

Wisconsin Soybean Update

Keeping you informed about your checkoff investment

Fall 2012



Wisconsin Soybean Farmer-Leaders

President

Mike Cerny, Walworth

Vice President

Patrick Mullooly, Clinton

Secretary/Treasurer

Dennis Steigenberger, Pulaski

Steve Stetzer, Melrose

Jeff Braudt, Fennimore

Keith Ripp, Lodi

Eugene Weis, Union Grove

Contact Information

Wisconsin Soybean

Marketing Board

Robert Karls, Executive Director

2976 Triverton Pike Road

Madison, WI 53711

608-274-7522

www.wisoybean.org



FROM THE PRESIDENT



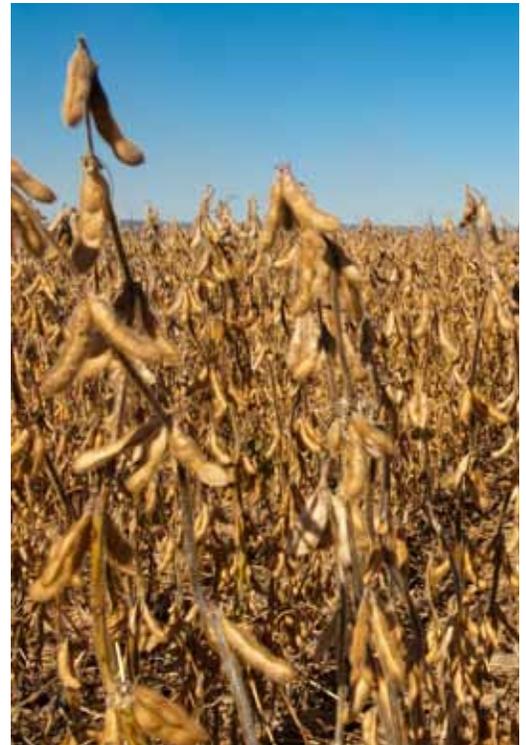
This was an undeniably tough year for farmers across the country. For many of us here in Wisconsin, we faced one of the worst droughts in our state's history. This was by far the toughest, driest year I've experienced farming. On my own farm, the soybeans turned out better than I first expected, but they still only amounted to half of a crop.

During tough years, it's important to remember you are not alone. To help farmers through the drought, the Wisconsin Soybean Marketing Board (WSMB) held two emergency meetings this summer. The meetings featured information about crop insurance, elevator contracts and soybean production management during a drought. Both of the meetings had good turnouts. Thank you to everyone who attended.

Also, your soy checkoff continues to invest funding in programs to help increase soybean production. This year, Wisconsin soybean farmers helped fund research to improve yields and fight drought in the Badger State. National checkoff funds have helped map the soybean genome, establish standards in seed varieties that claim soybean cyst nematode resistance and aid in the release of a new line of drought-tolerant soybeans. All of these checkoff-funded efforts could result in better yields for U.S. soybean farmers and more U.S. soy to meet global demand.

So despite the tough year, I'm optimistic and look forward to next year.

Mike Cerny, President



EDUCATING CHILDREN ABOUT SOYBEANS

Because soybeans are a major crop in Wisconsin, the Wisconsin Soybean Marketing Board (WSMB) has made it a priority to educate students about soybean production and the many ways in which soybeans can be used in food and products they might use every day.

WSMB teamed up with Discover Media Works to create a new curriculum for middle school students. This curriculum consists of educational videos about soybeans and agriculture. Teachers can access the episodes and their corresponding teaching guides online for free. The educational episodes also air on ABC stations throughout Wisconsin on Saturday mornings.

The following five episodes have been produced this year:

Soy Savvy – Introduces the series and gives an overview on how farmers grow soybeans as well as the many uses for soy meal and oil.

Nitrogen Fixation & Soybeans – Explores the importance of soybeans beyond being a food source for animals and humans. It addresses the vital role that soybeans and other legumes play in maintaining the productivity of soil.

History of Soy – Covers the history of soybeans, from their origination in China to their migration throughout the world. It also discusses how historical events and scientific

discoveries influenced the dynamic growth of soy cultivation in the United States.

Soybean Science – Explores the wide range of applications for soy beyond being a high-protein food source, and it takes a look at the many industrial applications of soy and soy-based products.

Soybean Farming – Focuses on the importance of soy as a dominant crop in Wisconsin and the United States. The video covers the process of raising soybeans as well as soy's importance as a high-protein food source for humans and animals.

To view the videos and download their lesson plans, please visit education.wisoybean.org.



A CLOSER LOOK AT GLOBAL ISSUES

The soybean checkoff and its farmer-leaders have made it a priority to ensure that U.S. soybeans continue to be in demand around the world. Take a look at a few things the United Soybean Board's (USB's) Global Opportunities program has worked on in the past year:

Transportation Systems

The soybean checkoff partners with the Soy Transportation Coalition to work on opportunities and challenges facing the transportation of U.S. soy. This includes studying the Panama Canal expansion and funding solutions for the U.S. surface transportation system and its impacts on soybean farmers.

Maintain Market Access

Turkey, the 13th-largest market for U.S. soy, stopped importing U.S. soy after its government enacted laws restricting crops improved through the use of biotechnology. To remedy this issue, the soybean checkoff worked to inform Turkish decision makers of the benefits and safety of biotech crops. This led to the restriction being lifted and U.S. soy being available in Turkey once again.

Export Opportunities

The soybean checkoff works to cultivate new markets and grow existing ones. The soybean checkoff has funded studies on the potential for Vietnam, Russia and Africa to grow as importers of U.S. soy.



To view studies or to learn more about checkoff efforts to improve market access, please visit www.UnitedSoybean.org and click on Global Opportunities under the Topics tab.

FULL STEAM AHEAD: SOY EXPORTS TO CHINA HAVE STRONG FUTURE

Next time you're out in the soybean field, just think, one out of every four of those rows will travel halfway around the globe to China. Importing 895 million bushels of whole U.S. soybeans last year, China represents the largest international market for U.S. soy. But it hasn't always been that way. For the past 30 years, U.S. soybean farmers have been investing in activities and programs to help develop this important relationship.

It all started in 1982 with the American Soybean Association and several state soybean checkoffs investing in opening an international marketing development office in Beijing. Since then, the national soy checkoff has been created, and it made expanding and developing international markets one of its top priorities.

Those efforts led to China surpassing the European Union as the largest international market for U.S. soy in 2003. As exports to China have grown, U.S. soybean farmers have been a committed partner in the effort to achieve China's long-term goal of sustainable food security. This partnership collaborates with the goals China outlined in its 12th Five-Year Plan.

A Chinese delegation highlighted the bright future for this relationship by committing to buy \$6 billion worth of U.S. soy during signing ceremonies in the United States. The commitments total more than 492.3 million bushels of U.S. soy and set a new record for U.S. soybean purchase commitments made in one signing trip.



©2012 United Soybean Board.

WISCONSIN SOYBEAN UPDATE – FALL 2012

Look inside for the latest news from Wisconsin Soybean Marketing Board

