

 SUMMER 2021

# SOYBEAN NEBRASKA

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



## POSITIONED TO PROPEL FORWARD

Our domestic marketing issue explores stateside markets and demand for soybeans through new uses and partnerships.

Learn more on pages 12-21.

**6-7** | Read about this year's Nebraska Soybean Board candidates and be on the lookout for ballots in Districts 1 and 3.

**24-25** | Read about the latest insights on Palmer amaranth and midseason management tips.

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*The Nebraska Soybean Association (NSA) and the Nebraska Soybean Board (NSB) are proud to share the FY21 Summer edition of this publication with you - members of our shared community.*

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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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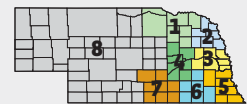
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Greg Anderson, Newman Grove



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Lois Ronhovde

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## On The Cover

Technicians apply soy-based asphalt rejuvenator, Roof Maxx, to the roof of Brace Laboratory at the University of Nebraska-Lincoln.

Photo Credit: Star City Skies - Aerial Video + Photography

## Note from the EXECUTIVE DIRECTOR



By Scott Ritzman

I hope everyone had a safe planting season! As you scout your fields and plan for another bountiful harvest, know that the soybean checkoff is busy finding a home for your soybeans. The Nebraska Soybean Board (NSB) invests in domestic programs that support livestock, biodiesel, infrastructure and new uses for soybeans.

One area that has continued to show a great return on investment to our producers is the biodiesel industry. The latest World Agricultural Supply and Demand Estimates (WASDE) report shows that 9.5 billion pounds of soybean oil will be used for biomass diesel in 2021, and 12 billion pounds will be used in 2022.

Another bright spot is the continued rollout of new soybean-use products. We've seen advancements in soy-based asphalt and concrete sealers that help extend the life of roads while lowering the cost of maintenance. NSB also held a demonstration of a promising product called Roof Maxx, and I highly encourage you to read the article about the presentation in this edition.

While the soybean checkoff has continued to find ways to utilize soybean oil, we continue to see strong demand for soybean meal in the livestock sector. Last year, we had a robust domestic crush—exporting around 12 million metric tons—while the livestock industry consumed approximately 35 million metric tons. Having a strong demand for both soybean oil and soybean meal continues to drive a strong cash basis at your local elevator.

In transportation and shipping news, NSB is a member of the Soy Transportation Coalition. Last year, the coalition conducted a study and published a report titled "Top 20 Innovations for Rural Bridge Replacement and Repair," which highlighted the potential of 50% or greater cost savings by repairing bridges for semi trucks. NSB continues to share this report and begin conversations with state, local and county officials on how they might update a bridge with one of the top innovations from the report.

Wishing everyone and their family a safe summer and a Happy Fourth of July!

## View from the Chair

# GROWING OPPORTUNITIES



By Eugene Goering  
Nebraska Soybean Board Chairman, Columbus

It is with great excitement I write to all of you as this issue dives deep into domestic marketing opportunities for Nebraska soybeans. After the past several years of market interruptions and discouragement, it is a critical time to be emphasizing domestic marketing.

As we look to increase demand for Nebraska soybeans, domestic markets are the largest, most steady and dependable part of soy use. We see many opportunities for expansion of such markets right here in our own state, which is so energizing as a grower myself. This past year we saw continued tremendous development in biodiesel markets, consistent growth in livestock markets and also innovative success in creating new products with soy oil. All of these promising areas of domestic growth are funded by the Nebraska Soybean Board (NSB) checkoff dollars.

For instance, NSB, several other state soybean boards and the National Biodiesel Board funded an instrumental study to measure, quantify and demonstrate the health benefits of using biodiesel in communities. The research concluded the use of biodiesel in communities resulted in fewer premature deaths, fewer lost working days and large savings in healthcare.

On a local level, NSB invested in demonstrations of soy-based sealers to protect concrete and asphalt. PoreShield, a concrete protectant, and RePlay, an asphalt sealer, can be used to improve longevity and durability of roads across the state of Nebraska, while also expanding domestic markets for soybeans.

In another effort to strengthen domestic markets, NSB collaborated with Roof Maxx, a company focused on sustainable roofing technology for roof rejuvenation. We worked with Roof Maxx to present the soy-based, roof rejuvenating spray on the University of Nebraska-Lincoln campus. The treatment restores a roof's flexibility, plus, it waterproofs and extends the life of asphalt shingles by up to 15 years. As the product is soy-based, it provides a very safe option for people, pets and the environment all while building demand for soybean oil.

Within the NSB office, we are excited to hire Catherine Jones. After a year of COVID restrictions, we are refilling the position of market development coordinator. She brings in experiences, energy and skills to create demand for our soybean products. As the economy reopens, we are very glad to welcome her to fill out the NSB staff.

At our farm and around the neighborhood, the soybeans and other crops are up and growing. We had some May showers to get started and hope everyone is receiving this issue on a nice rainy day.



From the Association

# MAINTAINING THE RURAL VOTE

By Shane Greving, NSA President



As the Nebraska state legislature came to a close for the 107th session at the end of May, we now turn our focus on the state senators' return for the special session this fall to take on the task of redistricting. Redistricting occurs every 10 years following a federal census. This process will by no means be an easy task. Congressional boundaries, state legislative boundaries and local boundaries will all be part of this process. Maintaining and protecting rural seats is a priority for all our communities.

Once the appointed legislative committee has reached a decision on the redistricting boundaries, the proposals will be taken on the road to receive public input. Engaged citizens in the community will be an important part of the process when they hold these public hearings. The rural vote is getting smaller and smaller as the population shifts to the eastern end of the state. Any input provided from the rural community, once the proposed maps are finalized, is essential.

This spring, Nebraska Soybean Association (NSA) leaders headed (virtually) to Capitol Hill and met with the Nebraska congressional delegation and staff to discuss soybean issues. In Washington D.C., the American Soybean Association (ASA) and NSA remain engaged in policy work as we navigate through some of the issues such as incentive based approaches to addressing climate change, trade, transportation, biodiesel, broadband and regulatory issues that affect our producers. We appreciate the trust you have in us to work on your behalf. Have a safe summertime.



## Apply for the 2022 Young Leader Program

Applications are open for the 2022 Young Leader Program, sponsored by ASA and Corteva Agriscience. Individuals or couples who are passionate about the future of agriculture are encouraged to apply for this two-phase leadership training program.

Young Leaders not only enhances participants' skills through leadership, communications, and issues-based training, but also builds a strong peer network, generating increased success in their businesses and communities. Training, open to all ages 21 and up, is interactive and includes evening group activities.

For complete details and application visit:  
[soygrowers.com/learn/young-leader-program](https://soygrowers.com/learn/young-leader-program) or  
contact the Nebraska Soybean Association at 402-441-3239.

### Training Dates and Locations



**Phase 1** – Tuesday, Nov. 30 – Friday, Dec. 3, 2021, at the Corteva Global Business Center in Johnston, Iowa

**Phase 2** – Tuesday, March 8 – Saturday, March 12, 2022, in New Orleans, in conjunction with Commodity Classic



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**SOYBEANEBRASKA** is printed four times a year by the Nebraska Soybean Association and managed by the Nebraska Soybean Board.

For address corrections, contact the Nebraska Soybean Association, 4435 O Street, Suite 210, Lincoln, NE 68510.  
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For advertising information in **SOYBEANEBRASKA**, please contact Larson Enterprises.  
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# NEBRASKA SOYBEAN BOARD 2021 JULY ELECTIONS



## MEET THE CANDIDATES



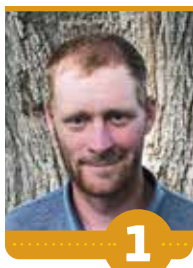
### Anne Meis

Elgin, NE | Antelope County (District 1)

- Anne and her husband, Jim, operate a family farm near Elgin, Nebraska, where they grow corn and soybeans and raise beef cattle. Farming has always been a way of life for Anne as she grew up on her family's pig farm with daily hog chores.
- After graduating from Briar Cliff College, Anne taught math, science and other subjects at various grade levels in Elgin schools. Eventually, she returned full-time to the farm as the operation expanded its land, irrigation, grain storage and livestock. Meis Farms strives for continuous improvement to increase soil health, conserve water and practice quality livestock care.
- Anne currently serves as treasurer of the Nebraska Soybean Board and chairwoman of

U.S. Farmers and Ranchers in Action (USFRA). She is a graduate of LEAD Class 33, a 10 year 4-H Leader, a member of Nebraska Farm Bureau and Nebraska Soybean Association and was the 2016 Ag-Ceptional Woman of the Year. Anne and Jim are the proud parents of three children who are all involved in agriculture.

*Comments by Anne: "As a board member, I feel a responsibility to invest your checkoff dollars in programs that will increase the demand and value of our soybeans. I dig deep into proposals for their effectiveness by asking questions, reading outside sources and reviewing past effectiveness. I have been elected as chairwoman of USFRA, which is a national farmer-led organization advancing sustainability leadership of the U.S. food and agriculture sector. I would appreciate your vote to allow me to continue serving soybean farmers in District 1 through my leadership roles at the state and national levels."*



### Brandon Rosberg

Bloomfield, NE | Knox County (District 1)

- Brandon grew up on a farm in southwest Cedar County near Wausa, Nebraska. The family farm is 100% dry land, producing corn, soybeans, alfalfa and cow/calf production.
- He attended Northeast Community College and Northwest Missouri State University, where he obtained a bachelor's degree in agronomy in 2009.
- After college, Brandon moved back to the Wausa/Bloomfield area and started farming ground on his own, helping his father on the family farm, as well as working in other ag-based, off-farm jobs.
- Brandon's farm consists of both no-till and

minimum tillage row crop production and cow/calf production.

- Brandon volunteers as a fireman with the Bloomfield Fire Department and as an ambulance driver.

*Comments by Brandon: "I would like the opportunity to serve on the Nebraska Soybean Board to be a voice for all soybean producers in my district and the state. I would like to see more domestic use of soybeans and soybean products here in the United States. While international trade is very important for our products and existing relationships should be maintained and newly cultivated, domestic demand would create a stronger and more consistent market for producers. I would also like to be a voice for financial discipline of producers' checkoff dollars."*

#### NOTES:

- ▶ **District 1 & 3 ballots** will be mailed mid-July.
- ▶ **Voting Eligibility:** Must produce soybeans, be a resident of their district and pay the soybean checkoff.





## Rebecca Kreikemeier

Bellwood, NE | Butler County (District 3)

- Rebecca is retired from Mid-Plains Cattle Company, which she helped run with her husband, Gary, and son for the past 31 years. They have also farmed near Bellwood for 41 years.
- She has three degrees in natural science, journalism and education. She has worked as a certified financial planner and has knowledge working with accounting and insurance.
- She has been involved with LEAD 30, a Nebraska leadership program, and is currently serving as co-chairwoman for the Cattlemen's Ball silent auction.

- In the past few years, she has traveled to Japan with the former governor, Mike Johanns, and to China with the Broadcasters Association. It was important for her to see how we are challenged abroad to make better decisions at home.

*Comments by Rebecca: "I would say my most important concern for the Nebraska Soybean Board would be how we are adapting our current practices and keeping step with the rapidly changing web-based world our farmers are confronted with. We need to look at the world through the eyes of future farmers and not abandon the commitment of excellence of our past producers."*



## Ruth Ready

Scribner, NE | Dodge County (District 3)

- Ruth and her husband, Sid, farm near Scribner on land that has been in Ruth's family since it was homesteaded in 1870. They have four adult children and four grandchildren.
- Ruth and Sid have a no-till operation growing soybeans, corn, alfalfa and incorporating cover crops. The cover crops are utilized by their small herd of Shorthorn cows. Ruth also raises chickens and turkeys, which along with the beef they produce, are sold directly to consumers.
- Ruth has been active with CommonGround for

six years and enjoys connecting with consumers to talk about food from production to plate. Ruth was also a member of LEAD 24.

*Comments by Ruth: "As a member of the Nebraska Soybean Board, I look forward to helping other farmers be successful in their soybean growing and marketing efforts. The Nebraska Soybean Board has much to offer soybean producers, and I would like to help farmers utilize what is available to them. Strengthening connections with other parts of the soybean complex is also of interest to me. All parts of the soybean production, marketing and utilization chain are vital and need to be supported. I hope to be able to help provide that support as part of the Nebraska Soybean Board."*



## Larry Tonniges

Utica, NE | Seward County (District 6)

- Larry farms near Utica and Gresham with his wife, Susan, and his brother, Doug.
- He raises soybeans, corn and seed corn and has done custom harvesting for the York Pioneer growing area since it opened in 1992. Larry's operation is 75% irrigated.
- He started farming in 1982 and has seen many changes since then.
- Larry was the past chairman of the Nebraska Soybean Board research committee and the

Nebraska representative on the North Central Research Program from 2016–2018. He believes his previous experience with the Nebraska Soybean Board and knowledge in research will be helpful in making future decisions.

*Comments by Larry: "I think our board and staff have accomplished a lot over the last few years, but we have to continue looking forward to new uses and markets for our soybeans. I believe that the Nebraska Soybean Board has helped build the demand for soybeans in both the domestic and international markets. Additionally, any time we find new uses or new markets, it is great for all soybean producers."*

- ▶ Qualified farmers who do not receive a ballot by July 19, 2021 may call **402-564-5827** to request a ballot.
- ▶ Ballots must be postmarked by **July 30, 2021**.



# BETTING ON SOIL

## Shifting Carbon Markets May Mean Money in the Bank

By Florencia Abram, Agronomist and Agriculture Program Manager for The Nature Conservancy in Nebraska



As nations and private companies around the world set ambitious greenhouse gas emissions reduction goals, there is growing interest in the role of farmers and the carbon they store in their soils.

At The Nature Conservancy, we're working with private companies in the agricultural supply chain to pay farmers for storing carbon in their soils through practices like no-till, cover crops and diversified crop rotations. These companies eventually hope to use those carbon removals to account for greenhouse gas reductions in their own supply chains.

### Dollars and Sense

The truth is, while agricultural carbon markets are still coming online (and generating a lot of confusion and discussion in the process), many Nebraska farmers have been implementing carbon storing practices for years, motivated by economic and

productivity benefits as well as by a land stewardship ethic. Helping farmers overcome any financial risks associated with soil health practices is a key promise of agricultural carbon markets.

### The Challenge

Since the dawn of agriculture over 10,000 years ago, farmers and scientists have always found innovative ways to grow more crops. Over the past 30 years especially, new technologies have allowed farmers to intensify production to unprecedented levels. But some of that progress has come with a cost to our soil and water resources.

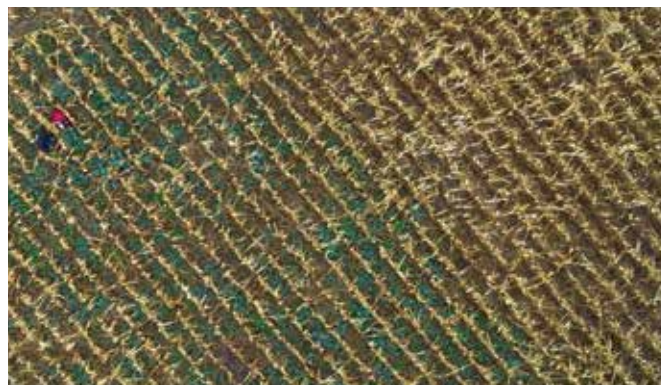
As any farmer knows, the top few inches of soil contain most of its carbon, which plays a critical role in retaining nutrients, preserving soil life and preventing erosion. Tillage and annual cropping cycles disturb the soil structure, impacting the porosity that allows water and oxygen to be available for crops. The effects

NEBRASKA FARMERS CONTINUE TO LEAD THE WORLD IN FOOD, FUEL AND FIBER PRODUCTION.





Planting 2021 soybeans into rye cover crop near Broken Bow.



Cover crops growing in fall 2020 on central Nebraska croplands.



of soil structure loss may be hard to detect as improved crop genetics have likely masked the effect of soil degradation on yields. Fortunately, practices like reduced tillage, cover crops and diversified rotations can reverse this loss of soil health.



### Good Soil for the Good Life

As natural stewards of their lands, Nebraska farmers are poised to prove that farming is not incompatible with healthy soils and water. We already know that they are conserving their soils and protecting freshwater ecosystems: close to 50% of Nebraska cropland acres are managed under no-till. And while just an estimated 3% of Nebraska acres have winter cover crops, we see a (pardon the pun) fertile opportunity for its expansion!

Public funds are a great resource to support the expansion of new soil health practices, but they are often insufficient on their own to scale practices to every Nebraska farm. Private support from

carbon markets for soil health practices could be an important supplement to those existing resources.

The Nature Conservancy has recently launched the Nebraska Soil Carbon Project in the Central Platte and Upper Big Blue Natural Resources Districts (NRDs). Through this opportunity, farmers aiming to implement no-till, cover crops and/or diversified rotations can access public Natural Resources Conservation Service (NRCS) funds and private funds through Ecosystem Services Market Consortium (ESMC).

We are still trying to understand the risks and opportunities for farmers in this space, so all enrollees are free to exit the soil carbon portion of the project at any time. In addition to furnishing private payments, ESMC will estimate the amount of soil carbon being stored and the water quality benefits of each enrolled field. If you are a farmer in the Central Platte or Upper Big Blue NRDs and want more information, please reach out to Flor Abram at [florencia.abram@tnc.org](mailto:florencia.abram@tnc.org).

The Nature Conservancy in Nebraska / [nature.org](http://nature.org) / 402-342-0282 / [nebraska@tnc.org](mailto:nebraska@tnc.org)

**NOW THEY HAVE AN OPPORTUNITY TO LEAD THE WORLD IN SOIL AND WATER CONSERVATION.**





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

# KEEPING THE FUTURE OF SOYBEANS BRIGHT

*From researching new uses for soybeans to identifying new markets for U.S. soy, the soy checkoff is working behind the scenes to create new opportunities and increase profits for soybean farmers. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.*

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

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# 2021 SOYBEAN MANAGEMENT FIELD DAYS

WORK SMARTER, NOT HARDER. See your checkoff dollars at work and get best practices you can implement in your fields.

## 4 DAYS, 4 LOCATIONS



Nebraska Extension and the Nebraska Soybean Board are pleased to provide in-person events for this year's Soybean Management Field Days (SMFD), August 10–13.

Matt Tvrdy, a previous attendee, recommends SMFD to Nebraska soybean farmers because of the insights that can be applied immediately in the field.

"I gained a lot of helpful bits of information to help me out on my farming operation and some other practices to try out," said Tvrdy, whose farm is near Wahoo.

This year's event will cover four topics and visit four farms around the state.

## Topics & Presenters

### Grain Marketing and Cropland Cash Rental Rates in 2021

- Jeff Peterson, Heartland Farm Partners President
- Jim Jansen, Nebraska Extension Agricultural Economist

### Strategies for Soybean Gall Midge and Insect/Disease Management in Cover Crops

- Justin McMechan, University of Nebraska Crop Protection and Cropping Systems Specialist
- Tom Hunt, Nebraska Extension Entomologist

- Robert Wright, Nebraska Extension Entomologist

### Interseeding Cover Crops in Soybean: Evaluating Soybean Variety, Cover Crop Planting, Herbicide Placement and Weed Management

- Chris Proctor, Nebraska Weed Management Extension Educator, with local Nebraska Extension educators

### Soybean Production & Cover Crops: Water Use, Planting Rates, Row Spacing, Planting Dates, Maturity Groups and Irrigation Management

- Jim Specht, UNL Emeritus Professor of Agronomy and Horticulture
- Aaron Nygren, Nebraska Extension Educator, Cropping Systems
- Steve Melvin, Nebraska Extension Educator, Cropping Systems



## Attendee Benefits

- ✓ Addresses issues important to farmers as well as domestic and international challenges.
- ✓ Highlights checkoff dollars at work in research, marketing, promotion, new uses and education.
- ✓ Provides field tours, presentations in tents and complimentary admission and lunch.



Learn more at [ENREC.UNL.edu/SoyDays](https://enrec.unl.edu/SoyDays).





DOMESTIC MARKETING

# POSITIONED TO PROPEL FORWARD

The Nebraska Soybean Board works to create markets  
for soy through partnerships and investments.

**13 | The Lifeblood of Livestock**

A note from the Alliance for the Future of Agriculture in Nebraska for soybean farmers.

**14-15 | Soy Products, Better for the Planet**

Soy innovations have allowed manufacturers to use soybeans in a wide array of products.

**16-17 | Soy to Shingle**

On Earth Day, a UNL demonstration revealed the power of soy-infused roofing.

**18-19 | Biodiesel's Impact Extends to Health Benefits**

Research indicates that greater use of the renewable fuel can help us all breathe easier.

**20-21 | Let's Talk Transportation**

The Soybean Transportation Coalition's executive director discusses industry developments.

## DOMESTIC MARKETING COMMITTEE



Richard Bartek (chair)

Greg Anderson

Jason Penke

Doug Saathoff

# THE LIFEBLOOD OF LIVESTOCK

**A message from AFAN's Kris Bousquet about adding livestock to your farm.**

Greetings!

I am Kris Bousquet, the new Director of Livestock Development for the Alliance for the Future of Agriculture in Nebraska (AFAN). I have been involved in the Nebraska agriculture industry for a while now as I served on the AFAN board of directors representing the dairy industry. In November, the Nebraska State Dairy Association (NSDA) had a partnership opportunity with AFAN that we could not pass up. Moving forward, I will hold the position of Director of Livestock Development for AFAN, as well as continuing to be the Executive Director of NSDA.

My role with AFAN is an exciting one. I have the great opportunity to work one on one with farmers to help them integrate livestock into their operations. As a person who grew up on a diversified dairy operation in Nebraska, my passion for animal husbandry is sincere, and my desire to help people reach their agriculture career goals is genuine.

For those aiming to grow their farming operation, the time to add or expand your livestock production is now. There are various reasons to incorporate livestock into your farming operation—diversity of income, nutrient management efficiencies, equity building and quality of life are just a few on the long list. I think some of the recent growth in the livestock sector, like poultry and pork, are excellent opportunities to not only capitalize on the things previously listed, but it could also give your family an opportunity to bring a family member back to the operation.

Take Daryl Hegemann's family as an example. They evaluated their operation and realized that picking up more farm ground would be significantly difficult. This ultimately led them to make the decision to incorporate livestock into their management portfolio, which led to additional income to bring their son Darren back to the family farm. It's stories like this which celebrate how livestock can boost and support a family operation that keep us working toward our mission.

If you are looking to research potential diversifying or expansion opportunities, AFAN is your resource to help you along. In fact, we will not only work for you, but we will work directly with county officials, communities and companies to build grassroots support for your project. Whatever you may encounter throughout this process, we are happy to help you navigate livestock development to bring your dreams into reality. Please feel free to reach out to me directly.

**Kris Bousquet**  
**Director of Livestock Development**  
 AFAN  
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*Photos provided by AFAN.*





# SOY PRODUCTS, BETTER FOR THE PLANET

Manufacturers continue turning to soy,  
driving demand for soybeans and creating  
new sustainable consumer products.



## OKABASHI SANDALS

Sustainable footwear is a wave of the future, and it's accessible for all shoppers. Okabashi prides itself on eco-friendly production, recyclable materials and integrating soy into its formulations. According to its website, Okabashi's sandals are 45% soy by weight. The family-owned, small-town company has been producing its footwear from Buford, Georgia, for over 35 years.

## SKECHERS SHOES

When Goodyear worked with the United Soybean Board to incorporate soybean oil into its tires, Skechers took notice. The footwear company created its "GORun" line of performance shoes using the same process to increase traction and flexibility for shoe soles. Each shoe features a "Goodyear Performance Outsoles" label, and Skechers plans to expand the technology throughout the year into its other product lines, including trail, work and safety shoes.



Make soy part of your next shopping trip—browse soy products at [SoyNewUses.org](https://SoyNewUses.org).

## RUST-OLEUM® WOOD STAIN

Soybean oil is hydrophobic by nature, making it an excellent ingredient the next time you're looking for wood stain for any outdoor project, from a deck to Adirondack chairs. The soy formulation in Rust-Oleum's Varathane® wood stains have proven to penetrate twice as deep into wood as other similar products.



## SYNLAWN® TURF PRODUCTS

Look no further for the latest and greatest artificial turf. Made with soybean oil, SYNLawn creates a wide range of artificial turf products for everything from athletic fields to dog runs and playgrounds to lawns. Their products are available for purchase in both residential and commercial applications. Backed by the United Soybean Board and Indiana Soybean Alliance, SYNLawn is spreading the word by partnering with the Indianapolis Colts for pregame and traveling events with branded turf. Overall, SYNLawn has installed 82 million square feet of U.S. soy-backed grass across 200,000 installations in the United States and 19 other countries since 2008. For 2021, North America's largest manufacturer of artificial grass is set to add more soy than ever to its products, which will increase its use of U.S. soy by 10%.

## BIOBLEND™ EPIC EL DUST SUPPRESSANT

Roadway dust is troublesome. Unpaved rural roads, normally stabilized by gravel, can cost states millions of dollars in maintenance each year. Plus, dusty backroads present a health risk as the loose particles kicked up by traffic have an adverse impact on breathing. BioBlend's new soy-infused EPIC EL road application suppresses road surfaces, greatly reducing fugitive dust. With soy checkoff support, a North Dakota State University research engineer created the base chemistry that BioBlend is commercializing, with funding from the United Soybean Board and North Dakota Soybean Council.





# SOY TO SHINGLE

**Earth Day Demonstration of Roof Maxx at the University of Nebraska–Lincoln (UNL) displays power of soybean oil in industrial applications.**

**A**sphalt shingles cover 80% of residential roofs across America. Additionally, asphalt shingle roofs are used in non-residential and commercial applications. Nationally, the average homeowner spends about \$8,331 to install a new roof, and most spend within a range of \$5,000 to \$12,000. And as many have seen in 2021, material prices are surging.

***But have you ever thought about restoring a roof, instead of replacing it?***

An innovative industrial company, Roof Maxx is using cutting-edge bioscience to extend the life of asphalt shingle roofs. When a roof gets older, the shingles begin to dry out and lose their natural oils. These oils are needed to enable the shingles to bend, expand and contract as needed in varying weather conditions. When shingles dry out, they become stiff and start to curl, crack or stain.

One might also notice granules flaking off and landing in the gutters or around a home or property.

Roof Maxx uses a 100% natural bio-oil to restore lost moisture to dry shingles. This rejuvenates them from the inside out, enabling them to work better for much longer. Roof Maxx reverses aging in asphalt shingles and is recognized as a USDA Certified Biobased Product in the Department of Agriculture's BioPreferred program. The product has a tested biobased content of 86%.

Developed by Battelle Labs, Roof Maxx is the first soy-based, roof-rejuvenating spray treatment that restores a roof's flexibility and waterproofing protection, extending the life of a roof by up to 15 years. Due to the incorporation of soy, Roof Maxx provides a safe option for people, pets, property and the environment.



**ROOF MAXX**  
MORE LIFE. LESS MONEY. GUARANTEED.



**APPLYING ROOF MAXX TO JUST ONE HOUSE SAVES:**

**3.8** <sup>T</sup><sub>N</sub><sup>S</sup>

of waste from landfills.

**80** <sup>K</sup><sub>G</sub>

of CO2 emissions.

**1420** <sup>K</sup><sub>G</sub>

of CO2 emissions from shingle manufacturing.



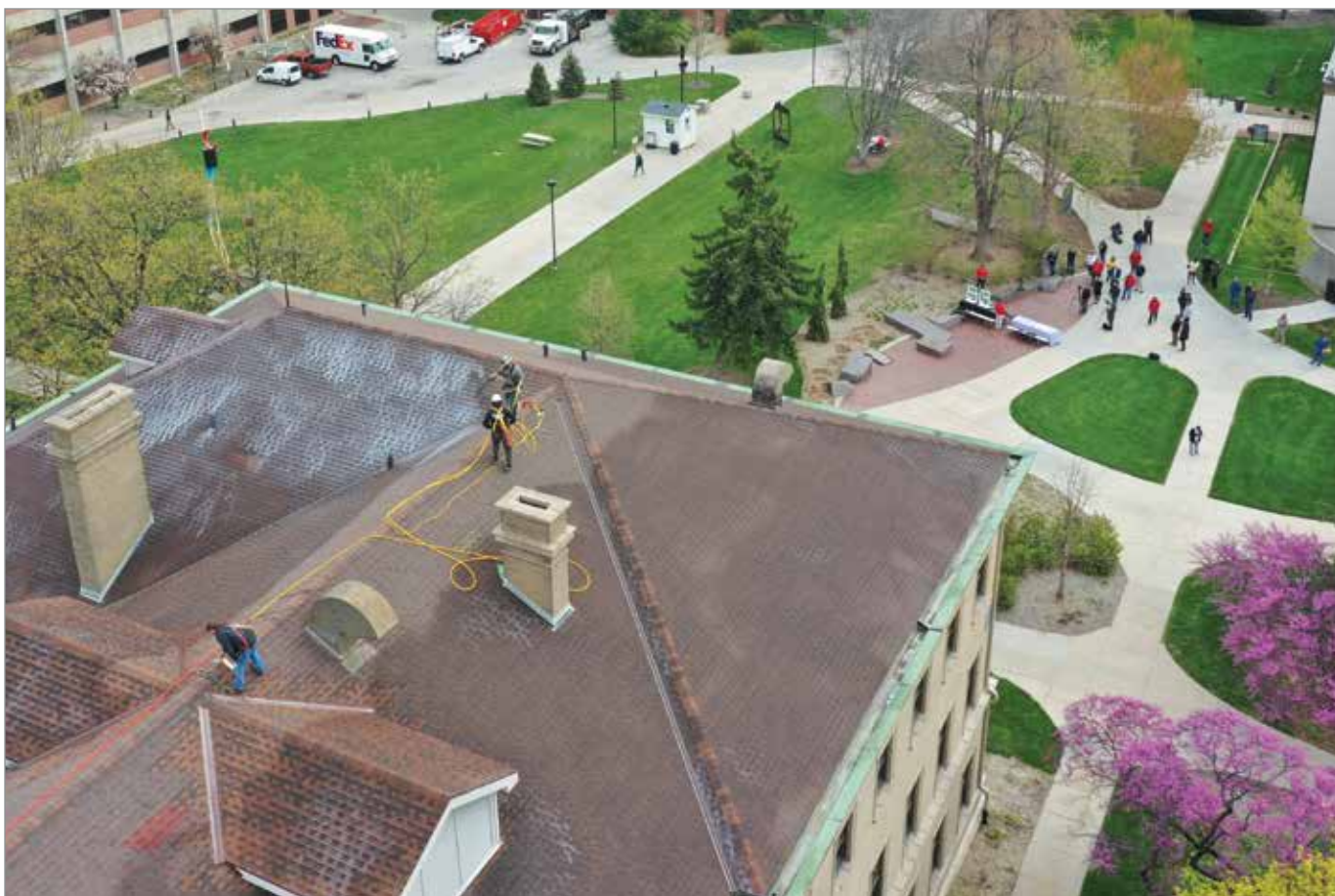


Photo Credit: Star City Skies

### Displaying the power of soy.

In a collaborative effort to display the local impact of the product, Roof Maxx, the Nebraska Soybean Board (NSB) and the Industrial Agricultural Products Center at UNL conducted an educational demonstration on the roof of Brace Laboratory at UNL's city campus. Brace Laboratory's shingle roof is 20+ years old and qualified for a Roof Maxx application. The product, which includes a 5-year limited warranty, helps extend the life of an asphalt shingle roof by 5 to 15 years.

The demonstration took place on April 22, also recognized as Earth Day. The outdoor educational demonstration was open to the public and the media. To further highlight Earth Day, the initiative and demonstration fit into

the UNL Environment, Sustainability and Resilience Master Plan, released in November of 2020. Under the energy portion of the plan, the aspirational goal is to establish the policy, governance and administrative infrastructure that results in a highly-efficient campus with net-zero CO2 emissions and net-zero energy readiness by 2050.

"While this is not a product developed at UNL, Nebraska researchers are working to find ways to add value to our state's agricultural products through the development of renewable chemicals, polymers and fuels," said Loren Isom, assistant director of UNL's Industrial Ag Products Center. "Development of new bioproducts like this one can benefit Nebraska producers, businesses and the environment."

A recent study and poster presentation from The Ohio State University speaks to the eco-friendly technology. According to the study, approximately 7% of U.S. roofs are replaced every year. If even 1% of single-family homes (about 15% of yearly replacements) applied a Soy Methyl Ester Emulsion (SMEE) formula like Roof Maxx instead of replacing their roof, we would avoid 5.6 billion pounds of landfill waste and 1.1 million metric tons of CO2 equivalents in emissions.

"The NSB was excited to get involved with this demonstration to highlight the power of soybean oil," says Richard Bartek, NSB District 3 board member and farmer from Ithaca. "This renewable alternative unlocks another use that drives demand for soybeans and joins the list of 1,000+ soy-based products currently on the market."



Learn more at [roofmaxx.com](https://www.roofmaxx.com) and for your local Nebraska dealer, visit [revolutionroof.com](https://www.revolutionroof.com).



# BIODIESEL'S IMPACT EXTENDS TO HEALTH BENEFITS



Recent studies have revealed that biodiesel can have major community health impacts.

According to a recently released biodiesel health benefits study by Trinity Consultants, using B100 biodiesel as a replacement in heavy-duty modes of transportation can reduce cancer risk associated with hydrocarbon particulate emissions by 45% in transportation and 86% in home heating.

The study examined the community health impacts biodiesel can make immediately in 13 communities currently exposed to high levels of diesel particulate pollution. The list of benefits ranges from reductions in premature deaths and asthma attacks to financial advantages with reduced medical costs and health care burdens.

“The markets where biodiesel can make the biggest impact happen to also be the ones that are the hardest to decarbonize,”

said Doug Saathoff, a soybean farmer from Trumbull, Nebraska, and member of the Nebraska Soybean Board. “With both coasts focusing on reducing carbon, biodiesel can make an immediate difference in the heavy-duty transportation sector with vehicles such as tractor-trailers, as well as the home heating oil market through Bioheat® fuel, a drop-in replacement in that sector.”

Biodiesel can help reduce pollution in many urban areas of the country today. For those living in the urban areas in the study, better air quality can result in longer lives, lessened asthma symptoms, fewer restricted activity days and fewer sick days.

“This study verifies what the biodiesel industry has known for years: biodiesel’s impacts on the environment and the

“

As a farmer, it’s gratifying to make the connection between a product produced on my farm and the health benefits for the end-user thousands of miles away. It’s important to note that farmers are part of a bigger system and one where we can make a positive impact on quality of life.

— ED LAMMERS, UNITED SOYBEAN BOARD  
NEBRASKA DIRECTOR AND HARTINGTON,  
NEBRASKA, FARMER

”

economy extend into further health and financial benefits,” said Donnell Rehagen, CEO of the National Biodiesel Board. “The greatest thing about biodiesel is



Read the full study at [biodiesel.org/news-resources/health-benefits-study](https://biodiesel.org/news-resources/health-benefits-study).

# BIODIESEL: CLEAN, RENEWABLE, GROWN IN NEBRASKA

Use biodiesel blends in your farming equipment to support our state and improve performance.



It's an exciting time of year. With summer fully underway and harvest approaching this fall, it's a great time to start utilizing a biodiesel blend for the season.

Blends like B20 are a quality, high-performance fuel made from renewable sources like Nebraska-grown soybeans. Aside from biodiesel being good for your equipment by adding tremendous lubricity to ultra-low sulfur diesel, a

recent study shows that the biodiesel industry adds up to \$1 of value to a bushel of soybeans!

Biodiesel also has fantastic solvency, which keeps the fuel system and injectors clean. Biodiesel blends up to B20 can be used in your diesel equipment with no modifications. You can go back and forth from using biodiesel blends to using straight No. 2 without concern.



that it can start making a difference right away as a drop-in solution within existing infrastructure. As the most tested of all renewable fuels, biodiesel is a proven and reliable source of energy."

The biodiesel industry set a goal to double biodiesel demand by 2030, raising production to a total of 6 billion gallons. Decarbonization efforts play a major role in delivering on that much-needed oil market for soybean farmers. Today, biodiesel is the second largest user of soybean oil, behind food uses.

"Those of us in rural America don't always have the same challenges with air qualities our peers in the urban areas do," Saathoff added. "But, as farmers, we have an important role to play that can help them lessen their challenges, while also building a greater market for our versatile soybean oil."

## Storage Tank Fuel Maintenance

Whether you decide to use a biodiesel blend or petroleum diesel, you should take steps to ensure your fuel system is operating properly. Once preventative maintenance has been performed on your equipment, don't forget about the fuel that makes that equipment run.

What steps can be taken to assure trouble free performance? Here are a few best practices:

- Check the tank for water prior to your next spring fuel delivery. If water is present, have it removed immediately.
- Inspect all hoses, fill caps, vents and seals. Look for cracks or leaks.
- Install a new, large capacity 30-micron paper pleat dispenser filter. This will help keep contaminants from reaching your equipment and allow fuel to flow easily during a cold spell.
- Top off your equipment fuel tanks to eliminate headspace. By doing this, you will reduce the amount of air in the tank, which in turn will reduce the chance of getting moisture related fuel trouble as well as reducing the risk of oxidation.



If you have any questions about biodiesel or need help troubleshooting a fuel related problem, call the Regional Diesel Helpline at 800-929-3437.





# Let's Talk TRANSPORTATION

Our conversation with Mike Steenhoek, executive director of the Soy Transportation Coalition, covered a wide range of transportation issues, from container shortages to competitive advantages for Nebraska farmers.



Mike Steenhoek leads the Soybean Transportation Coalition (STC), an organization created in 2007 to promote a reliable transportation system to serve the agriculture industry. He is also a member of the U.S. Department of Commerce's Advisory Committee on Supply Chain Competitiveness and the Iowa Department of Transportation's Freight Advisory Council.

In a recent Q&A, Mike discussed developments in the transportation industry that impact Nebraska soybean farmers.

## Nebraska Soybean Board (NSB):

How might the recent consolidation in the railroad companies impact the grain market of exporting commodities to our partners in Mexico and move them to our export terminals?

**Mike Steenhoek (MS):** Industry consolidation will result in the benefit of the shareholders, customers or both. Whenever a railroad merger or acquisition is proposed, it is healthy to have some degree of concern given how in the past they have indeed resulted in a reduction of rail service access or increased rates

among agricultural shippers. In addition, a particular merger or acquisition within the rail industry will often inspire and motivate further mergers and acquisitions. Few agricultural shippers would welcome such a prospect.

The competing proposals by Canadian National and Canadian Pacific to acquire Kansas City Southern Railway will provide different impacts on agricultural shippers, depending on the region of the country. Those located on the Canadian Pacific network would enjoy increased access to the southern United States and

Mexico if the company acquired Kansas City Southern. Certain agricultural shippers along the Canadian National network would have more seamless access into Mexico if their proposed acquisition is approved.

**NSB:** During COVID-19, we faced a container shortage due to a lack of consumer products imported from Asian countries. Has that corrected itself, and do we have containers readily available for exporting soybeans via containers to customers overseas?

**MS:** The national and global supply chain serving all industries is currently under tremendous stress. The seismic shift in consumer spending over the past 12-15 months from services (restaurants, travel, entertainment, etc.) to goods has imposed historic demand on manufacturing and production and the supply chain that accommodates them. Every link (ports, railroads, trucking, maritime shipping, etc.) in the supply chain is under stress. This particularly applies to the availability of shipping containers. Currently it costs \$5,374 to ship a container from China to the U.S. West Coast. For a return journey (U.S. West Coast to China), it costs \$814.

When an ocean carrier—the company that owns the shipping containers—can receive



significantly more revenue for an inbound versus outbound movement, there clearly is an incentive to return containers back to the country of origin, usually China, as quickly as possible to maximize the number of turns per year of that container. All exporters, including those who export soybeans and other agricultural products via container, are having increased difficulty in accessing a sufficient supply of containers. Unfortunately, this supply-demand imbalance of shipping containers is likely to persist throughout 2021.

**NSB:** The Soy Transportation Coalition (STC) recently announced the “Top 20 Innovations for Rural Bridge Replacement & Repair” report. How might that study impact bridges and the economic impact on Nebraska counties if they fixed a bridge and/or replaced one that meets the requirements?

**MS:** The area of the country in which the condition of bridges is most severe also happens to be the area of the country in which resources are the most scarce or on the decline—rural America. According to the Federal Highway Administration, of the 15,348 bridges located in the state of Nebraska, 1,302 are rated as structurally deficient, giving Nebraska the 14th highest number in the country.

In order to help address this persistent problem, the STC released the “Top 20 Innovations for Rural Bridge Replacement and Repair” report. To be included on the list, a bridge replacement or repair concept must: 1. Provide notable cost savings, 2. Have been validated by credible engineering organizations, and 3. Be widely accessible throughout rural America.

Some of the concepts highlighted in the report will result in a bridge being

replaced for \$100,000 versus \$250,000-\$300,000, while not compromising safety. I do not know of any rural county in the country that would not benefit from such significant savings. We would like to see the innovative concepts in the report more widely embraced in Nebraska and other areas of the country. We cannot simply spend our way out of this problem. We also need to save our way out of it.

**NSB:** Speak to the competitive advantage that Nebraska exporters and elevators have with moving products to either the Pacific Northwest, the West Coast and south to Mexico.

**MS:** Nebraska soybeans primarily depend upon railroads to connect with export terminals in the Pacific Northwest or customers in Mexico. A 100 car unit train can accommodate 400,000 bushels compared to 900-1,200 bushels for a single semi-truck. While agricultural shippers and railroads can often have friction in their relationship, railroads are clearly designed to transport large volumes of commodities, like soybeans, long distances at an economical cost. Nebraska soybean farmers would not be able to benefit from a growing export market if freight railroads did not exist.

**NSB:** How might the new barge loading facility at Blencoe, Iowa, on the Missouri River, provide another opportunity for soybean farmers to attract competitive prices for their crop?

**MS:** The Missouri River can and should be a more viable supply chain option for eastern Nebraska farmers. As we see new investments in barge loading and unloading capacity occur in Blencoe, Iowa, and other locations, more momentum for Missouri River navigation will be

generated. More supply chain options—barge, rail and trucking—will benefit farmers and agricultural shippers in eastern Nebraska and elsewhere.

**NSB:** How were the soybean checkoff dollars instrumental in the study and approval of the Mississippi River dredging project? What new opportunities and efficiency are created by the additional 5 feet?

**MS:** The 256-mile stretch of the Mississippi River from Baton Rouge, Louisiana, to the Gulf of Mexico accounts for 61% of U.S. soybean exports, along with 59% of corn exports—by far the leading export region for both commodities. Soybean farmers and a large number of Mississippi River stakeholders have promoted the dredging of the lower river shipping channel from 45 to 50 feet in depth.

Research conducted by the STC concludes that shipping costs for soybeans from Mississippi Gulf export terminals would decline 13 cents per bushel (\$5 per metric ton) once the lower Mississippi River is dredged to 50 feet. A deeper river will allow both larger ships to be utilized and current ships to be loaded with more revenue-producing freight. Average vessel loads will increase from 2.4 million bushels of soybeans (66,000 metric tons) to 2.9 million bushels (78,000 metric tons), an increase of 500,000 bushels or a 21% increase.

In July 2019, the United Soybean Board (USB) announced a \$2 million allocation to help offset the planning, design and research costs of deepening the lower Mississippi River from 45 to 50 feet. In September of 2020, work on the deepening project commenced. The first phase of the project will be complete by fall of 2021.



# Agriculture AND THE ENVIRONMENT

**CommonGround volunteer shares how Nebraska farmers steward natural resources.**

Diane Karr

**O**ur world's natural resources matter. The agriculture industry depends upon clean water, soil and air—as does the world's supply of food, fuel, feed and fiber. Every year, Nebraska's farmers are growing more with less: less water, fewer chemicals, less land and a lower impact on the environment.

CommonGround volunteer Diane Karr, from Blue Hill, Nebraska, discusses some of the concerns she has heard from consumers:

*Conversations have been largely around the impact of livestock on the environment. When it comes to livestock emissions, the most common misconception I see is the idea that cattle are a major contributor to greenhouse gases and that reducing the consumption of meat will help our planet with regard to climate change. That's not the truth whatsoever. Livestock accounts for only 4% of greenhouse gas emissions in the United States.*

*Furthermore, we have seen various trends of “meat-free” practices displayed in the media recently associated with the health of our planet. Reducing or eliminating the consumption of meat would have such an immeasurably small effect on overall greenhouse emissions that there is no reason to include it as a strategy in living sustainably. Based on research by Dr. Frank Mitloehner—a professor and air-quality specialist in Cooperative Extension at the University of California, Davis—our efforts would be better focused on other aspects of consumer consumption.*

*Not only is agriculture not a major contributor to the problem, but it can be part of the solution. U.S. agriculture is a major air purifier. An example of agriculture's role in recycling, is evidenced in the biogenic carbon cycle: Carbon is stored in plants and feed and is consumed by ruminants, like cattle. Cow manure and belches release carbon as methane. Methane is then converted to carbon dioxide over approximately 10 years. As part of photosynthesis, carbon dioxide is captured by plants including row crops.*

*As farmers, it is important that we know the facts of our farms to help spread accurate information to consumers and end-users. Lastly, remember that agriculture is a vital building block for sustainability, not a barrier to it.*



Since 1980, farmers have decreased greenhouse gas emissions per unit of production for all kinds of crops, including:

**SOYBEANS:**

**↓38%**

**CORN:**

**↓31%**

**WHEAT:**

**↓9%**

**POTATOES:**

**↓28%**

Source: Field to Market Report, 2016

**During the Northern Hemisphere's growing season, the Midwest region of the U.S. houses more photosynthetic activity than any other location on the planet.**

Source: National Aeronautics and Space Administration

# Data Utilization

The main goal of data utilization is to provide added value to the farm. That value can come in several different forms. By using on-farm data to inform decision making, farmers can choose strategies that help them reduce risk, maximize profits or reduce inputs – or a combination of the three.



## 1 | REDUCE RISKS



Pre-plant applications are highly susceptible to loss. In-season applications, combined with aerial imagery, provide time to assess crop nitrogen needs to help increase nitrogen use efficiency.

## 2 | MAXIMIZE PROFITS



Georeferenced scouting can provide the information to help target acres where these applications will be economical and avoid acres where disease thresholds are not met. This can help limit applications of costly fungicide and insecticide applications.

## 3 | REDUCE INPUTS



Results from on-farm seeding rate trials can be used to match seeding rates to areas of the field according to yield potential. These variable rate seeding prescriptions can help farmers potentially decrease seed costs.

For more information and links to additional resources, visit [www.unitedsoybean.org/techtoolshed](http://www.unitedsoybean.org/techtoolshed)

Technical editing for this publication was led by Elizabeth Hawkins, John Fulton, Ph.D., Richard Colley III and Jenna Lee, The Ohio State University, Laura Thompson and Joe Luck, Ph.D., University of Nebraska-Lincoln, Daniel Barker, Ph.D., Iowa State University, and Ignacio Ciampitti, Ph.D., Ajay Sharda, Ph.D. and Luciana Nieto, Kansas State University. The United Soybean Board neither recommends nor discourages the implementation of any advice contained herein and is not liable for the use or misuse of the information provided. ©2018 United Soybean Board.



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# A PROBLEM WEED

## Glyphosate-resistant Palmer amaranth has become an issue in Nebraska soybean production.

Story and photos by Dr. Amit Jhala, Nebraska Extension Weed Management Specialist

**P**almer amaranth, a member of the pigweed (*Amaranthaceae*) family, is native to the southwestern United States and northern Mexico. It is a small-seeded broadleaf weed that is relatively new to Nebraska fields.

Common weeds from the pigweed family in Nebraska are tumble pigweed (*Amaranthus albus* L.), prostrate pigweed (*Amaranthus graecizans* L.), redroot pigweed (*Amaranthus retroflexus* L.) and waterhemp (*Amaranthus rudis* Sauer). They are usually found throughout Nebraska in:

- ▶ Dry prairies
- ▶ Cultivated and fallow fields
- ▶ Roadside, industrial and waste places

Palmer amaranth has just been identified in the last few years in several North Central states—including Nebraska, Wisconsin, Michigan, Ohio, Minnesota and Illinois—which has raised concerns among weed scientists and growers about the spread of this weed into areas not previously reported.

Because of its rapid growth, prolific seed production (Figure 1) and ability



Figure 1. A single female plant of Palmer amaranth can produce 100,000 to 500,000 seeds depending on crop and weed competition.

to evolve herbicide resistance, Palmer amaranth can be hard to control in agronomic crops, including soybean.

### A Growing Issue

Palmer amaranth was recently ranked the No. 1 problem weed in the United States in a survey conducted by the Weed Science Society of America. Growers in several states, including Nebraska, have Palmer amaranth issues particularly in agronomic crops such as corn, soybean, cotton and sorghum.

Palmer amaranth has evolved resistance to several groups of herbicides in Nebraska, including glyphosate (Figure 2). Additionally, some Palmer amaranth populations are resistant to multiple herbicides such as atrazine and HPPD-inhibitors. Therefore, growers should pay attention to the management of herbicide-resistant Palmer amaranth as well as following best practices to reduce weed seed dissemination.

### Our Recent Study

When not controlled, Palmer amaranth is extremely competitive with soybean (Figure 3). The study we conducted in Nebraska as a part of the Nebraska Soybean Board-funded research that in the absence of a pre-emergence herbicide, the critical time of Palmer amaranth removal at 5% soybean yield loss occurred at V1 and V6 soybean growth stages in year 1 and year 2, respectively.

When Valor (flumioxazin) was applied alone, the critical time of Palmer amaranth removal was delayed until the V3 and V6 soybean growth stages. When



Figure 2. Glyphosate-resistant Palmer amaranth in soybean field in south-central Nebraska.

Fierce MTZ (flumioxazin/metribuzin/pyroxasulfone) was applied, the critical time of Palmer amaranth removal was delayed until the V2 and R1 soybean growth stages, in year 1 and year 2, respectively.

The pre-emergence herbicide with multiple modes of action applied at planting is the key to providing early-season control of Palmer amaranth as well as delaying Palmer amaranth removal and need for a post-emergence herbicide.

### Mitigating Palmer amaranth

Effective control of Palmer amaranth and reduced seed production require best management practices, including the following:

- Understand the biology of present weed species, as it is important to know when they emerge for effective control. For example, Palmer amaranth starts emerging in eastern Nebraska in May and can emerge until the end of August.
- Use a diverse weed management approach focused on reducing Palmer amaranth seed production and the number of seeds in the soil seedbank.



Figure 3. Early season competition of Palmer amaranth can result in reduction in soybean grain yield.

- Plant soybean into weed-free fields. Scout those fields routinely.
- Use multiple mode of action pre-emergence herbicide while planting soybean to control Palmer amaranth. Apply the labeled herbicide rate at recommended weed height.
- Use cultural management techniques such as narrow row spacing. Integrate cover crops when possible to suppress Palmer amaranth through crop competitiveness.
- Prevent field-to-field or in-field movement of Palmer amaranth seeds, and manage weed seed at harvest to prevent a buildup of Palmer amaranth seedbank.

### How did NSB funding help you successfully complete your research?

We greatly appreciate the Nebraska Soybean Board for supporting these studies and the extension field days, which we conducted to demonstrate to soybean growers (through a number of studies) effective management of glyphosate-resistant Palmer amaranth in soybean.

## MIDSEASON DISEASE MANAGEMENT TIPS

from UNL Professor and Extension Plant Pathologist Dr. Tamra Jackson-Ziems

### Early Summer

“Are you seeing stand loss in wet fields? It’s important to know which disease(s) were the cause, if any. For example, *Pythium* and *Phytophthora* root rots are caused by closely related pathogens. Management of either requires specific seed treatment fungicides. But, higher rates are necessary for control of *Phytophthora* root rot. In addition, selection of resistant varieties (with *Rps* genes) and/or varieties with multi-race tolerance can provide season-long control of *Phytophthora* root rot.”

### Mid-Summer

“Fungicide resistance has been confirmed in the frogeye leaf spot pathogen in Nebraska. Scout for the disease, especially watching for the small spots on upper leaves. Susceptible varieties or fields of continuous soybean are at greater risk for the disease, especially during warm, humid weather. If needed, foliar fungicides applied at R3 are usually most effective, but don’t rely on products whose active ingredients are from only the Group 11 QoI class (formerly referred to as strobilurins). Products containing active ingredients from 2 or more fungicide classes will be most effective managing frogeye leaf spot.”

“Do your fields have a history of white mold? Keep in mind that wet conditions during flowering can lead to white mold development. Minimizing irrigation during flowering may help reduce moisture in the canopy and disease pressure later. The most effective time to treat with a fungicide for white mold is during early flowering (R1-R2), unfortunately before symptoms are visible.”

### Late Summer

“Watch for rapid development of dead/dying patches of soybean in late summer that may be caused by diseases, such as sudden death syndrome (SDS) or brown stem rot (BSR). Leaf symptoms can look similar between the diseases, but management strategies vary greatly. Be sure that you know which disease(s) you have by submitting whole plant samples (including roots) to the UNL Plant & Pest Diagnostic Clinic for diagnosis. SDS-resistant varieties can reduce leaf symptoms by up to 80 percent, but won’t manage both diseases. Use of certain seed treatment fungicides, such as Ileva or Saltro to SDS-resistant seed, can also reduce severity.”

### Fall

“Yield loss can occur with no other evidence of damage caused by soybean cyst nematode (SCN). If fields aren’t meeting your yield goals, consider sampling for SCN. Analyzing soil samples for SCN is free at the UNL Plant & Pest Diagnostic Clinic because of support provided by the Nebraska Soybean Board. Managing SCN with crop rotation and resistant varieties can also reduce the impacts of other diseases, like SDS, that develop earlier and become more severe when SCN is also present in the field.”





[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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# Welcome Catherine Jones

Our newest staff member is off and running as the Nebraska Soybean Board's new market development coordinator.



Catherine Jones has been hard at work in her role as market development coordinator for the Nebraska Soybean Board (NSB). In her position, Jones handles the development of domestic and international marketing programs, an integral role in building and sustaining soybean demand while looking for new opportunities for the many uses that soybeans bring to consumers, customers and the industrial market.

"We are excited to add such a valuable asset to our team," said Scott Ritzman, NSB executive director. "Catherine's passion and knowledge for agriculture will help continue growth and improvement within our marketing strategies."

Catherine grew up on a small acreage in Bellevue, Nebraska, and graduated from the University of Nebraska-Lincoln in May of 2019 with a degree in agricultural and environmental science communication. She then went on to earn her master's in agricultural

and environmental education from the University of Georgia. Catherine's educational and experiential background prepared her to be well-rounded, and she brings perspective and enthusiasm to the NSB team.

"Through my experiences, I have found a passion for research and communication, and I am looking forward to bringing those strengths to my position with the Nebraska Soybean Board," Jones said.

Growing up, Jones participated in 4-H in Douglas-Sarpy counties where she observed the miscommunication between the agricultural industry and her own friends and family in the metro area. This inspired her to pursue her degree at UNL.

Through coursework as well as internships with commodities, extension and government officials, she quickly learned the complexities of communication, networking and stakeholder relationships in the

agricultural, environmental and science industries. Left with many questions, ideas and a desire to travel, Jones moved to Georgia to earn her master's degree.

“

I feel the addition of my master's degree has truly prepared me to be the best I can be in this position, as it added critical thinking and research writing expertise to my strategic communication background to best brainstorm, push boundaries and communicate with the appropriate stakeholders to initiate promising market development for Nebraska soybean farmers.

— CATHERINE JONES

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Contact Catherine by emailing [catherine@nebrasokaybeans.org](mailto:catherine@nebrasokaybeans.org).





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