soybean farmers in Nebraska.

— SCOTT RITZMAN, NEBRASKA SOYBEAN BOARD EXECUTIVE DIRECTOR





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A RETURN WORTH REJOICING



After a year of virtual-only events, farmers across the state celebrated the return of in-person 2021 Soybean Management Field Days during the summer.

After going virtual last year because of the pandemic, the 2021 Soybean Management Field Days (SMFD) returned in-person and in the field August 10–13 at four sites across Nebraska: Wilcox, Elgin, Rising City and Arlington.

The field days are a continued partnership between the Nebraska Soybean Board (NSB) and Nebraska Extension to help soybean growers maximize productivity and profitability through smart decisions and efficient use of resources. At each event, a team of University specialists, educators and industry consultants discussed various topics related to NSB checkoff research, marketing and education efforts. The presentations focused on research-based information with opportunities for interactive discussion, informal conversations and field tours.

Topics covered the spectrum in soybean production and marketing:

- Grain market and cropland cash rental rates.
- Soybean gall midge, insect and disease management in cover crops.
- Interseeding cover crops, evaluating soybean varieties, cover crop planting, herbicide placement and weed management.
- Water use, planting rates, row spacing, planting dates, maturity groups and irrigation management.

NSB and Nebraska Extension seek to identify the questions and topics important to profitability for soybean growers. To discover answers to those questions, on-farm research studies were conducted at the SMFD sites in cooperation with four soybean growers representing unique growing regions of the state.



Unable to attend SMFD this year? No problem.

All presentations will be summarized, packaged into videos and available for free online at enrec.unl.edu/soydays.



Rave Reviews

With the return to an in-person format, growers made sure to let us know why they attended 2021 SMFD.



The fourth day of the 2021 Soybean Management Field Days was hosted in Arlington, Nebraska.



“Great to have it back this year!”



“Great local training.”



“Important information on topics pertaining to issues we face as producers.”



“Extension is the best-kept management tool that I have.”



“A lot was covered with research to back it up.”



“Nice opportunity to improve knowledge on Nebraska and U.S. soybean production.”



The real-world research conducted at the sites and discussed during SMFD brings growers practical resources they can use.

Take the project led by Justin McMechan, assistant professor in the University of Nebraska-Lincoln’s Department of Entomology, for example. Over the past couple years, McMechan and his lab have conducted research on cover crops and insects through an NSB-funded project at the SMFD sites. With four years of data and over 18 site-years in Nebraska, the team found several beneficial insects and no increase in pressure with cereal rye cover crop use.

“Growers should continue to scout their fields as they transition from a cereal rye cover crop to soybean, but there is strong evidence that we don’t see consistent or significant pest issues in this system,” McMechan said.

SPECIAL THANKS

NSB and Nebraska Extension appreciated collaborating with the soybean growers who provided their farms for the field days and research projects: Kevin Dinslage, Jerome Fritz, Mike Fuchs and Bart and Geoff Ruth.

EXCELLENCE AMONG EXPORTS

Soybeans were Nebraska's No. 1 exported good from 2010-2019, generating over \$13 billion in value for the state.

The Cornhusker State may be landlocked, smack dab in the heartland, but that doesn't limit the reach of products made here. Nebraska is a key exporter, shipping products around the world to generate a strong economy for a state with less than 2 million inhabitants.

"Nebraska has abundant natural resources with fertile soils, the Ogallala Aquifer and more miles of river than any other state in the nation. We are specifically advantaged when it comes to producing food, fiber and fuel in an efficient and sustainable manner," said Christin Kamm, communications director for the Nebraska Department of Agriculture. "While we can produce

“

The future is always bright for exports from Nebraska. We are diversifying our trading partners by seeking new markets and building new relationships, and we continue to engage with our current trading partners and find better ways to deliver the high-quality products they are looking for. Opportunity for growth is always there as the world population continues to grow, demand for agricultural goods is unlikely to abate.

— **CHRISTIN KAMM, NEBRASKA DEPARTMENT OF AGRICULTURE COMMUNICATIONS DIRECTOR**

”

large amounts of agricultural products, Nebraska does not have a large population mass, so it's imperative we are able to deliver our products to consumers across the country and throughout the world. Many Nebraska communities would not exist were it not for the economic backbone that agriculture provides. That is why exports are crucial to both supplying the world with goods and supporting our state economically."

From 2010–19, soybeans ranked as Nebraska's top export—generating over \$13.8 billion in export value for the state—ahead of corn, beef, pork and nuclear reactors, boilers, machinery and parts. Exports of Nebraska soybeans, soybean meal and soybean oil routinely constitute 1-2% of the state's entire GDP. As a key component for animal feed and biofuels around the world, Nebraska's soybeans are highly sought after.

"Nebraska has the capacity to grow a tremendous number of soybeans, but not all that product is utilized within the state," Kamm said. "Therefore, soybean exports are crucial in the way that all exports from Nebraska are important: It supports our state economically."

The agricultural industry continues to build relationships with partners around the globe. International trade missions to meet trading partners and end users help to further the knowledge of Nebraska-grown products and position the state for continued economic success. Agricultural research conducted in the state also has the potential to connect Nebraska to trading partners overseas.

"Groundbreaking work and research is being done that focuses on agriculture in Nebraska, and counterparts abroad are eager to learn from us," Kamm said. "This provides an opportunity to create lasting partnerships for the benefit of both Nebraskans and those who we work with abroad."



Nebraska's Top Exports (2010–19)*

- 1. Soybeans**
- 2. Corn**
- 3. Nuclear Reactors, Boilers, Machinery, Parts**
- 4. Beef and Beef Products**
- 5. Pork and Pork Products**
- 6. Hides and Skins**
- 7. Mineral Fuel, Oil**
- 8. Optic, Photo, Medic and Surgical Instruments**
- 9. Ethanol**
- 10. Electric Machinery**

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INTERNATIONAL MARKETING

GREATER LATITUDE

From local fields to the far side of the world, the Nebraska Soybean Board works to grow demand for our crop.

13 | Setting Sights on South America

Below the equator, trends indicate that Chile could be an important new market.

14 | Difficult to Contain

NSB is keeping an eye on shipping container shortages with the Asia supply chain.

16-17 | Eastern Expansion

From Africa to Asia, U.S. soy is feeding growing populations on the other side of the globe.

18 | Helping Hogs

Pork exports are delivering value and showing promise, particularly in South Korea.

19 | Strengthening Trade, Earning Trust

Partnering with AGP and SRDC grows demand for Nebraska soybeans in Asian markets.

20-21 | Stats Tell the Soy Story

As USSEC turns 15, key numbers reveal the organization's impact for farmers.

22 | Changing How We Measure Soybean Quality

NSB has joined NSM, educating and differentiating the power of U.S. soybeans.

INTERNATIONAL MARKETING COMMITTEE



Brent Steinhoff,
Chairman

Nathan Dorn

Eugene Goering

Clay Govier

Anne Meis

SETTING SIGHTS ON SOUTH AMERICA

American poultry and eggs are poised for growth in Chile, one of South America's most promising markets.



Chile is the top market for U.S. consumer-oriented products in South America, and it is a free-trade partner with the U.S.

USDA's Office of Agricultural Affairs in Santiago reported that Chile is considered the most stable, secure and prosperous country in Latin America. The country of over 19 million is a strategic and like-minded partner that values its relationship with the U.S. based on shared values and mutual interests. Chile is characterized as a free, dynamic and highly competitive market.

And now, thanks to funding from the Nebraska Soybean Board (NSB), the USA Poultry & Egg Export Council (USAPEEC) has been able to promote U.S. poultry in Chile through a digital consumer program to actively compete

against the local and Brazilian poultry products on the market.

Chile's robust economic growth was disrupted by COVID-19 last year, causing economic contraction. The economy is projected to rebound over the medium term, but the risks associated with the global economic slowdown and disruptions to international trade remain.

Because of the U.S.-Chile FTA, Chile dropped all tariffs on agricultural products to "zero" as of January 2015. The United States is the second-largest supplier of agricultural and related products to Chile, with a 15.4% market share. U.S. agricultural exports to Chile topped \$1 billion for the first time in 2020 where poultry and poultry products were among the top U.S. products exported.



Exports breaking records so far in 2021

It was a banner first half of the year for U.S. poultry and egg exports, according to USAPEEC.

Broilers, eggs and turkey all registered gains in both export volume and value for the first six months of 2021. Total broiler export quantity for January through June this year set a record of 1,856,027 metric tons. Broiler exports to Cuba and Philippines during the six-month period reached an all-time high in both volume and value, while exports to China set a year-over-year record in value.

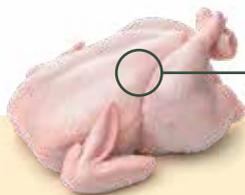
Meanwhile, strength in South Korea, Canada, Mexico and Hong Kong propelled egg exports. Table egg exports for the first half of this year set an all-time high at 98.6 million dozen. Egg exports to South Korea through June of this year reached record highs in both volume and value.

Turkey exports for the first half of this year increased 3.3 percent, thanks largely to increased shipments to Mexico, Benin, Peru and South Africa. Turkey export value was \$259.1 million, up 5.1 percent from the same period a year earlier.



98.6M

Dozens of eggs exported*



1.85M

Metric tons of broiler exports*

*January-June 2021

DIFFICULT TO CONTAIN

Demand for U.S. soybeans is growing and production is soaring, but available shipping containers are hard to find, often heading back to Asia empty.

The price of soybeans has climbed this year as the U.S. has maxed out crop production for this year’s growing season. Normally that would set farmers up for a profit, but getting the crop where it needs to go is the main issue.

The current export holdup stems from a scarcity of shipping containers to fill and send to Asia.

“

For the limited amount of specialty or identity-preserved soybean shipments from Nebraska, it will possibly create some interruptions depending on the freight contracts that the exporter has with the container lines.

— JIM SUTTER, USSEC CEO

”

“In 2021, shipping rates increased as container demand increased and availability tightened,” said Jim Sutter, CEO of the U.S. Soybean Export Council (USSEC). “We hear of manufacturers in Asia paying for available containers to ship goods to North America to meet strong consumer demand. Unfortunately, the velocity of containers is slower than normal due to heavy traffic in ports, COVID-related delays and the impact of the velocity reduction in effective container shipping capacity.”

Typically, consumer and household goods—from TVs to shoes—come to the U.S. as the main haul paying higher freight rates, and North American agriculture products going to Asia have historically been the “back-haul” leg of the container shipping cycle, enjoying

lower shipping rates. Unfortunately, as demand for the main haul is strong and shipping rates are high, some container lines are choosing to ship empty containers back to Asia rather than taking the time to get them loaded and unloaded with agricultural commodities.

“COVID has shaken things up in transportation markets, and often in the U.S. the fastest-growing export is the empty container,” said Eric Wenberg, executive director of the Specialty Soya and Grains Alliance. “We need that container stopped and loaded in the U.S.”

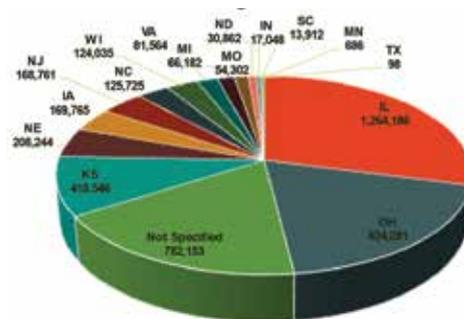
Containers are critical for specialty or identity-preserved crops that ship direct from origin-to-destination generally in small quantities and full traceability. When container freight is priced at attractive levels vis-à-vis bulk freight, the market also ships commodity beans and meal to destinations that can handle containers interchangeably with bulk freight such as Taiwan or Indonesia. Container and bulk freight costs will be a determining factor for the foreseeable future, and growth will depend on the competitiveness of container freight versus bulk freight as well as demand for specialty and/or identity-preserved soybean products.

“We hear in various news reports that there continues to be strong demand in Asia for empty containers to return to Asia in order to ship household and consumer goods faster to U.S. consumers,” Sutter said. “The key to improving this situation is improving velocity.”

Slower-than-normal velocity is reducing the effective capacity of containers at the same time as demand for household and consumer goods from Asia to the U.S. is at record levels. It all turns into a

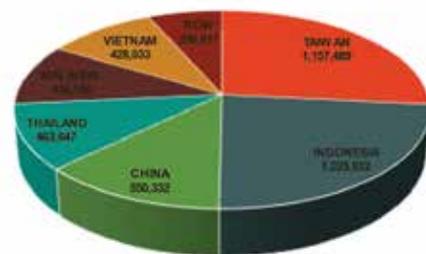
Container Inspections

MY 20/21 Containerized Inspections by Origin – Through 52 Weeks



Data Source: USDA Federal Grain Inspection Service (FGIS) updated August 30, 2021. Figures are through the week ending August 26, 2021. 20/21 figure through 52 weeks; full year data shown for other years.

20/21 Containerized Soybean Destinations (MT)



Data Source: USDA Federal Grain Inspection Service (FGIS) updated August 30, 2021. Figures are through the week ending August 26, 2021.

limited available supply of containers for agriculture commodities.

The Nebraska Soybean Board works with key partners, like USSEC and the Soy Transportation Coalition, to identify and help solve shipping issues. Luckily, Nebraska is not among the leading states in shipping soybeans via containers. Even with the transportation issues, U.S. soy has recorded the second-highest volumes for container shipments of whole soybeans in 2021.



(YOU)

Who's the No. 1 protein source in chicken feed?
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Moving Soy Forward.
Moving You Forward.



EASTERN EXPANSION



From sub-Saharan Africa to South Asia, U.S. soy has potential to spread across markets in the Eastern Hemisphere.

From the sweeping savannahs of southern Africa to the towering mountains of Pakistan and the winding rivers of Bangladesh to the sandy dunes of Egypt, soybeans may not be what everyone expects on these horizons. And yet, the demand for soybeans is expanding.

Worldwide production of soybeans has grown at a compound annual growth rate of 4.68% since 1961, according to the University of Illinois' farmdoc.

Africa's production growth mostly results from an increase in soybean acres planted, with South Africa, Nigeria and Zambia leading soybean production on the African continent. The average annual soybean production in Africa is 4 million bushels, which is about half the bushel amount produced by Delaware according to Soy Stats. Production is below 1 million bushels per year for most countries on the continent. While more acres are being planted in some areas, not all regions are suited to soybean production—presenting an opportunity for U.S. soy to meet the continent's protein needs.

"Knowing that a portion of soybeans that leave my farm are going to international

customers, I want to make sure that they are the best quality possible," said Ed Lammers, soy checkoff farmer leader from Hartington, Nebraska. "I want good quality, good protein and good oil content."

Feeding a Growing Population

The population of sub-Saharan Africa (the region south of the Sahara Desert) currently exceeds 1 billion people and is predicted to double by 2050, according to the United Nations. The growing population also means a growing need for protein. According to the U.S. Soybean Export Council, this makes the region one of the most attractive frontier markets for soybeans, which contribute protein to food and feed. To support this emerging soybean market, USSEC hosted its first African Trade Exchange virtual conference in early November of 2020.

"Latest figures by USDA, gathered before the pandemic, showed nearly 60% of a Nigerian's household income went to food. Even more significant: most of that was carbohydrates, leaving a huge protein deficiency," said Kevin Roepke, USSEC regional director of South Asia and Sub-Saharan Africa.

Roepke said soybeans are uniquely positioned to help many countries develop expanded protein offerings. USSEC, supported by the soy checkoff and other soy partner organizations, works around the globe to bolster demand for U.S. soybeans.

"Within sub-Saharan Africa, soybeans provide affordable and high-quality protein in their diets, either in the form of direct consumption or via poultry and meat," he said.

Africa's growing population and urbanization contribute to its up-and-coming market status. As expansion in the region continues, consumer preferences and purchasing habits begin to shift.

"Lower-income countries tend to spend a lot more of their income on food," said Dr. Andrew Muhammad, professor and Blasingame Chair of Excellence in agricultural policy at the University of Tennessee Institute of Agriculture. "As incomes rise in the developing world, diets transition from staples to animal protein."

Over the next five years, shifting incomes and consumer preferences are



expected to increase demand in the region for livestock products, including dairy, beef, poultry, pork, mutton and eggs. This shift would drive an upward trend in meat production and with it comes an increase in livestock feed demand—an area of interest for U.S. Soy. Sub-Saharan Africa is the sixth-largest destination of U.S. feed and grain exports, with Nigeria receiving the largest amount within the region, according to USSEC.

“Nigeria is already one of the largest importers of U.S. wheat, and we feel the symbiotic relationship between U.S. Soy

“

Demographics, urbanization, consumption trends and economics all play a role. But when it comes down to it, the advancement of global food security predicates a presence for U.S. Soy and U.S. soybean farmers.

— KEVIN ROEPKE, USSEC REGIONAL DIRECTOR OF SOUTH ASIA AND SUB-SAHARAN AFRICA

”

and the rest of sub-Saharan Africa could pay dividends for both parties for many years to come,” Roepke said. “USSEC members engaged in sub-Saharan Africa now will be well-positioned to serve that market’s needs in the future.”

Emerging Markets in Asia and the Middle East

Africa isn’t the only emerging market for U.S. soybeans. South Asia is also on the rise.

Bangladesh imports 0.45 million metric tons (MMT) of U.S. soybeans for meal and 1.1 MMT of whole beans, resulting in 31% market share and 85% market share respectively in South Asia, according to USSEC.

Pakistan imported 630,203 metric tons of U.S. soybeans in the 2016-17 marketing year, accounting for a 32% share from a total of 1.69 MMT of imported soybeans. In the 2019-20 marketing year, Pakistan imported over 2.5 MMT of U.S. soybeans, according to USSEC, providing another emerging market for U.S. soybeans.

Lammers has traveled to several international markets to witness how

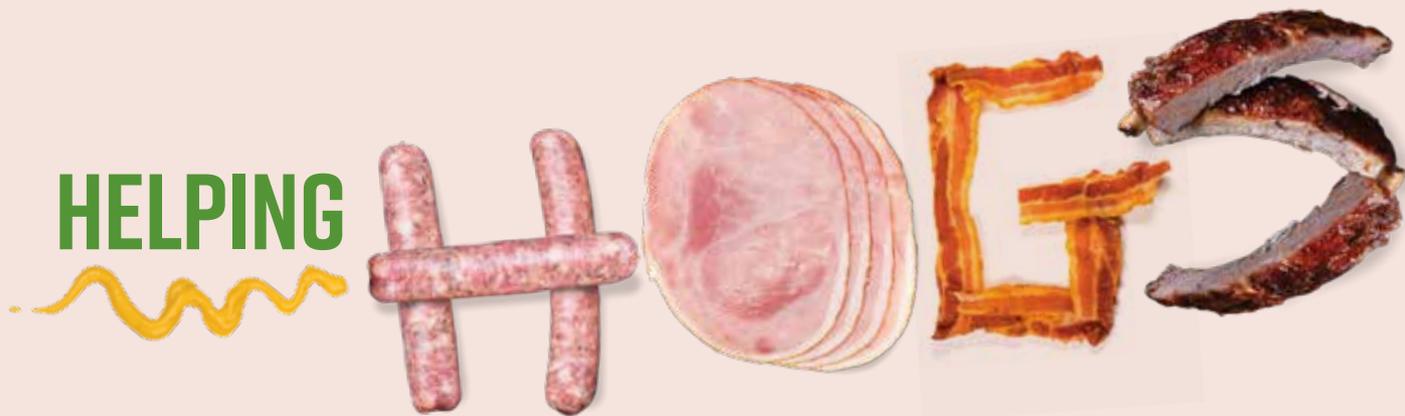
the soybeans he grows on his farm are utilized.

“It’s a great opportunity to be able to meet customers one on one,” Lammers said. “Anytime you get to know your customer a little better is a benefit. I don’t think anybody can dispute that.”

Lammers says that having an open dialogue with end users in international markets will help them understand the quality and sustainability of U.S. soy.

“I want the repeat customer. I want the end user to want my beans compared to other countries,” he said. “The sustainability, the protein content and other factors all come into play. It is important to have the repeat customer, keep them happy and keep them satisfied with the beans that I raise.”

According to USSEC, Egypt is 50% ahead of last year’s U.S. soybean purchases at over 67 million bushels. Egypt is also the third-largest global export market for U.S. soybeans, and more than 70% of its soybean imports have come from the U.S. for the past several years.



Pork exports are growing and driving value back to Nebraska's soybean producers.

U.S. pork exports reached a record pace through July despite a challenging and rapidly changing global market. From January through July 2021, pork exports were 1% above last year's record pace at just under 1.8 million metric tons, while export value increased 8% to \$5 billion.

“The fact that exports reached record levels speaks to the loyalty of our international customer base, strong consumer demand for high-quality U.S. pork and most importantly, the red meat industry’s commitment to serving export markets,” said Dan Halstrom,

president and CEO of the U.S. Meat Export Federation (USMEF).

While highlighting soybean industry support in developing pork export markets, Halstrom also points to the industry’s efforts on sustainability as an example of this commitment.

“Sustainability is an issue of growing importance to international customers. Our ability to efficiently produce pork using fewer resources and locally produced feedstuffs is a significant advantage in the global marketplace.”

The red meat industry’s commitment

to export markets pays off back home. According to independent studies commissioned by USMEF, 2020 pork exports delivered real value to soybean producers.

- ▶ U.S. pork exports contributed **\$1.06 per bushel** of soybeans, or 12% of the average annual price of \$8.98/bushel.
- ▶ Pork exports accounted for **8.22 million bushels** of Nebraska soybean usage valued at \$73.8 million.
- ▶ Pork exports contributed **\$60.42 per Nebraska soybean acre** (at a yield of 57 bushels/acre in 2020).

Opportunities in South Korea

Potential is developing in markets such as South Korea, especially for chilled U.S. pork. Pork exports to South Korea reached \$50.2 million in July (up 80% from a year ago) while volume increased 34%. Through July, Korea’s imports of U.S. chilled pork increased 176% from a year ago, with the U.S. capturing 37% of Korea’s chilled import market—up from 19% last year.

While the pandemic has weighed on South Korea’s economy, it has also accelerated trends that make it easier to reach large numbers of consumers. In this effort, USMEF has fast-tracked

online promotional programs for U.S. pork in South Korea.

Convenience is paramount and home meal replacement markets are booming in South Korea. Marinated U.S. pork and processed pork products are ideal options for ready-to-cook and ready-to-eat meals delivered for in-home consumption. USMEF is targeting retail ecommerce for U.S. chilled product as large retailers expand into ecommerce to meet growing demand. According to Statistics Korea, online sales of food were up 74% in 2020.



In E-Mart stores in Korea, U.S. chilled pork was the centerpiece of a promotion to encourage cooking barbecue dishes at home.

STRENGTHENING TRADE, EARNING TRUST

The NSB's partnership with AGP and SRDC is helping to further potential for Nebraska soybeans in Asian countries.



Conversations about trade took place on Meis Farms near Elgin, Nebraska. This was a stop on the virtual trade tour in partnership with AGP and SRDC.

The development of the port at Grays Harbor and the resulting supply chain has changed the prospects for Nebraska soybean and soy meal exports.

Since this Grays Harbor market development project began, Ag Processing, Inc. (AGP®) has invested heavily in crushing in Nebraska, and the state has gone from a largely whole soybean exporter to one of the largest U.S. soybean meal exporting states to Asia. The soy meal volumes through the facility are now at least 50% from Nebraska.

Much of this success is due to the partnerships between the Nebraska Soybean Board (NSB), AGP and the Soybean Research and Development Council (SRDC). This long-standing partnership has worked to promote the export and quality advantages of Nebraska soybeans through events, trade missions, conferences and personal meetings with key companies in Asian countries.

The SRDC is strengthening trade relationships by bringing buyers to visit farms and export facilities in Nebraska. Additionally, the organization seeks

to orient Nebraska producers to Asian markets and customers to establish two-way communication. These efforts have led to solid relationships that create interdependence and a cooperative trade spirit between supplier and buyer.

Part of these efforts to build transparency and understanding between Nebraska farmers and our trade partners include a video series highlighting soybean crop conditions, challenges on the farm, marketing strategy and the connection to family. NSB board member Anne Meis (from Elgin, Nebraska) hosted the SRDC staff on her farm earlier this summer. Along with her husband, Jim, the two shared their expertise on their crop, provided insight to the Asian markets on how the growing season has been

in Nebraska and what challenges the family farm faces. Overall, the visit was a success in building and strengthening relationships between Nebraska farmers and our trade partners.

Continued efforts such as video series, farm visits and harvest tours have helped AGP expand its crush in Nebraska to further increase export volumes to Asia. Much of this new business will be from Nebraska farms. Grays Harbor is much more than a simple export program. AGP, NSB and soybean producers are directly working together to expand soybean meal and soybean exports by helping promote new trade through shared experiences, personal interaction and meetings which earn trust, access, direct communication and sales.



STATS TELL THE

SOY STORY

In honor of USSEC’s 15-year anniversary, here are 10 reasons the organization has made a profound impact on U.S. soy and the economy.

What happens when a devoted policy organization and an innovative research and promotion board collaborate to create a third soy group devoted to export promotion? In just 15 short years, a lot!

The U.S. Soybean Export Council (USSEC) was ideated by forward-thinking soy leaders within the American Soybean Association (ASA) and the United Soybean Board (USB) with an aim to create preference, drive value and enable market access for U.S.-grown soy worldwide.

Since its inception in 2006, the organization has matched—and

surpassed—its mission, today enabling reliable access to nutritious and sustainable U.S. soy for human consumption, aquaculture and livestock feed in more than 82 nations. All that soy—approximately \$25.7 billion in value in 2020–21—is transported and shipped internationally to support global food industries and the U.S. economy.

“Having personally engaged with global customers and stakeholders on export promotion trips and virtually post-COVID, what USSEC does to advance global nutrition and food security and the competitiveness of the food industry with soy is impressive,” said Monte Peterson, a U.S. soybean farmer from Valley City, North Dakota, who is the current chairperson of USSEC as well as an ASA board member. “It makes you appreciate the vision and wisdom of farmers and staff who prioritized investing in international markets 15 years ago! They knew developing and sustaining global export markets for food, feed or oil use would be critical to soy’s long-term impact.”

To mark USSEC’s 15th anniversary, the three soy partner organizations—ASA, USB and USSEC—share 10 compelling reasons U.S. Soy’s years are significant for both soy and the U.S. economy.

1 **#1!** 60% of U.S. soy is exported internationally, making it USA’s #1 food and agriculture export.

2 **Doubled!** U.S. soy exports have doubled in 15 years to over 69 MMT vs. under 37 MMT

3 **Tripled!** Exports to China have tripled with 35+ MMT vs. 11 MMT

4 **100 million-plus!** A cumulative 100 million metric tons of U.S. Sustainability Assurance Protocol (SSAP)-verified shipments have been exported since program launch in 2014.

5 **15 months** during COVID-19 (March 2020-May 2021) saw USSEC pivot to digital marketing, engaging 61,407 customers and stakeholders at 522 virtual events to drive demand for U.S. soy.





The soy industry is proud of USSEC's efforts to build invaluable partnerships with the World Initiative for Soy in Human Health, USA Poultry and Egg Export Council, U.S. Meat Export Federation, Qualified State Soybean Boards, Specialty Soya and Grains Alliance and several global and local industry associations present in the countries in which it operates. These partnerships help meet the need for soy and value-added soy products and enable USSEC to advance nutrition and food security, environmental sustainability and livelihoods around the world while enhancing the competitive advantage of the food, feed, consumer goods, retail and other user industries of U.S. soy.

"It is important to have USSEC in these overseas countries where we are exporting to have boots on the ground,"

said Greg Greving, a soy checkoff farmer leader from Chapman, Nebraska. "It's important to have an organization that knows the lay of the land and can help us promote our soybeans and soybean meal products to an end user who may not use any U.S. soybeans. At the end of the day, it is people doing business with people."

Greving has traveled to multiple international markets seeing firsthand the importance of an organization like USSEC. "We're going to do the best job we can regardless of whether our beans are staying here domestically or are exported to international markets," he said. "When you visit a farm in the Philippines or elsewhere, it is a good feeling knowing that my soybeans are coming over to help these guys. It makes you feel good."

6 **5 U.S. Soy Excellence Centers** (Egypt, Honduras, Thailand, Nigeria and a sister program in China) are emerging to enhance expertise and capacity around the world. This enables each country's local vision for health and nutrition in collaboration with their local food and agriculture industry and stakeholders.

7 **6x growth** in exports to Egypt at ~2.7 MMT vs. 461,000 MT

8 **4x growth** in exports to Colombia at ~1.5 MMT vs. under 360,000 MT

9 **50x growth** in cumulative exports to Vietnam, Pakistan, Bangladesh at 3+ MMT vs. 60,000 MT

10 **10x growth** in cumulative exports to Ecuador and Peru at 770,000 MT vs. 71,000 MT in 2005

MMT = million metric tons | MT = metric tons



About U.S. Soybean Export Council:

The U.S. Soybean Export Council (USSEC) is devoted to building preference, improving the value, and enabling market access for the use of U.S. soy for human consumption, aquaculture and livestock feed in 82 countries across the world. USSEC is a dynamic partnership of U.S. soybean producers, processors, commodity shippers, merchandisers, allied agribusinesses and agricultural organizations, and it connects food and agriculture industry leaders through a robust membership program. USSEC is farmer-funded by checkoff funds invested by USB, various state soybean councils, the food and agriculture industry and ASA's investment of cost-share funding provided by USDA Foreign Agricultural Service (FAS). Visit ussoy.org and ussec.org and engage with us on LinkedIn, Twitter, Facebook, Instagram and YouTube to learn more.

About American Soybean Association:

ASA represents U.S. soybean farmers on domestic and international policy

issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 soybean-producing states and more than 500,000 soybean farmers. More information at soygrowers.com.

About United Soybean Board:

United Soybean Board's 78 volunteer farmer directors work on behalf of all U.S. soybean farmers to achieve maximum value for their soy checkoff investments. These volunteers invest and leverage checkoff funds in programs and partnerships to drive soybean innovation beyond the bushel and increase preference for U.S. soy. That preference is based on U.S. soybean meal and oil quality and the sustainability of U.S. soybean farmers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff. For more information on the United Soybean Board, visit unitedsoybean.org.



CHANGING HOW WE MEASURE SOYBEAN QUALITY

U.S. soybean farmers have redefined the measure of feed ingredient quality and value based on the content of essential amino acids.

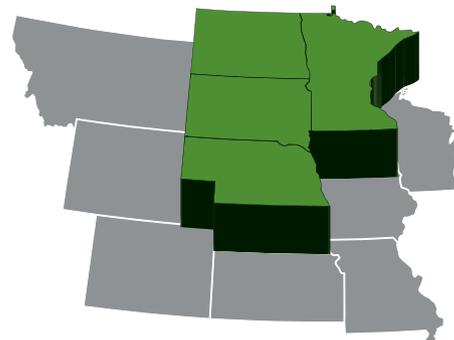
The Northern Soy Marketing, LLC (NSM) is the grower-leader board formed by the Minnesota Soybean Research and Promotion Council, North Dakota Soybean Council and South Dakota Research and Promotion Council. This board invests grower checkoff funds to conduct research on soybean quality and CAAV (Critical Amino Acid Value) levels in northern-grown soybeans and funds outreach to buyers around the world.

The Nebraska Soybean Board (NSB) has joined this organization and their efforts on marketing U.S. soybeans and soybean meal to our customers worldwide.

The outreach sessions are conducted in countries and regions where U.S. soybeans and soybean meal are purchased. The purpose of NSM is to encourage the soybean marketplace

(particularly international buyers) to recognize essential amino acid (EAA) concentration—rather than crude protein—as the most complete and best indicator of soybean quality and feeding value. Purchasing and feeding protein sources based on EAAs is more efficient, cost-effective and potentially less polluting than buying based on crude protein alone. That’s because crude protein is only an approximate estimate of protein and does not provide information about EAA content or balance.

NSB will have a board seat on the organization and help continue the work that the founding states have collectively done for nearly a decade. The ability to educate end users and redefine soybean quality—while differentiating the value of soybean and soybean meal to customers—

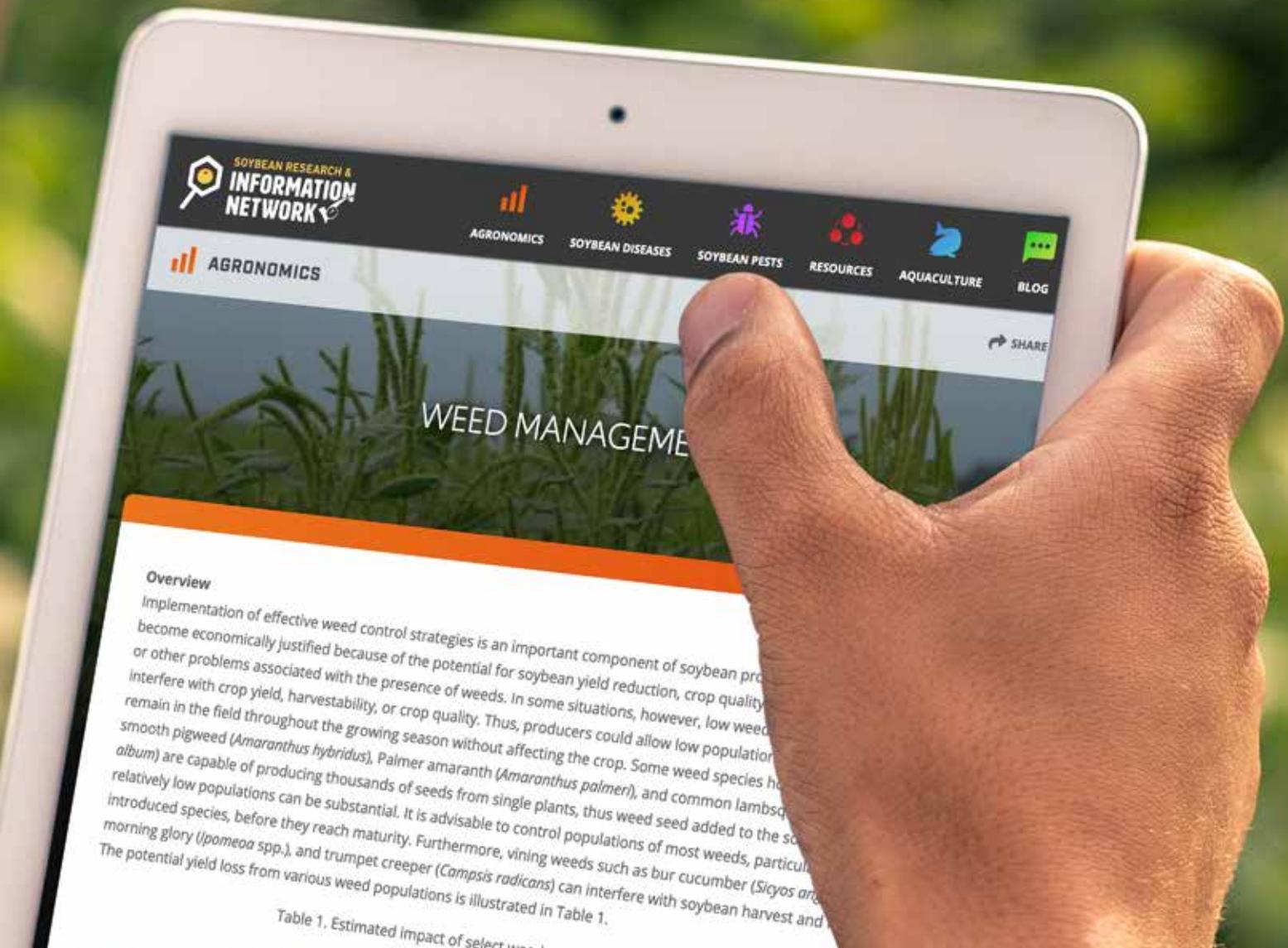


The states within The Northern Soy Marketing, LLC.

is exciting. Creating that preference for U.S. soybeans, specifically from the Midwest and Nebraska, is something the NSB continues to look into when investing checkoff dollars into programs.



Learn more at SoyQuality.com.



ONE LESS THING TO WORRY ABOUT.

Herbicide-resistant weeds cost soybean farmers time and money, impacting profitability. Fortunately, your state soybean checkoff is on the job with research projects to help you adopt the best management practices to preserve crop-protection technologies and enhance the overall sustainability of your U.S. soy crop. To find out more about weed management and other projects, visit:

soybeanresearchinfo.com

Funded by the soybean checkoff





BIODIESEL NOT CONCEDING IN CARBON CONVERSATIONS

Renewable fuels and electric vehicles are both part of a climate-conscious future.

With resurgence, electric vehicles have made headlines throughout the country. As the bright and shiny new technology, they are often positioned as a miracle solution to the climate crisis or in reducing carbon offsets.

The National Biodiesel Board (NBB) notes that electric vehicles will play a very important role in the reduction of emissions on the road, especially in light-duty passenger markets. However, farmers and fleets shouldn't give up on biodiesel just yet—several challenges must be overcome for electric vehicles to replace 100% of transportation vehicles on the road.

“Choosing a single technology, years before it's available on a commercial scale or can undergo a full lifecycle analysis, is not a science-based approach to solving any of our climate challenges,” said Tom Verry, director of outreach and development for NBB.

Science is exactly where biodiesel has made its mark with governing

and environmental bodies, like the California Air Resources Board. Biodiesel's lifecycle analysis speaks for itself. And, biodiesel has already proven itself, displacing 3.3 billion gallons of petroleum diesel in California alone over the last decade.

The fact is biodiesel and renewable diesel are here and now, making impacts on emissions and public health. Outside of the proven environmental impacts, biodiesel boasts a drop-in solution that shouldn't be taken for granted.

“Widespread electrification will require a significant investment in infrastructure and new vehicle purchases,” Verry said. “If you think about it, there is still a lot of work to be done in infrastructure around power generation, storage, transmission and distribution. All of those will take time and significant public and private investments.”

Verry also expanded on vehicle purchases and how biodiesel has been a simple yet effective way for fleets to control their climate impact: “Fleet

“
Farmers know better than anyone that there is rarely a magic bullet to solve a problem, especially long term.

— TOM VERRY, NBB DIRECTOR OF OUTREACH AND DEVELOPMENT

”
turnover is gradual, so while they may not overhaul their whole fleet with new equipment, fleet managers can use biodiesel in their whole fleet today.”

Biodiesel is on track to exceed more than 6 billion gallons of use by 2030. With growth already happening in on-road, off-road, air transportation, electricity generation and home heating applications, biodiesel is well on its way to continue providing better, cleaner fuel now and in the future.



READY FOR HEAVY LIFTING

Biodiesel can hold its own against electric vehicles, especially as it relates to fueling heavy-duty trucking.

Discussions around electric vehicles and zero-emissions continue to permeate the energy space.

However, the heavy-duty diesel market's picture for electric remains much more uncertain. Biodiesel, a proven carbon reducer, is already working to affect change today, and diesel technology will remain dominant in the heavy-duty markets for years to come.

Here are five advantages biodiesel brings to carbon conversations.

- 1. It's a drop-in solution.** Biodiesel works in any diesel engine, helping to reduce greenhouse gas emissions immediately, while electric vehicles require new equipment to be purchased. Biodiesel's flexibility makes it a much more economic opportunity for fleet owners to decrease their climate impact.
- 2. Look at the life-cycle analysis.** Biodiesel's life cycle—from growing feedstocks through putting it in fuel tanks—has been well-documented and scrutinized over time through a science-based lens and proven to positively impact the environment. The life-cycle impacts of electric vehicles have yet to go through that same analysis.
- 3. Technology that's here now.** Freight shipping requires power. Today's diesel technology, powered by biodiesel, delivers a cleaner burning, efficient way to move freight from coast to coast. Electric heavy-duty trucks will require a substantial boost in power generation and charging. For example, a typical electric car may require a 7-kilowatt (kW) Level 2 charger, whereas a medium or heavy-duty truck would require 150kW or 1 megawatt (MW) or more to charge, resulting in a 2,000–14,000% increase.
- 4. It already meets state climate protections.** Biomass-based diesel fuels already reduce air pollution by substantial amounts. In fact, the California Air Resource Board (CARB) says BMBD reduces greenhouse gas emissions by 71% or more and diesel particulate matter by 50% or more.
- 5. An economically friendly boost for infrastructure.** While there are a number of ways to improve infrastructure today, biodiesel can be used in existing infrastructure systems. CARB estimates that the charging infrastructure alone would be \$100,000 for each new battery-powered electric freight truck. On top of that, power generation, storage, transmission and distribution needs to be taken into consideration.

At the end of the day, there are tremendous opportunities for both biodiesel growth in existing diesel technology and growth of electric vehicles in light-duty applications. Duty cycle, vehicle application and user needs mean we will continue to see the two technologies working together toward carbon reduction goals well into the future.

SOY SCENTS

Our recent Q&A with the founder and owner of Wax Buffalo, a pure soy candle company in Lincoln, covers their Nebraska roots and the benefits of soy sustainability.

Alicia Reisinger is a Lincoln native, candlemaker and the founder and owner of Wax Buffalo. Her business has gone from a hobby into a full-fledged business—her candles are sold in stores across the country. In our conversation, we discussed how Alicia became an entrepreneur and why soy is crucial to Wax Buffalo’s candles.



Alicia Reisinger

Nebraska Soybean Board (NSB): Tell us a little about the history of Wax Buffalo and your entrepreneurial journey.

Alicia Reisinger (AR): I am a candlemaker. I am a girl boss. I am a mama. Those things are not separate to me. In fact, they perfectly merge into my simplest, happiest life.

My first baby girl was born with a cleft lip and palate. I think the shock of her birth really forced me to reflect on what was important in my life. At the time I was traveling the world as a TV producer and on-air host for a television show called “Footnote.” Navy, my daughter, turned my world upside down in a really beautiful way. Her birth forced me to pause and be still with her as we worked through her treatment, surgery and ultimately her

healing. In the process, I slowly found candles again—it was something I had loved as a child, the art of candle making. It was a great way to center myself, realign with my own spiritual journey and make something safe and beautiful for my family.

The first candle I ever poured was a Christmas gift for my grandma Ferne when I was 14. We used to shop in the Haymarket in Lincoln long before I ever lived here. We would purchase fancy handmade votives from a local tea shop. Then we’d spend the afternoon laughing and drinking tea in a tiny café and eating these funny little cucumber sandwiches.

My grandma loved candles and Christmas. But mostly Christmas. It was her favorite. Her house always smelled a little like cinnamon no matter the month.

I lost my sweet little Ferne a few years ago, and I think in my mourning and loss for her I reached back to my roots and began pouring candles again more steadily, exactly one month after I kissed her goodbye. The first candle I poured was cinnamon. Grandma always encouraged my adventures and nurtured my whimsy. In a way, I think she always will.

Slowly I began to make candles for friends and a close friend encouraged me to try selling them. That was three years ago, and we are now in over 60 small, curated boutiques all across the country.

By staying small batch, hand poured and close to our origin, we are slowly growing our brand and meeting new folks that believe in safe, natural products for their homes that also bring



these beautiful dreams and lives—in this little space, we encourage each other. We collaborate and push each other and we laugh. We laugh a lot.



I feel very grateful to be living this simple, perfect dream and sharing it with those around me who also find beauty in small curated dreams.

NSB: Why did you choose Lincoln as headquarters for this business?

AR: It's my hometown! I've lived in Lincoln for over 14 years now. It's where I am raising my sweet little family, and it's a great place to thrive, dream and collaborate. I love that we can use materials sourced from this very state to make a product that we literally ship all over the world! It makes me very, very proud!

NSB: Tell us a little about the candle-making process at Wax Buffalo.

AR: All of our candles are made with 100% domestically sourced soy wax. A premium blend of plant-based and phthalate-free, ethically sourced man-made fragrance oil. Small batches. Hand poured in Lincoln, Nebraska. Beautifully imperfect.

Scent is a powerful thing and so many of our beautiful past stories are re-engaged by the power of scent. Sitting around the campfire with good friends and strong whiskey. Walking through the forest in

the dead of winter. There is a scent that triggers a beautiful memory.

Wax Buffalo gets that.

We mix the purest American made soy wax, with fine phthalate-free fragrance and essential oils, and we pour that creamy mixture over a clean burning cotton wick in the most dreamy vessels we can find. Light a wax buffalo candle, and then sit down and just remember, lose yourself in your story, find the magic again. All of our ingredients are carefully, thoughtfully sourced to create beautifully safe, sustainable products that are vegan, cruelty-free, phthalate-free, petroleum free and never tested on animals.

NSB: How did you decide you wanted to build your business around soy-based candles?

AR: I appreciate how clean soy candles burn. I love the sustainability of soy-based products. I trust them! I am very conscious of the products that I bring into my home. I want them to be beautiful but also safe for my family. I think it's a trend we are seeing more steadily in the marketplace, and providing a product that you can trust is of such a high value for our whole team.

NSB: What are some benefits of using soy in your products, and what do your customers love about soy candles?

AR: They burn clean. They take longer to burn, so a candle lasts longer in your home. They are so beautiful!

NSB: Why aren't more candles around the world made from soy?

AR: I think a lot of folks choose to create candles based on margins, and there are a lot of cheaper products that one can use to make candles. They are just not as sustainable, nor are they as healthy and clean.

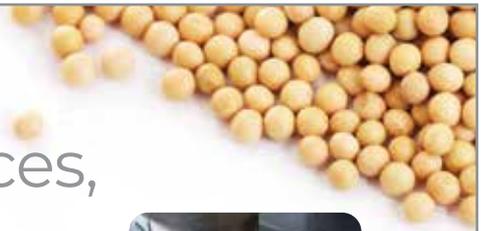
an element of style to their modernly curated spaces. Our main mission is to create beautifully imperfect handmade products for the modern home. Our second mission is to create a space of collaboration and an independent work ethic for a team of incredible women seeking to work differently.

Between my experiences with Navy and my sweet Ferne, I realized that to find a balance of work and play and care and love was the ultimate goal. I had created that for myself with this tiny brand and as we started to grow, I looked toward others who think with a similar perspective. Women who have



Learn more at WaxBuffalo.com.

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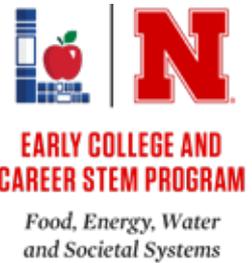
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LIGHTING THE FEWS²

A new early college and career STEM program at Lincoln Northeast High School aims to grow the pipeline of students interested in agricultural careers.



Teachers from Lincoln Northeast High School brainstorm how to transform current locations within the school into agriculturally immersive spaces.

Lincoln Public Schools (LPS) and the University of Nebraska-Lincoln (UNL) College of Agricultural Sciences and Natural Resources are joining together to launch the LPS-UNL Early College and Career STEM Program at Lincoln Northeast High School. Through hands-on, immersive experiences and early college pathways, the program will prepare high school students in the areas of food, energy, water and societal systems, often called FEWS² (pronounced “fuse”).

The program is designed to provide pathways for learners at Northeast High School who are interested in FEWS².

- Students who plan to enter the workforce after high school graduation can earn non-credit competencies in focused areas that will give them an edge as they look for employment.
- Students will be able to earn college credit for classes that will transfer to UNL and other post-secondary institutions.

- Students who earn enough credits will receive a certificate of college credit, which they can use to seek work after high school or put toward a four-year degree.
- Most importantly, students will be able to explore careers in agriculture and natural resources.

Producers and members of the ag industry acknowledge that the pipeline of students interested in pursuing careers in research relevant to soybean production (e.g., plant biology and breeding, genomics, entomology, agronomy) is far too small. At the same time, there is confusion among consumers and voters about food, where it comes from and how it is produced. Consumer concerns about genetically enhanced crops, animal agriculture and other facets of food production relevant to soy producers persist.

Lincoln Northeast High School teachers have the potential to play a significant role in encouraging students to pursue careers in agriculture and think objectively about food topics

once they’re given the tools to do so. Through the “Lighting the FEWS² at Lincoln Northeast” program, teachers learn about agriculture and food, integrated food, energy and water systems as part of the 9th and 10th grade curriculum—and this interest and learning experience will be leveraged through all of their students.

There are nearly 700 9th and 10th graders at Lincoln Northeast High School, and eventually, around 200 11th and 12th graders will enter the program. Because this focus area is linked to agricultural and natural resource jobs in Nebraska, the hope is to provide future skilled workers in Lincoln and beyond.

The program began this year with a summer enrichment program, sponsored by the Nebraska Soybean Board and Nebraska Corn Board. In the fall of 2021, FEWS² concepts will be integrated into math and science instruction for all Lincoln Northeast 9th and 10th graders. The 11th and 12th graders will be able to enter the early college and career pathways beginning in the fall of 2022.

WINNING LONGEVITY

A Lincoln homeowner won an application of Roof Maxx, a soy-based product, during the NSB's 'Soy to Shingle' summer promotion.



In August, the Nebraska Soybean Board (NSB) partnered with Revolution Roof of Lincoln to provide one lucky property owner with an application of Roof Maxx. Individuals who entered the contest had to have an asphalt shingle roof that was at least eight years old.

Over 120 property owners in Nebraska entered in the giveaway, but it was Adam Burbach of Lincoln who was the sole winner of the contest. After seeing a video about Roof Maxx on Facebook, he heard about the promotion with NSB and Revolution Roof on Lincoln's local TV news and decided to put his name in the running.

On September 24, Revolution Roof of Lincoln applied Roof Maxx to Burbach's roof.

"(I'm excited) to hopefully have my roof last longer than anticipated," Burbach said afterward. "I was reading a little bit about Roof Maxx, and it seems like it will help with water and handle hail better than an older roof."

The Nebraska Soybean Board partners with manufacturers to research, commercialize and promote new soy-based products, like Roof Maxx, as soybeans offer an abundant and

renewable supply of ingredients. In the spring, NSB and Revolution Roof worked together to demonstrate the capabilities of the soy based Roof Maxx application on a building at the University of Nebraska-Lincoln. It uses soy fusion technology to rejuvenate shingles to last an additional five years.

The Roof Maxx promotion with Revolution Roof supports Nebraska's economy, helps Nebraska farmers and saves property owners thousands of dollars by greatly extending roof life.

"Roof Maxx saves a lot of money, is environmentally friendly and is a great alternative to spending a bunch of money on a new roof," said Revolution Roof's Jeremy Schafer.

Asphalt roof shingles have essential oil that allows for daily expansion and contraction. As they age, this oil begins to dry out causing the asphalt to become brittle and slowly break apart. Roof Maxx uses soy-fusion technology to preserve a roof, save homeowners money and is completely safe for people, pets, property and the environment.

"Hopefully it will help me not to have to replace my roof as soon, so it will have a good financial impact as well,"

Burbach said. "Also, I think it has a good environmental impact because it's helping keep my shingles out of the landfill before their life is completely up."



AG SACK LUNCH PROGRAM EXPANDS ACROSS NEBRASKA

The ag lesson over lunch, a staple of Nebraska fourth graders' visit to the state capitol, is now available virtually.



Grace McDonald, a senior ag communications and graphic design major at UNL gives a virtual presentation.

The popular Ag Sack Lunch Program is returning for its 12th school year and expanding its offerings to include both in-person and virtual presentations designed to increase agricultural awareness among Nebraska fourth graders and their families.

Last year, the program started offering virtual presentations to schools that couldn't travel to Lincoln for a field trip because of the pandemic. "Response was positive and student engagement remained strong," said Karen Brokaw, Ag Lunch Program coordinator.

"Virtual presentations provide us with a great way to expand the program statewide, allowing us to reach students from schools that do not travel to Lincoln," she said. "We are excited to expand our program to reach many more fourth graders."

The in-person program provides a free lunch and an ag-focused learning experience to fourth graders who come to Lincoln each year to tour the state capitol building as part of their educational curriculum.

While they eat their lunches, students hear a presentation about the important role agriculture plays in Nebraska's economy, as well as the crops and livestock species raised in the state. The sack lunches consist of Nebraska-produced food items to help students appreciate where their food comes from. They also receive a deck of cards containing many ag facts, including the games "Crazy Soybean" and "Old Corn Maid."

The virtual presentations include the same lively presentation on the importance of agriculture in Nebraska, connecting the food students eat every day with Nebraska farmers. Students also receive the fact-filled card games that feature Nebraska ag facts to take home and enjoy with their families.

Registrations are being accepted for fall and spring presentations for both virtual or in-person state capitol visits. "It is important teachers make their reservations as soon as possible to ensure availability," Brokaw said.

Since the first Ag Sack Lunch program during the 2010-11 school year, over

Over the last 11 years, the Ag Sack Lunch Program has been successful in helping our fourth-graders understand where their food comes from. Participating teachers continue to tell us their students learn so much from the presentations. We are also excited to expand the program statewide this year to reach more students.

— SCOTT RITZMAN, NEBRASKA SOYBEAN BOARD EXECUTIVE DIRECTOR

49,134 students have participated in the event.

The program is sponsored by the Nebraska Soybean Board, Nebraska Corn Board, Nebraska Pork Producers Association, Nebraska Beef Council, Midwest Dairy, Nebraska Poultry Industries and the Nebraska Wheat Board.



Reservations can be made online at [AgSackLunchProgram.com](https://www.agsacklunchprogram.com).
For more information, call Karen Brokaw at 402-432-2299.



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