Spring 2018

Michigan Soybean News©

Volume 10 - Issue 2

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MSA
MICHIGAN SOYBEAN ASSOCIATION

Visit the Michigan Soybean Association website at www.misoy.org

See what MSA is doing for its members.

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Michigan Soybean Association's Mission Statement
To improve and advocate for the Michigan soybean industry.

From Your MSA President...

David Williams

The Michigan Soybean Association (MSA) and the American Soybean Association (ASA) are your advocates in Lansing and Washington, D.C. respectively. As a farmer, you might ask "Why do I need representation? Aren't my elected officials supposed to be looking out for my interests?"

The problem is there are too many things for elected officials to be aware of and they can't possibly understand how each of their decisions affects you or farmers in general. That's where your associations come into play – we are there to educate and advocate for you. Here are some examples:

The National Biodiesel Board (NBB) has been working with Congress to keep what is called the tax extenders bill, which includes the biodiesel tax credit. Biodiesel demand has added 74 cents per bushel to the bottom line of soybean farmers. The tax credit has increased biodiesel demand by acting as a catalyst to help this industry evolve. Biodiesel has a positive impact on the economy, the environment and US energy security. Both MSA and ASA have supported NBB by contacting legislators to convey the importance of this credit to soybean farmers and by asking you, our members, to contact their legislators encouraging them to support the biodiesel tax credit.

In October, the Food and Drug Administration (FDA) proposed revoking the unqualified health claim regarding soy protein and coronary heart disease (CHD) and changing it to a qualified claim. Soy protein lowers blood cholesterol levels, according to years of scientific evidence and the conclusions of the FDA and health agencies in Canada and 11 other countries according to the Soy Nutrition Institute. ASA and MSA have pointed out the evidence of soy protein's heart-health benefits and encourage the public to submit comments to the FDA through March 19, 2018.

It's important to monitor and educate on these and other issues that periodically come up. Your associations' mission is to improve and advocate for the Michigan soybean industry.

That's why your support, by being a member of the Michigan Soybean Association, is so important. The more voices we have the louder our message. When you join or renew your membership in the MSA, you automatically become a member of the ASA. One resource we have available is our website – misoy.org. You can visit this website 24/7 for more information on soybeans, to read our quarterly magazine and to find out about current soybean events. Please join or renew your membership today. Thank you.

Regards,
Dave Williams
MSA president

MSA Directors after 44th Annual Meeting of Members

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OUR SOY CHECKOFF™

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HELPING YOU DELIVER ON DEMAND

Whether it's improving soybean meal to outperform the competition or sharing the growing opportunity of high oleic soybeans, the soy checkoff has been working behind the scenes to help farmers satisfy their customers' needs. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And for U.S. soybean farmers like you, the impact is invaluable.

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

MEMBER BENEFITS

People making decisions in Lansing and Washington, D.C. are getting further and further away from the farm. In the past, families had someone who was a farmer they could visit, but now generations are far removed and don't have a direct connection. "I've met several legislators that have never set foot on a farm. We as farmers need to be visiting with legislators and representing our land," stated Jay Ferguson, MSA director. "There is a lot of education that needs to occur to our politicians and the public."

Paying the soybean checkoff does not make you a Michigan Soybean Association member. Checkoff dollars cannot be used for lobbying.

NEW LIFETIME LOYALTY MEMBER PROGRAM

As of October 1, 2016, if you have been an MSA member for 15 consecutive years, you will no longer need to pay dues - you have become a LIFETIME LOYALTY MSA MEMBER!

Call the soybean office at 989.652.3294 to check on your membership.

Are you receiving the *MSA eNews*?
Email soyinfo@michigansoybean.org to sign up for this informative membership e-newsletter.

Protect your farm and way of life, join the Michigan Soybean Association today!

Some Membership Benefits:

- 5% member discount purchase incentive on all IntelliFarms equipment and free admission to grain school and workshops
- Through Auto-Owners Insurance/Cedar River Insurance Agency, an offer of premium discounts up to 10% on select policies is available
- Scholarship opportunities for your children and grandchildren
- Preferred pricing on the purchase or lease of most new Chrysler, Dodge or Jeep vehicles
- Cabela's gift card purchase discount
- Discounted registration to the Commodity Classic

3-year or Lifetime Memberships:

- **NEW** for 3-year or Lifetime memberships is a $300 Specialty seed certificate with a minimum order of 30 units
- $50 certificate good for either Great Lakes Hybrids Roundup Ready® or Genuity™ Roundup Ready 2 Yield® soybean seed **AND** a $50 soybean seed certificate good for Renk Seed
- 2-$25 Soy Biodiesel certificates **OR** 2-$25 Soybean Meal Bucks certificates

The MOST IMPORTANT MSA membership benefit: *Having a voice in Lansing and Washington, D.C.!*

MEMBERSHIP APPLICATION

MSA
MICHIGAN SOYBEAN ASSOCIATION

MSA MEMBERSHIP APPLICATION

First Name:_____

Last Name:_____

Address:_____

City/State/Zip:_____

Phone:_____

Cell Phone:_____

Email:_____

Payment Amount & Method:

☐ **1-yr: $75** ☐ **3-yr*: $190** ☐ **Lifetime*: $750**

Check (Payable to MSA) or Credit Card

Credit Card Type:_____ Expiration Date:_____

Credit Card #:_____

Signature:_____

Mail application with payment to:
Michigan Soybean Association
PO Box 287, Frankenmuth, MI 48734

Dues are not tax deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense. 18% of member dues are allocated to lobbying activities and are not deductible.

*3-year and Lifetime memberships can choose between receiving either (check one):

☐ 2-$25 Soy Biodiesel Bucks certificates or
☐ 2-$25 Soybean Meal Bucks certificates

Date of Birth:_____

Number of Soybean Acres:_____

Total Farm Acres:_____

Occupation (circle one):
☐ Farmer ☐ Retired ☐ Other

What issues interest you most?
(Check all that apply)

☐ Biodiesel/Biobased Products
☐ Farm Bill
☐ Transportation Infrastructure
☐ Trade Agreements
☐ Conservation
☐ Soybean Rust
☐ Biotechnology
☐ Freedom to Operate
☐ International Marketing
☐ Soy and Nutrition
☐ Other:_____

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Soy Biodiesel Another innovation fueled by the soybean checkoff
ASA American Soybean Association
Specialty Your Field, Our Specialty
Chrysler
Great Lakes Hybrids
Renk Seed

Government Affairs News

2018 Means Mid-Term Elections

By: Justin Clement, The Frederick Group

Just as we were all getting used to not hearing election ads, here come a few more. The even year election in-between the Presidential election is known as the mid-term election.

All of Michigan's constitutionally elected offices at the state level will be up for grabs this year. There will be numerous Michiganders running for Governor, Lt. Governor, Attorney General, Secretary of State, the Senate and the House. The U.S. House of Representatives and U.S. Senate, including our Senator, Debbie Stabenow, are also up for re-election. Republicans and Democrats alike have hit the ground running to plan out their path to elected office.

So, who is running for Governor?

Because of Michigan's term limits for elected officials, Michigan's highest constitutionally elected office is open. So far, there have been many individuals who have announced their intentions to run for the major parties' nominations for Governor.

Those who have announced they are running for Governor are: Republicans — Brian Calley (current Lt. Governor), Bill Schuette (current Attorney General), Patrick Colbeck (current State Senator) and Dr. Jim Hines and, for the Democrats — Gretchen Whitmer (former State Senator), Dr. Abdul El-Sayed and Shri Thanedar.

The race for Governor will likely be the most closely followed election during 2018 for Michiganders. The changing of the executive branch's leadership means many changes are to come in 2019.

Another race to watch will be the Michigan U.S. Senate seat that is up for election. Republicans have been previously unsuccessful in defeating Senator Stabenow as she heads into 2018 seeking re-election for her 4th term. The candidates running for that office are: Republicans — John James and Sandy Pensler and Democrats — Senator Debbie Stabenow.

The most important message we share in this article is this – **VOTE!** Actively participating in our democratic process is fundamental to its prosperity. Spend some time to research who is running at the top of the ticket all the way down to the bottom this year. Mark your calendars now, Primary Elections will be held on August 7, 2018, and General Elections will take place November 6, 2018.

During this election year, the Michigan Soybean Association will be working with currently serving Legislators, policymakers and department staff to advocate for MSA's public policy agenda. Please feel free to contact us if you have any questions or if we can be of service at 517.853.0413.

Michigan Soybean Association Public Policy Agenda Includes:

- *Trade Expansion*
- *Soy Biobased Products*
- *Farm Bill*
- *Environmental Regulations*
- *Aquaculture*
- *Water Quality*
- *Transportation and Infrastructure*

Justin Clement is part of your Frederick Group team, which advocates for MSA members and promotes the Michigan soybean industry in the halls of state government. The Frederick Group can be reached at 517.853.0413.

New and Renewing MSA Members

NEW:
Walter Hekter Jr., Constantine
Dan Wonders, Pittsford

RENEWING:
The Anderson's, Albion
Brian Bellville, Prescott
Richard Belson, Pittsford
Community Mills Inc., Cassopolis
Larry Dolegowski, Dorr
Robert Elston, Melvin
Troy Frank, Kawkawlin
Roger Gentz, Mendon
Don Girdham, Hillsdale
Elden Gustafson, Williamston
Dennis Hadeway, Fairgrove
Harold Hamlin, South Haven

RENEWING continued:
Richard Kalisek, Corunna
William Kirk, Fairgrove
Steven Lott, Mason
John McManus, Charlotte
Henry Miller, Constantine
Jim Murphy, Hemlock
Dennis Orr, Charlotte
Rick Ries, Sand Creek
Denis Starr, Olivet
Kate Thiel, Lansing
Troy Vandenbusche, Jasper
Dan Washburn, Elsie
Michael Wildner, Unionville
Ryan Wojtowicz, Standish
Robert L. Zorn Inc., La Salle

For a list of member benefits and the member application, see pages 6 and 7.

MSA Volunteer Program

The Michigan Soybean Association (MSA) volunteer program is designed to promote soybeans and share the political interests of soybean farmers to farm and non-farm families throughout Michigan. The key objective of the MSA volunteer program is to promote the association and obtain memberships across Michigan. The more volunteers we have promoting the importance of MSA, the bigger voice the soybean farmers have in Lansing and D.C.

To request a volunteer promoter application, call Noelle at the soybean office – 989.652.3294 or email soyinfo@michigansoybean.org.

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Tile Drainage: Drain Excess Water, Not Nutrients

By: Ehsan Ghane, Assistant Professor; Biosystems and Agricultural Engineering at Michigan State University

Once the swamplands in Michigan were drained, these areas became among the most fertile soils in the world. Michigan's agriculture is one of the state's leading industries with over 300 commodities, and without drainage, crop production at its current state, would not exist.

We know that phosphorus (P) is a necessary nutrient for crop growth, so we need to provide it for crop production. However, some of it can be lost from the field, making its way to surface water and causing impairment. Recently, public attention has been focused on the harmful algal blooms in Lake Erie because of the adverse health, economical and societal impacts. This is because phosphorus is a limiting nutrient for algae growth in freshwater ecosystems like streams, ponds and lakes. This means that as the concentration of P decreases in Lake Erie and the Saginaw Bay, it limits the growth of algae. In contrast, when P concentration increases, it stimulates algae growth and impairs surface water. This impairment is because the algae produces toxins and depletes oxygen upon decomposition, both of which are detrimental to the freshwater ecosystem.

Nitrate, on the other hand, is a limiting nutrient for saltwater ecosystems (for example the Gulf of Mexico), but it is still important for Michigan as we have learned that increases in nitrate concentration can increase the amount of toxins produced by algae (Horst and colleagues, 2014) when there is enough phosphorus available for the algae to grow in the first place. Therefore, if we reduce phosphorus losses from the field to surface water and limit the availability of phosphorus in fresh water, we reduce the growth of harmful algae. Overall, we want to keep the precious nutrients in the field rather than in streams, rivers and lakes.

Although there are different sources of phosphorus (atmospheric, septic tank leakage, urban stormwater runoff, wastewater treatment plants, etc.) that make their way into surface water, agriculture has been found to be a significant source, so agriculture has to be part of the solution. In agriculture, there are two major pathways for nutrient loss from the field: surface runoff and subsurface (tile) drainage flow. Early management practices focused on reducing soil erosion, and thereby, reduced particulate phosphorus (form that is attached to soil particles) from leaving the field. From the 1990s to 2000s, focus has shifted to soluble phosphorous, which is the form readily available for algae to grow. Subsurface drainage has been recognized as a considerable pathway for soluble phosphorus loss from the field to surface water (King and colleagues, 2015). This is because subsurface (tile) drainage moves the water (and soluble nutrients in it) from the field a lot quicker than under natural undrained conditions where the water has to flow through the soil slowly.

Even though concerns about soluble phosphorus have been heightened, the importance of particulate phosphorus should not be underestimated because

Figure 1- A photos of an agricultural subsurface drainage outlet.

the attached phosphorus can get detached from the soil particles and become soluble. Therefore, we need to continue to implement practices that reduce soil erosion and also focus on practices that reduce soluble phosphorus loss from the field.

In terms of seasonal variability of the concentration of soluble reactive phosphorus (SRP) (a form that is readily available for organisms), in a study of 38 edge-of-field research sites in Ohio, Pease and colleagues (2017) found no meaningful (significant) difference in concentration across seasons. In terms of variation of soluble reactive phosphorus load (pounds of P per acre lost over a period of time), they found the greatest soluble reactive phosphorus load transport during winter and spring, which is because of the greater subsurface discharge during that period. Discharge is higher during winter and spring compared to the hotter and dryer seasons of fall and summer because of the lower crop demand and evaporation during that time. In general, the period from late fall to early spring has been identified as the most critical time for phosphorus loss during the year, and that is because subsurface drainage discharge is highest during that period. In other words, the non-growing season needs extra attention in terms of nutrient conservation.

In a recent study, Jarvie and colleagues (2017) investigated SRP loads entering the Western Lake Erie Basin from three tributaries including the Maumee, Sandusky and River Raisin. They found an increase in SRP loads entering Western Lake Erie from the early 2000s when compared to the previous years. They found that the majority of the increase in SRP load was because of two reasons: an increase in P availability in the soil and increased water transport. They associated the increased P availability in the soil with the adoption of reduced tillage to lower erosion. While reduced tillage minimizes particulate P loss, it helps buildup phosphorus near the soil surface. For the no-till type of reduced tillage, preferential flow paths can form and serve as a pathway for the phosphorus to move from the soil surface to the drainpipe quickly. The other reason for increased SRP loads is the increased water transport that was attributed to more subsurface drainage installation and closer lateral spacing. These findings tell us we need to focus on reducing the phosphorus availability in the soil by practices such as nutrient management, incorporating the surface-applied fertilizer, etc. and focus on slowing down the water flow from the field by practices such as controlled drainage, wetlands, two-stage ditches, etc.

In conclusion, although subsurface drainage is needed to sustain agricultural production, it can worsen nutrient loss from the field. One conservation practice is not going to solve the water quality issue, but a combination of in-field and edge-of-field practices are needed to address the issue. To address the harmful algae bloom issue, we need to focus on both particulate and soluble reactive phosphorus. We need to implement and investigate new conservation practices that can help address our water quality issues by reducing the transport of P and N to surface water and keep nutrients on the farm. Some of the practices that can help address this issue are nutrient management, cover crops, conservation tillage, controlled drainage, saturated buffers, wetlands, denitrification beds (a.k.a. woodchip bioreactor) and two-stage ditches. In addition, other technologies such as P-filters with P adsorbing media have been investigated as a solution. The Golden Rule of Drainage is a good start: **drain only the amount of water that is necessary for crop production and not a drop more.**

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Figure 2- A field with poor drainage that will cause crop damage and yield loss.

2017 Michigan Soybean Yield Contest Winners

By: Ned Birkey, MSU Extension Educator Emeritus/ Spartan Agricultural Consulting, LLC

2017 marked the 12th year for a soybean yield contest in Michigan. The goals of the contest have always been to increase soybean yield and profitability in Michigan. The contest is simply a "fun" incentive for Michigan farmers to work at these goals. The contest information is used to help increase farmer attention to the agronomics and management of their soybean production. The contest is sponsored by Spartan Agricultural Consulting and the Michigan Soybean Promotion Committee.

For the 2017 contest, there were 89 entries from 83 farmers in 23 counties. The highest overall yield this year was 104.96 bushels per acre by Don Stall of Charlotte. Don has achieved over 100 bushels per acre of soybeans for five of the past six years. He first achieved over 100 bushels per acre in 2012, besting that yield ever since, with an un-official record high yield for Michigan of 118.91 bushels per acre in 2016.

Mark Rief of Saginaw is a first-time winner. He planted May 15 at a population of 140,000 seeds per acre in 22-inch rows. He used a full seed treatment, a foliar fungicide and then harvested on October 4.

Don Stall of Charlotte applied 11½ inches of irrigated water to supplement 21 inches of rainfall to achieve a yield this year of 104.96 bushels per acre. He planted 150,000 seeds per acre in 15-inch rows and used a seed treatment in this 2017 grid soil sampled field.

Brian and Don Rueger of Standish were both first time winners of classes C and E, respectively. Both fields were planted in early May, in 20-inch rows at 170,000 seeds per acre. Both used a full seed treatment and both fields have a recent soil test. Plants averaged 71 pods per plant and 3 ½ seeds per pod in fields that do not have soybean cyst nematodes.

Scott Jirgens of Kalamazoo won his class with the lower yield of his two entries as his higher yielding entry of 90.2 bushels per acre placed second to Don Stall! He planted May 18 in 15-inch rows at a 165,000 population. This field was soil tested in 2017, used MAP and Potash preplant, and a foliar insecticide, fungicide and foliar fertilizer.

Jerry Poortenga of Hudsonville won the non-GMO class, with a 2.4 maturity variety, planted in 30-inch rows at a 120,000 population. He used chicken litter and Potash preplant and had only 10 inches of rain during the growing season.

Congratulations to the winners and all the other farmers who participated in the contest this year. More detailed information about the 2017 contest results are posted at www.michigansoybean.org.

For 2017 the winners and their yields were:

Class A - Late Maturity Non-irrigated	Mark Rief	Saginaw County	73.88 bu/A
Class B - Late Maturity Irrigated	Don Stall	Eaton County	104.96 bu/A
Class C - Mid Maturity Non-irrigated	Brian Rueger	Bay County	80.9 bu/A
Class D - Mid Maturity Irrigated	Scott Jirgens	Kalamazoo County	80.59 bu/A
Class E - Early Maturity	Don Rueger	Bay County	72.6 bu/A
Class F - Non-GMO	Jerry Poortenga	Ottawa County	68.78 bu/A

Five Years of Success – Great Lakes Crop Summit

By: Mark Seamon, Research Coordinator

The Michigan Soybean Promotion Committee is proud to partner with the corn and wheat commodity groups to have offered the Great Lakes Crop Summit for five years. Since there are very few growers who grow only one crop, it is logical that these three groups combine forces to offer a well-balanced educational program. If attendance can be used to measure the success of the summit, the nearly 1,100 farmers and agribusiness professionals would indicate that there is value in the investment of two days.

The agenda included general session speakers on broad topics such as ag policy and commodity marketing, breakout sessions with more specific topics and a large trade show with most major agribusinesses represented.

In the breakout sessions, speakers covered many topics related to financial management, retirement planning, use of precision data, herbicide resistance, soil health and tillage. A couple of soybean specific topics were presented in breakout sessions including "New Herbicide Traits in Soybeans," "Practical Farm Research in Soybeans" and "Soybean Processing: Expanding Capacity in Michigan."

The Michigan Soybean Association and Michigan Corn Growers Association made wise use of the farmer attendance by holding their annual meetings during the summit. Dave Williams, MSA board president remarked, "This is a great place to hold our annual meeting which allows many of our members to be actively involved in their association. We continue to encourage and welcome new and existing members to voice their concerns and interests."

Also shared during GLCS were the results of the 2017 Michigan Soybean Yield Contest. Winners in six categories were recognized for producing excellent yields. See page 11 for details on the winning farmers.

Plans for continuing this successful program in 2019 are already being developed. Watch for details and plan to attend.

Save the date for next year: January 30 - 31, 2019.

A full room of attendees sitting in on one of the 30 breakout sessions offered this year.

Cliff Meeuwsen, Zeeland Farm Services, and Mark Seamon prior to presentation on Soybean Processing: Expanding Capacity in Michigan

Seed Treatments:

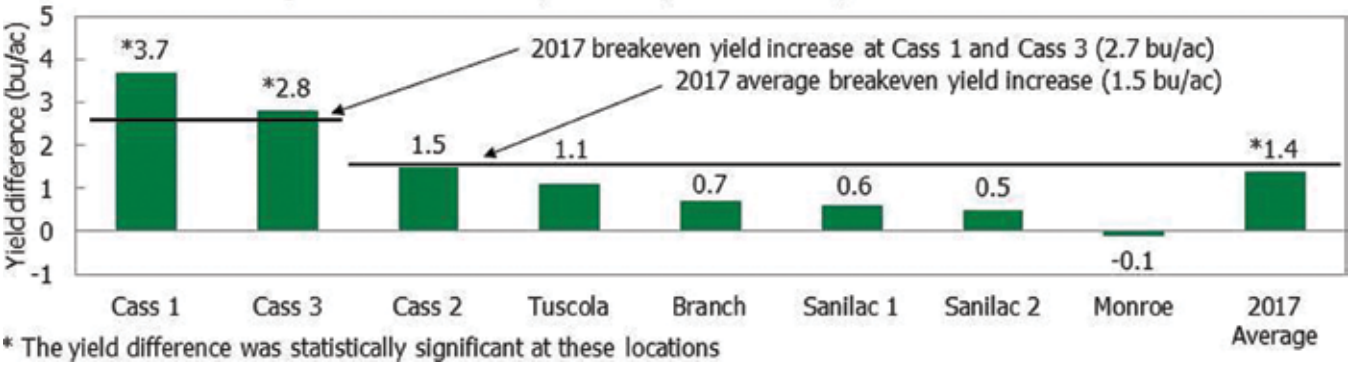
Are they worth the investment?

By: Mike Staton, MSU Extension Soybean Educator

At the 2017 Soybean Management and Research Technology (SMaRT) meetings, producer feedback indicated they wanted the SMaRT program to evaluate seed treatments in the 2017 on-farm research trials. Specifically, producers wanted to determine the yield and income benefits produced by complete seed treatments (multiple fungicides plus and an insecticide) compared to those of untreated or naked seed. To answer this question, trial cooperators asked their local seed suppliers to provide them with treated and untreated seed from the same variety and seed lot. At planting, the cooperators planted eight to 12 alternating field-length strips of the treated and untreated seed.

The complete seed treatments increased soybean yields at two of the eight locations. Seed treatment increased yield by 3.7 bushels per acre in a low-yielding site and by 2.8 bushels per acre in a higher yielding environment (figure 1). Both sites were in Cass County and in both cases, the seed treatments included a nematicide, increasing the seed treatment cost to $25.00 per acre. When all eight locations were combined, the complete seed treatments increased soybean yield by 1.4 bushels per acre. This is just under the breakeven cost for a basic fungicide plus insecticide seed treatment.

Figure 1. Yield difference produced by the use of complete seed treatments in 2017



The seed treatments also increased final plant stands by 21,000 to 24,000 plants per acre at all three Cass County locations and by nearly 11,000 plants per acre when all the locations were combined.

The results from the eight trials conducted in 2017 don't build a compelling case for either using or not using complete seed treatments. Because of this, we want to conduct this project again in 2018 and would like to have at least 20 locations. Interested cooperators are encouraged to select the complete seed treatment they want to evaluate on their farm and begin working with their seed dealers. The trial can be planted by splitting the planter or by using precision farming technologies such as RTK and autosteer. Please contact Mike Staton by phone at 269.673.0370 ext. 2562 or by email at staton@msu.edu if you would like conduct a complete seed treatment trial on your farm in 2018.

Planting Rates:

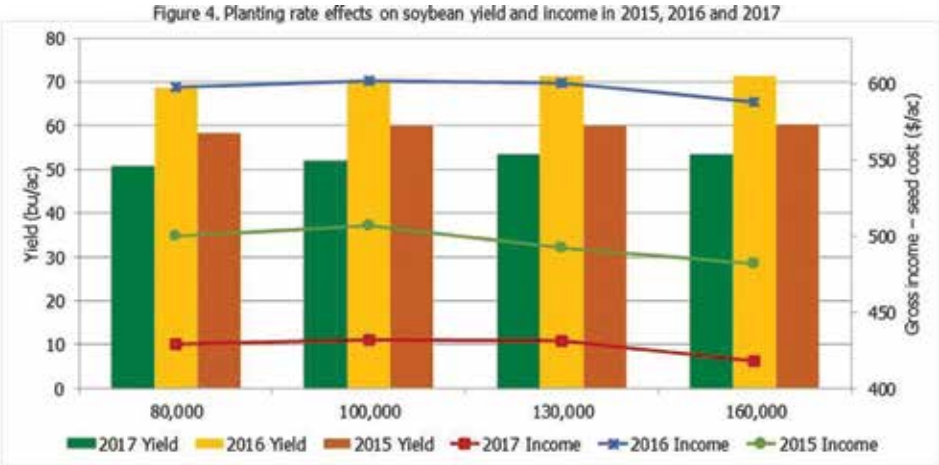
How low can you go?

By: Mike Staton, MSU Extension Soybean Educator

Michigan soybean producers consistently identified planting rates as the highest priority project to be evaluated by the Soybean Management and Research Technology (SMaRT) on-farm research program. In addition to this, producers know that growing conditions vary from year to year and the most profitable management practices perform well across a range of conditions. Because of this, we conducted 11 on-farm trials comparing four planting rates (80,000, 100,000, 130,000 and 160,000 seeds per acre) each year from 2015 to 2017. As expected each year was uniquely different.

Planting conditions were nearly ideal in 2015; the crop got off to a great start which contributed to record yields. However, planting conditions in 2016 and 2017 were much more challenging, leading to replant situations and reduced stands. Despite the rough start in 2016, a new state average soybean yield record was set due to timely August rains. The below trend yield we saw in 2017 was caused by excessive rainfall early in the season and a lack of rain in August and September. Figure 1 shows how the four planting rates affected soybean yields and income in each of these years.

Figure 4. Planting rate effects on soybean yield and income in 2015, 2016 and 2017



Michigan soybean producers can use the results from the SMaRT planting rate trials in several ways. The most obvious way is to select the most profitable planting rates for their farms. Even though we evaluated planting rates of 80,000 and 100,000 seeds per acre and they performed well for the most part, we are not recommending these low rates at this time. However, the 130,000 planting rate performed extremely well in all 33 trials spanning three growing seasons. It produced higher yields than the 160,000 rate at two locations in 2015 and produced a lower yield than the 160,000 rate in only one trial. As depicted in figure 1, the 130,000 planting rate was more profitable than the 160,000 rate each year, producing an additional $13.70 per acre when all 33 sites were averaged.

The information can also help Michigan soybean producers make difficult replanting decisions. The 80,000 planting rate results show that some very low plant stands can produce surprisingly high yields. An article comparing the actual plant stands and the yields for the lowest and highest planting rates from each individual trial conducted in 2015 and 2016 is available online at: http://msue.anr.msu.edu/news/thin_soybean_stands_can_produce_surprisingly_high_yields.

Look for Soybean Prices to Trade Sideways – For Now

By: Mark Soderberg, Sr. Ag Risk Specialist for Archer Financial Services

Following what was largely viewed as a bearish production and stocks report in January, soybean prices have performed quite well, actually closing with double digit gains on report day. While I do not expect a bull market to develop anytime soon, I do expect the January lows to hold, with an overall sideways trend to develop thru the end of March.

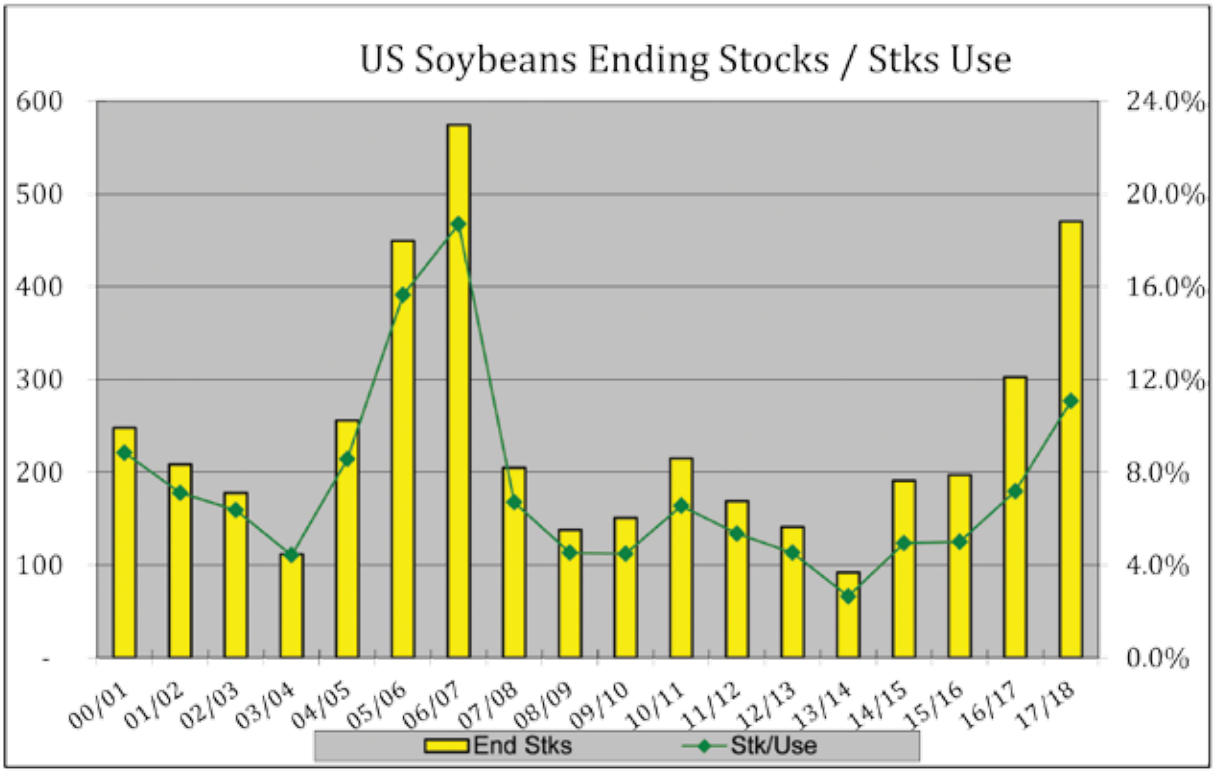
By now it seems much of the bearish news has been well documented. Despite soybean production being lowered 33 million bushels in January, U.S. ending stocks jumped 25 million bushel to 470 million as demand was slashed by nearly 60 million bushel. If realized this would be the highest in 11 years. U.S. exports continue to struggle as South American supplies take on a greater role in global trade. In addition, global inventories have also swelled to record highs at nearly 99 million metric tons, up 2 percent from a year ago.

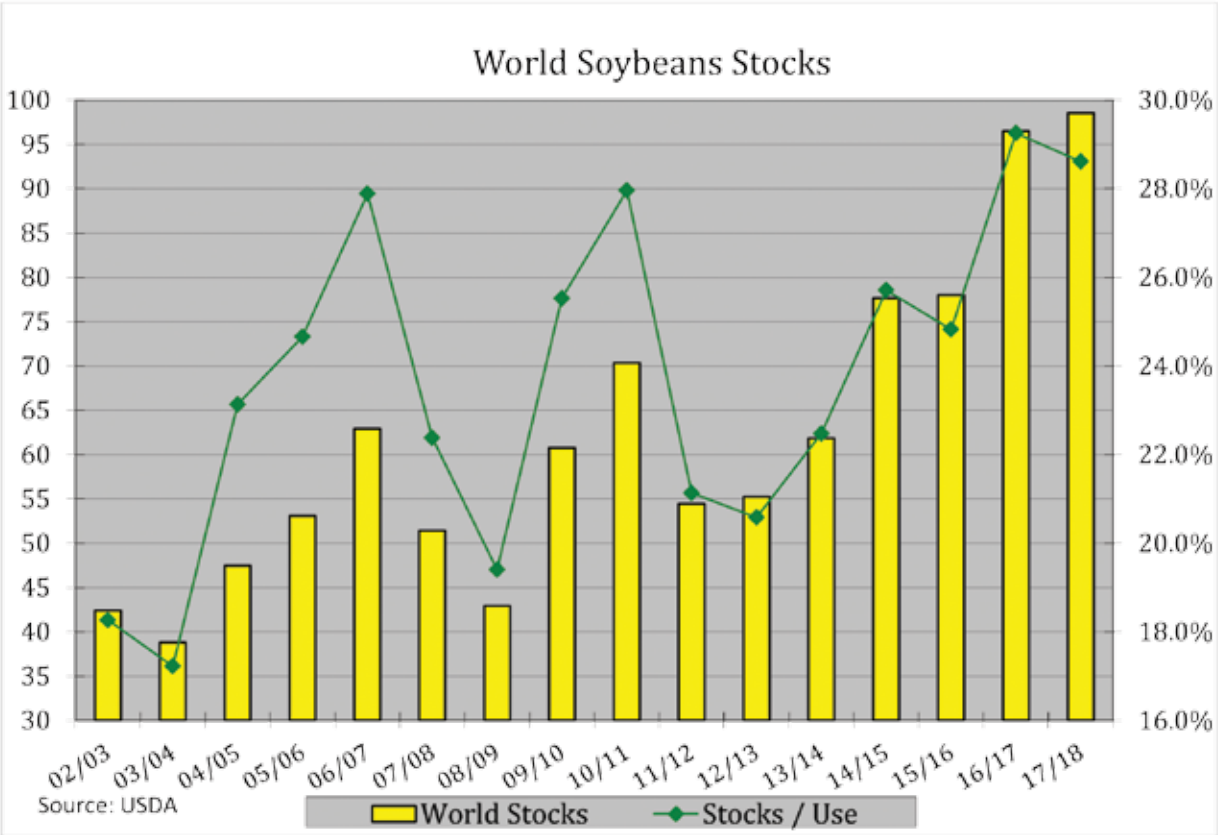
The supportive factors that I believe will prevent prices from driving to new lows are weather uncertainty in South America, the lower yield for last year's crop here in the U.S. and the role of the speculative traders. To date, weather in South America has largely been favorable, particularly in Brazil. Over the next 30 to 60 days however, I do believe conditions in Argentina have to be monitored closely as a warmer, drier pattern has been developing. Considering the USDA lowered the U.S. soybean yield 0.4 bushels per acre (bpa) in January to 49.1 bpa, it is easier to forecast a lower new crop trend line yield moving forward. In other words the record yield at 52.0 bpa in the 2016 growing season looks more like an outlier and not the new norm. As soybean prices tumbled in Dec-17, the speculative traders have built up a sizeable short position. By the middle of Jan-18 the Commodity Futures Trading Commission (CFTC) reported that money managers were holding a net short position of just over 122,000 contracts. This represents their largest short position since June-17 when their short position was nearly 147,000. I typically view the CFTC data as a contrary indicator, particularly when a speculative position is pushing an extreme. Any hint of a weather problem in South or North America will likely stimulate a sizeable short covering rally.

When outlining a price range I will focus on the new crop Nov-18 contract. At this point in the marketing year the majority of our clients have much more price exposure for new crop than old crop. I expect Nov-18 soybeans will trade between $9.70 - $10.20 thru the end of Mch-18. In order to violate the top end of this range a more significant weather issue would have to develop in South America rather soon. For our clients who use futures to manage their risk we are advising making small incremental sales between $9.95 and $10.20 with the objective of getting to a third of their 2018 crop hedged before the end of Mch-18. For those with a lower appetite for risk I'd suggest buying a Nov-18 $9.80 put for under $0.40. This would likely require Nov-18 futures to trade back above the $10 level. The put option would create a price floor at $9.40 basis Nov-18 futures, while leaving the entire upside open.

Longer term, beyond the first quarter of the calendar year, price direction will largely hinge on U.S. growing conditions. Given the current price dynamics in the marketplace we will likely see an increase in U.S. acres this spring, many forecasts suggest by 1 to 2 million acres. If you combine higher acres along with a return to record yields I believe this would open the downside price risk to $8.50, possibly lower by this fall. Regardless of anyone's market opinion, the best advice I can give clients is to have a comprehensive market plan. This should begin with a thorough analysis of ones cost of production. Initially this will start off with forecasts and assumptions, however will become clearer as the growing season progresses and the size of your crop is better known. It's no secret that in the current environment farming margins are thin, and in some cases negative. Focusing on margins and using the tools available is the best way I know of to help farmers reach their operations goals and objectives.

Focusing on margins and using the tools available is the best way I know of to help farmers reach their operations goals and objectives.





Michigan Soybean Meal to Senegal, West Africa

By: Jim Hershey, WISHH Executive Director

In December Michigan soybean processor Zeeland Farm Services Inc. (ZFS) shipped a 20 foot container of U.S. soybean meal to the Port of Dakar in Senegal, West Africa. The shipment was ordered by American Soybean Association's World Initiative for Soy in Human Health (WISHH) Program for use in a USDA funded Emerging Markets Program (EMP) to build demand for U.S. soy protein in the feed sectors of Senegal.

"Zeeland Farm Services, Inc. is proud to work with the American Soybean Association's WISHH Program to assist developing value chains in emerging markets and to help create long term demand for U.S. soy," said Darwin Rader, international sales manager for ZFS. "Our participation helps feed people overseas and will hopefully increase the market for Michigan soy."

WISHH is organizing feeding demonstrations to highlight the benefits of using quality U.S. soybean meal in poultry and aquaculture diets. To design the demonstrations WISHH has contracted with an aquaculture expert from Auburn University and a U.S. Soy Export Council consultant based in Morocco.

"Aquaculture has out produced beef the last three years globally. As aquaculture continues to grow to meet the needs of the global demand for meat protein, feeding demonstrations with WISHH are important to build markets for U.S. and Michigan soybeans," said Kathy Maurer, financial and international marketing director for the Michigan Soybean Promotion Committee. "It's hard to imagine more fish than beef in our American diets, however, across the globe, fish are served at each meal. Aquaculture is our fastest growing market and Michigan is happy to supply the demand for quality soybean."

The results of the demonstrations will be presented at a conference in Senegal scheduled to take place at the end of 2018. Senegalese companies have expressed a need for better quality soybeans and meal than what is available regionally. The EMP demonstrations will be useful in demonstrating the quality of U.S. soy and the benefits of altering feed formulations to include higher levels of soy. Zeeland Farm Services Inc. is based in Zeeland, MI and has now sold two containers for use in the WISHH Africa program.

ASA/WISHH
connecting trade and development

Not Just Yield

Keeping our end users in mind during seed selection will ensure the sustainability of the entire value chain.

By: Kathy Maurer, Financial and International Marketing Director

After harvest, a common question among growers is "What was your yield?" After all, it's how farmers measure success. Higher yields mean more soybeans to sell and equals more money toward your bottom line.

In preparation for another planting season, what is the process used to pick your soybean seed? Are you trying to solve pest or weed challenges? Do you keep in mind issues like soybean cyst nematode or glyphosate resistant weeds? What seed will best fit your weed and pest management system and goals? Does the farming operation include growing a specialty soybean for the food industry? What seeds will work best for your soil type or growing conditions in the area? Farmers make so many decisions each year that affect their operation's bottom line.

Now let's take a look at the value chain for soybeans. The end users are wanting high protein soybeans to include in animal feeds for poultry, pork, beef, dairy and aquaculture, our No. 1 customers.

With 60 percent of our soybeans exported out of the United States, we need to keep our end users in mind as we select our seeds. Our top three export markets for 2016-2017 were China, Mexico and the Netherlands. China purchased 36.39 million metric tons, Mexico purchased 5.83 million metric tons and the Netherlands purchased 3.11 million metric tons of whole soybeans, meal and oil. According to the 2017 United States Soybean Quality Annual Report, in 1986, the average protein level for the U.S. soybean crop was 35.8 percent. It has dropped to 34.1 percent in 2017 which equals a loss of 1.7 percent. For 2017, Michigan's average was 34.5 percent, which is 0.4 percent higher than the national average.

The Michigan State University Soybean Performance Trials are posted for 2017 and can be a great resource for farmers. Protein and oil data is included for each variety. The report is located at varietytrials.msu.edu/soybean. Utilizing this report can help determine how varieties stack up in terms of quality.

As you work though seed selection decisions for your farm and narrow down your choices to a few options, keep in mind selecting a higher protein option. Higher protein will benefit your farm and meet the needs of our end users demand, resulting in a win for everyone's bottom line.

Keeping our end users in mind during seed selection will ensure the sustainability of the entire value chain.

Soybean Producers are Urged to Complete Benchmarking and Yield Gap Surveys

By: Mike Staton, MSU Extension Soybean Educator

Michigan is participating in a multi-state, checkoff-funded project to identify soybean yield gaps and the management practices responsible for them. To accomplish this, we asked soybean producers to provide field-specific information regarding management practices, crop inputs and yields from four fields in 2014, 2015 and 2016. Only the 2014 and 2015 surveys collected from rain-fed fields have been summarized to date. A concise summary is available online at: http://fieldcrop.msu.edu/soybeans/.

We are in the final year of the project and therefore urging Michigan soybean producers to complete and return soybean benchmarking and yield gap surveys. The surveys must have data from two to four fields that were planted to soybeans in 2017. This is also our last chance to identify the yield gap and the management practices for overcoming it in irrigated soybean production systems in Southwest Michigan. We need to receive surveys representing at least 60 irrigated soybean fields to be able to generate meaningful recommendations.

The survey form and instructions are available online at: http://fieldcrop.msu.edu/soybeans/. Producers can complete and submit a fillable form from their computer or print the form and provide written responses to the questions.

We are offering an additional incentive for participating. Producers that provide all the requested information for four fields will be entered into a drawing for $1,000 and producers that provide all the requested information for two fields will be entered into a drawing for $500. Only one survey per farm can be submitted and all the provided information will be kept confidential.

Some of the key outcomes gleaned from the 2014 and 2015 surveys relate to yield gaps in Michigan's production regions. The yield gaps identified for the two production regions in Michigan were 26 percent for region 1R and 28 percent for region 4R. These were among the highest for the 10 regions identified by the project. In order to identify the management practices responsible for the yield gap within each region, the fields were ranked by yield and then divided into a high-yield group (HY) and a low-yield group (LY). The HY group represented the top 1/3 of the fields and the LY group represented the bottom 1/3 of the fields in each region. The management practices implemented in the two groups were compared.

In region 4R, the high-yield group had 25 percent more tilled fields, planted 8 days earlier, had 20 percent more fields in wide rows, planted varieties that were 0.1 of a maturity group later and had a foliar fungicide and/or insecticide applied in 31 percent more fields than the low-yield group. In region 1R, the high-yield group planted 10 days earlier and planted varieties that were 0.2 of a maturity group earlier than the low-yield group.

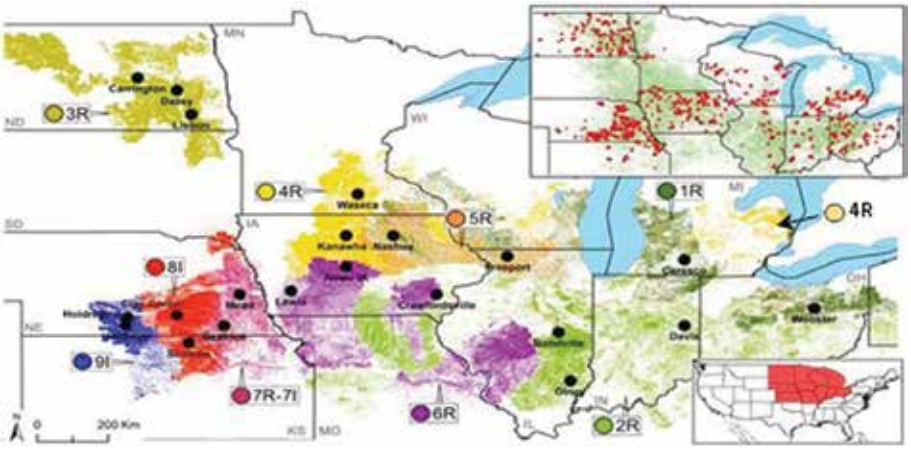


Figure 1. Map of the North Central region of the United States showing the 10 regions, weather station locations and the surveyed field locations in 2014 and 2015 (top insert).

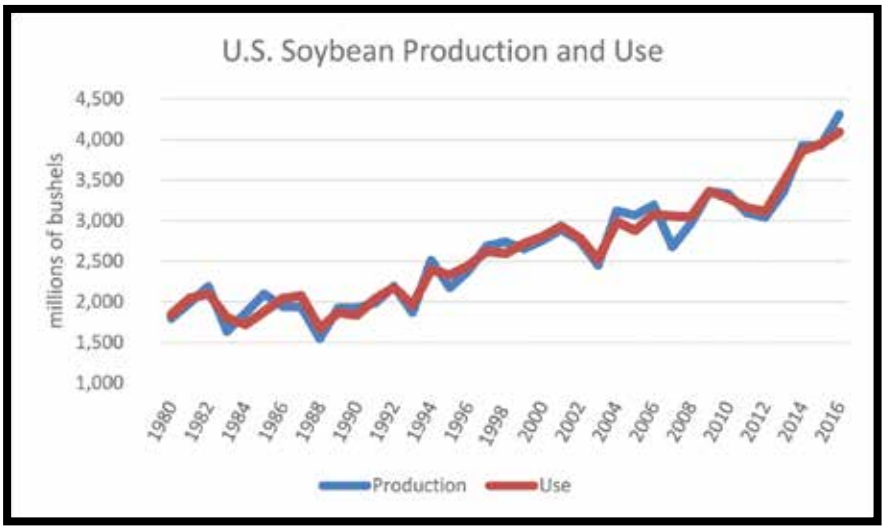
Soybeans: Impressive Production and Consumption Since the Beginning

By: Mark Seamon, Research Coordinator

It is hard for younger people to think about soybeans as being a newcomer to American agriculture. In comparison to many other common crops such as corn, wheat and hay, soybeans are a recent addition to widespread production in the United States. There has been soybean production in Asia for thousands of years but it has a much shorter history here.

The first record of soybeans in the U.S. is the planting of a crop in 1765 in Georgia, but they didn't catch on in a significant way until the time of World War II. In fact, the U.S. became the world's leading producer of soybeans in 1942 and has held that position ever since (Shurtleff and Aoyagi, 2004).

Between 1940 and 1980 there was steady growth of soybean acres across the country. Acres planted to soybeans in 1940 were about 10.5 million and increased to about 70 million in 1980. Since then, we have seen another 20 million acres added to bring us to the 2017 production of about 90 million acres.



Soybean production in Michigan lagged behind some other areas of the country due to the shorter growing season and the diversity of successful crops in the Great Lakes State. In 1980 Michigan grew just under 1 million acres of soybeans. Acreage has grown steadily since then to bring us up to the 2.3 million acres planted in 2017.

This business of commodity production periodically serves strong reminders that both supply and demand are needed to offer a reasonable price for our grain. The dramatic increase in acres of soybeans explained above would lead you to believe that the supply of soybeans would outpace demand. While that is true for a few years near the new millennium (the national average price of soybeans in 2001 was $4.38), recent developments in new uses and export demand have held soybean values higher than most economists would have suggested was possible just a few years ago.

U.S. soybean production in 2017 reached nearly 4.4 billion bushels. To offer some perspective of how large that amount is, U.S. production first reached 2 billion bushels in 1982. While soybean growers like to see low ending stocks to support prices, it is impressive to see that the total disappearance of soybeans through crush, exports, seed, feed and residual reached nearly 4.1 billion bushels in 2016. The strong demand has kept ending stocks at reasonable levels.

The soybean checkoff program has had a strong hand in both the demand and supply sides of this market. Diligent efforts in expanding markets domestically (largest markets are livestock feed and biodiesel) and abroad (Chinese and other Asian markets are stronger than ever) have helped to drive demand for the ever increasing supply from American farmers. These markets are not possible without the profitable production of soybeans which has been assisted through the wise use of farmer invested checkoff funds in research and education.

Congratulations to the American soybean farmer for creating this impressive success story.

March – Grain Elevator

Thank You for All You Do!

Allegan
Moline Coop, Moline
Peaceful Road Farm Products Inc., Hopkins

Arenac
The Andersons - ABG, Standish
Turner Bean & Grain, Turner

Bay
ADM Edible Bean Specialities, Inc., Pinconning
Ittner Bean & Grain Inc., Auburn
The Andersons, Auburn

Calhoun
The Andersons Grain Division, Albion
Citizens LLC, Battle Creek
Hoffman Ag Service LTD, Marshall
Voyces Elevator Inc., East Leroy

Cass
Community Mills Inc., Cassopolis

Clinton
Great Lakes Hybrids Inc., Ovid
Jury Commodities LLC, St. Johns
Mathews Elevator, Fowler
Ovid Farmer's Elevator, Ovid
Westphalia Milling Co., Westphalia

Eaton
ADM Grain Co., Grand Ledge
Citizens LLC, Charlotte
Eaton Farm Bureau Coop, Charlotte

Gratiot
Crop Production Services & MAC, Breckenridge
Hirschman Grain LLC, Ithaca
Hogle Trucklines Inc., Perrinton
MAC, Breckenridge
MAC, Middleton
Mid Michigan Specialty Crops, Ithaca
Shaffer Farms, Alma

Hillsdale
Litchfield Grain Co., Litchfield
Prattville Fertilizer & Grain Inc., Pittsford
The Andersons, Reading
Waldron Grain & Fuel Co., Waldron

Huron
Cooperative Elevator Co., Pigeon
Cooperative Elevator Co., Ruth
Cooperative Elevator Co., Sebewaing
Farmer's Coop Grain Co., Kinde
Star of the West Milling Co., Bad Axe

Ingham
ADM/Grain Co., Webberville
Cremer Farm Center, Williamston
DF Seeds Inc, Dansville
Jorgensen Farm Elevator, Williamston
Leslie Farm Center, Leslie
MAC, Lansing

Ionia
Caledonia Farmers Elevator, Lake Odessa
Gallagher Farms, Belding
Musgrove Grain LLC, Lake Odessa

Isabella
Brown Milling Inc., Mt. Pleasant
Hauck Seed Farm, Mt. Pleasant
Shepherd Elevator, Shepherd

Jackson
Commodity Exchange Inc., Grass Lake
Springport Elevator Inc., Springport

Kalamazoo
Battle Creek Farm Bureau Assn., Climax

Kent
Caledonia Farmer's Elevator, Caledonia
Heinbeck Farms LLC, Comstock Park

Lenawee
Britton Elevator Inc., Britton
Kimerer Farms, Britton
MAC, Blissfield
MAC, Jasper
Penn Acres, Clinton
Witt Seed Farm, Jasper

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Appreciation Month

Livingston
Lott Elevator Inc., Cohoctah
M & W Seeds, Eaton Rapids

Macomb
Armada Grain Co., Armada
Esper Grain LLC, Lenox

Mason
Acres Cooperative, Scottville

Midland
Simons, E. R. Co., Coleman

Missaukee
Falmouth Cooperative, Falmouth

Monroe
ADM Grain Co., Ottawa Lake
Ida Farmer's Coop, Ida
Masserant's Feed & Grain, Newport
Maybee Farmers Inc., Maybee
Ottawa Lake Coop, Ottawa Lake

Newaygo
Ceres Solutions, Fremont
MAC - Newaygo, Newaygo

Ottawa
Farmer's Coop Elevator, Hudsonville
Ionia Grain, Ionia
Ionia Grain, LLC, Allendale
Zeeland Farm Services Inc., Zeeland

Saginaw
Freeland Bean & Grain, Freeland
Gasper Farms Elevator, Chesaning
Great Lakes Grain & Transportation, Sun City West, AZ
Star of the West Milling Co. - Gera, Frankenmuth
Star of the West Milling Company, Frankenmuth
The Andersons, Oakley
The Andersons, Hemlock

Sanilac
ADM Grain Co., Snover
Helena Chemical Company, Croswell
MAC, Brown City
MAC, Marlette

Shiawassee
Crop Production Services, Henderson
Durand Feed & Grain, Durand
Harvest Mills Inc., Durand
Morning Star Grain LLC, Lennon
Zmitko Farms, Owosso

St. Clair
Star of the West Milling, Emmet
Stop Loss Trading LLC, Port Huron
Vogelsberg Grain Co., Yale
Wittstock Bros., Allenton

St. Joseph
The Andersons, White Pigeon
Michiana Agra, LLC, Constantine

Tuscola
ADM Edible Bean Specialties, Inc., Reese
Bierlein Seed Inc., Reese
Cooperative Elevator Co., Akron
Harrington Seeds Inc., Reese
Millington Elevator & Supply, Millington
Star of the West, Fairgrove
Star of the West - Gilford, Reese
Star of the West Milling Co., Richville
Vita Plus, Gagetown

Van Buren
Cargill, Decatur

Washentaw
American Soy Products Inc., Saline
Chelsea Grain LLC, Chelsea
Marion, John Inc., Saline
Vershum R & Sons Inc., Milan

The Michigan Soybean Promotion Committee is grateful for the partnership with Michigan grain elevators and all they do for the soybean farmers and agriculture.

Michigan Soybean Promotion Committee

Financial Report[1]

October 1, 2016 - September 30, 2017

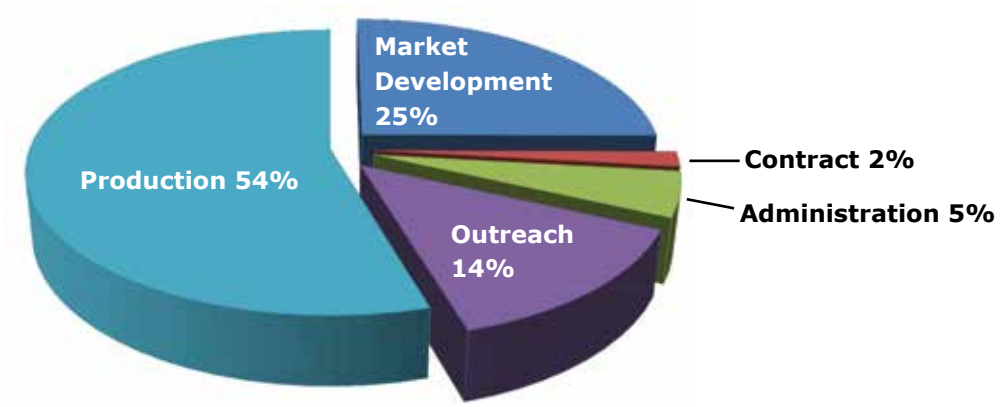
REVENUES COLLECTED		
Assessments		$5,278,236
Less:		
50% Transfer to USB[2]	$2,583,009	
State of Origin Transfers	59,384	
Net Assessments		$2,635,843
Interest Income	16,847	
Contract Services	46,223	
Other Income	7,995	
Total Revenue Collected[3]		$2,706,908

EXPENSES PAID		
Production	1,215,039	
Market Development	559,817	
Outreach	303,708	
Administration	112,610	
Contract Services	37,725	
Total Expenses Paid		$2,228,899

FUND BALANCE		
Revenue Less Expenses	$ 478,009	
Beginning Fund Balance	1,964,194	
Ending Fund Balance		$2,442,203
Less Committed Funds:		
Committed Research	414,144	
FY16 Office Commitment	29,502	
FY17 USB Commitment	52,582	
Designated for Transition	500,000	
Total Committed Funds		-$996,228
Unreserved Fund Equity		$1,445,975

1. Financial statements are prepared on a modified accrual basis in compliance with GASB 34 by a Certified Public Accountant each fiscal year.
2. United Soybean Board manages one-half of the checkoff funds collected in Michigan for investments in animal ag, biotechnology, new uses, production research, international marketing, etc.
3. MSPC manages the remaining one-half of the funds collected in Michigan for mainly in-state projects.

Percent Expended in FY17 By Program Area



Mission Statement

Manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

Commodity Groups Collaborating with Unified Voice

By: Chuck Lippstreu, Byrum & Fisk Communications

As members of the Agricultural Leaders of Michigan (ALM), the Michigan Soybean Association (MSA) and Michigan Soybean Promotion Committee (MSPC) continued work throughout 2017 to educate members of the press, the public and policymakers about modern agriculture – and advocated for policies to help grow Michigan's agricultural economy. This included a wide range of events in Lansing and Washington, D.C., as well as letters, press releases, opinion columns and much more. Working together as part of a coalition with other commodity organizations and agribusinesses, MSA and MSPC contributed to a strong, unified voice in support of Michigan agriculture. (Note: no checkoff funds are used for advocacy efforts with ALM).

Here are a few key ALM priorities from 2017:

Starting the Conversation on the next Farm Bill: With a new Farm Bill on the horizon, ALM worked hard throughout 2017 to promote critical Farm Bill programs that ensure a healthy, strong U.S. agriculture sector. Early in the year, ALM produced and distributed a briefing to members of the media and members of Congress emphasizing the importance of the Farm Bill's commodity and crop insurance programs. During 2018 our organization will continue to advocate for commonsense measures in the new Farm Bill as Congressional leaders ramp up that process.

Standing up for International Markets: Trade was a core focus of ALM activities throughout the year. This started before the new administration took office, with letters and press releases urging the president and his administration to maintain trade agreements for U.S. agricultural products.

ALM worked with the media throughout the year to educate on and promote the value of agreements like the North American Free Trade Agreement (NAFTA) and Korea-U.S. Free Trade Agreement (KORUS). ALM also hosted a lunch event for state policymakers in Lansing to discuss the importance of international trade. Finally, during a special presentation to legislative staff in July, MSPC President Laurie Isley focused in part on work the MSPC is doing to promote soybeans among Japanese buyers.

Supporting Nominees to USDA: During a presidential transition, many nominees to lead the U.S. Department of Agriculture are considered by the U.S. Senate. ALM weighed in to strongly support many nominees for key USDA posts, including Stephen Censky, former CEO of the American Soybean Association, to serve as the Deputy Secretary of Agriculture. ALM was also among the first groups in the nation to issue letters of support for Agriculture Secretary Sonny Perdue, Under Secretary Greg Ibach and Under Secretary-nominee Bill Northey.

Events with Members of Congress: ALM members hosted two Washington, D.C., breakfast meetings in 2017 in March and June, with several members of Michigan's Congressional delegation. ALM members were joined by Senate Agriculture Committee Ranking Member Debbie Stabenow and many members of her Senate Agriculture Committee staff, Sen. Gary Peters, Rep. John Moolenaar, Rep. Dan Kildee, Rep. Brenda Lawrence, Rep. Fred Upton, Rep. Bill Huizenga, Rep. Dave Trott and Rep. Jack Bergman. This is a great way to help educate these leaders about agriculture.

Learn More about ALM: You can follow ALM's work by visiting the coalition's website, www.agleadersmi.com, or by following the Agricultural Leaders of Michigan on Facebook and Twitter (@AgLeaders_MI).

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

ALM

MSA
MICHIGAN SOYBEAN ASSOCIATION

Leadership Programs Grow Leaders

By: Gail Frahm, Executive Director

Growing leaders is similar to growing and harvesting crops on your farm where you prepare the soil, plant the seeds and nurture the growing plants then ultimately harvest a much hoped for bountiful crop which may go back into the next year's rotation or move along into other markets – doing good in the world. In the soybean industry, we have programs (the soil) that are offered for farmers to become involved with (planting the seeds, nurturing their growth) then taking the next step to commit to give back to their industry as a leader (harvest and market development). Two recent programs that several Michigan farmers and staff have participated in are the Soybean Leadership College (SLC) and Soy Leadership Forum (SLF).

The SLC is one of the first steps to future involvement with the soybean industry. This year's program topics included economics, trade, public interactions and the fundamental design and roles of commodity groups and the people in them.

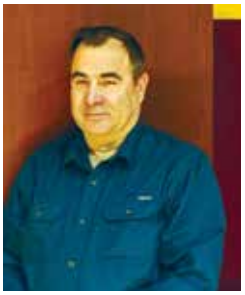
Steve Lott, soybean farmer from Mason, Michigan, and Ty Bodeis, soy production specialist at Michigan Soybean Promotion Committee (MSPC) attended this year's SLC.

Steve said, "I really appreciated the opportunity to attend SLC. It is exciting to learn from the best in the business and to get to know the talented people committed to the future of the soybean industry. On a personal level I left the meeting armed with information that I can implement on my own farm, share with other growers and, equally important, help educate non-farmers on the value of today's soybean."

Ty added, "The speaker on economics outlined a great explanation for increasing demand for soy and other crops around the world. He focused on the idea that when people make more money they spend it on better food. Other presenters discussed the extremely important issue of trade. With all of the trade deals being called into question under the current administration, they highlighted what it could mean and also that the President has good, ag-supportive advisors and a good attitude toward ag. A U.S. Soybean Export Council presenter provided insight on efforts to increase demand in India, create new markets in Egypt and Bangladesh, and develop interest in the new high-oleic technology. SLC provided many insights into what is happening in the soybean industry."

The SLF is an opportunity to bring together the top leadership teams from all soybean organizations across the nation – state soybean checkoff boards, state associations and all national organizations. From Michigan, we had both presidents of our two soy organizations and one secretary in addition to me as executive director.

Two speakers were featured at this year's forum – Patty Hendrickson covered leadership development for the whole person – at work, home and school. We focused on things we CAN do to be more significant in everything we do. Also presenting was Jones Loflin who delivered a powerful presentation on how to lead when everything is changing. He shared this through his



Steve Lott

Ty Bodeis

Laurie Isley

Dave Williams

Dan Keenan

model of growing, cultivating, pruning and harvesting. Here's what our farmer leaders had to say of this year's SLF:

Laurie Isley, farmer from Palmyra and president of MSPC said, "SLF is an excellent opportunity to get recharged and network with soybean staff and board leaders across the Midwest. Both speakers were energetic and motivational. I left with new ideas for engaging members, adapting to change and working with people who have differing views."

Dave Williams, farmer from Elsie and president of the Michigan Soybean Association (MSA) added, "I'm grateful I had the opportunity to attend this year's SLF. The sessions helped us identify our role in our respective organizations and helped us recognize what our membership is looking for. The team building exercises helped us as we networked with attendees from other states. I value the skills I learn at these meetings and try to put them to good use."

Lastly, Dan Keenan, farmer from Merrill and secretary of MSA mentioned, "Not only did I leave Florida with a touch of frost bite, I also left with a better understanding of how to keep the soybean industry in Michigan moving forward. The leadership training was a tremendous help in regards to being an effective board member. But more valuable to me was the constant brainstorming and swapping of ideas with other states in regards to how they deal with many of the same issues Michigan deals with. I brought home some new ideas and perspectives to apply to Michigan's agenda."

To become involved in YOUR soybean industry, please reach out to me at 989.928.5019 or gfrahm@michigansoybean.org. I'd love to help you get started growing YOUR leadership journey.

Up to $1,000 Back From Using BIODIESEL®

By: Noelle Byerley, Executive Assistant

Michigan Soybean Promotion Committee (MSPC) is offering a biodiesel reimbursement program to users of the alternative fuel. The program is based on the biodiesel blend and gallons purchased: B99/B100 is reimbursed at $1.00/gallon, B50 at $0.50/gallon, B20 at $0.20/gallon, B10 at $0.10/gallon and B5 at $0.05/gallon (B5 is the minimum bio blend allowed). Participants can use whatever blend or combination of blends to reach the required minimum 500 gallons of biodiesel purchased.

Every time you start an engine on your farm, you make an environmental impact. As customers continue to demand sustainable production, you can reduce your carbon footprint and support U.S.-grown soybeans with one simple decision: filling up with biodiesel blends. The biodiesel industry continues to break records, with nearly 2.9 billion gallons of domestic demand in 2016 supporting 64,000 jobs. For soybean farmers, that means an additional $0.63 per bushel in value.

The MSPC is signing people up today for this reimbursement program! The first 20 biodiesel users to call in will be enrolled in the program - call 877.769.6424 and ask for Noelle or email soyinfo@michigansoybean.org.

A minimum of 500 gallons of biodiesel is required for the program. A maximum of $1,000.00 will be reimbursed per participant. Call today!

Biodiesel Information Videos

Biodiesel 101: https://www.youtube.com/watch?v=y2hX3yhD0CA&feature=youtu.be

Growth of the Industry: https://www.youtube.com/watch?v=D7D49PFbcjE&feature=youtu.be

Biodiesel Frequently Asked Questions: https://www.youtube.com/watch?v=MhcSSmdBqMI&feature=youtu.be

Best Practices for Storage, Handling & Use of Biodiesel: https://www.youtube.com/watch?v=IouR0MS7AqE&feature=youtu.be

Biodiesel is out there. Ask your fuel distributor to carry it!

For technical questions about using biodiesel blends, call MEG Corp Fuel Consulting at **800.929.3437**.

Featured Soy Biobased Product

The Michigan Soybean Promotion Committee will be featuring soy biobased products in each issue of the *Michigan Soybean News*. In this issue, we are featuring Renewable Lubricants, a company based in Hartville, Ohio. Renewable Lubricants was founded in 1991 and has worked extensively on research and product development to produce quality products that are better for the environment and made from renewable resources.

Renewable Lubricants is partnering with MSPC to offer a coupon code to growers, which provides free shipping on all orders. Their online store features products including bar and chain lubricant, motor oil, hydraulic fluids, fuel conditioners, cleaners and more.

RENEWABLE LUBRICANTS

Use coupon code

MichSoyGrow

at checkout for FREE SHIPPING!

Shop online at

https://renewablelube.com/

Share Your Magazine

By: Scott Sommerfield, soybean farmer from Munger

When you get done reading your copy of the *Michigan Soybean News*, leave it in an office for others to view. Next time you go to the dentist or doctors' office, consider leaving an ag magazine with the other magazines in the waiting room. Be sure to remove your name and address from the magazine. This is a way to recycle the publication and share agriculture information with the general public.

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The mission of the Michigan Soybean Promotion Committee is to manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

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2018 Marks the 34th Class of the ASA DuPont Young Leaders

By: Noelle Byerley, Executive Assistant

The 34th class of American Soybean Association's (ASA) DuPont Young Leaders recently began their leadership journey at DuPont Pioneer headquarters in Johnston, Iowa.

The Johnston training session was the first phase of a program designed to identify new and aspiring leaders within the agriculture community and provide them with opportunities to enhance their skills and network with other growers. Representatives from 19 states and Canada participated in the program.

"The Young Leader Program has had a tremendous impact on not only ASA but all of agriculture. We are very thankful for DuPont making this program possible," said ASA President and Roseville, Illinois farmer Ron Moore. "The Young Leader Program provides training in key leadership areas and allows participants to form lasting relationships with growers from across the country. This strengthens our industry and allows us to work collaboratively in our local, state and national organizations."

Michigan was able to send two couples to this year's program: Brian and Michelle Washburn and Scott and Polly Wilson.

Brian and Michelle Washburn are part of a family farming operation in Shiawassee County. They farm approximately 3,500 acres with a rotation of corn, soybean and wheat. They also have a small beef cattle operation and own a hog barn along with contract feeding about 15,000 pigs per year. "We have loved being a part of a program that encourages young leaders in agriculture. It's exciting learning from and networking with young farmers across the United States. It has been an honor to be a part of representing Michigan," stated Michelle.

Scott and Polly Wilson farm 1,625 acres of soybeans, winter wheat and corn in Sanilac County. "We would like to become involved with our state association in possible leadership roles and gain more knowledge and a better understanding of the soybean industry. It has been an honor and privilege to represent Michigan at this year's DuPont Young Leader Program. The educational training and networking with other farmers has exceeded our expectations," shared Scott.

The Young Leaders will complete their training February 25 – March 1, 2018 in Anaheim, California with training held in conjunction with Commodity Classic.

DuPont YOUNG LEADER PROGRAM American Soybean Association

Brian and Michelle Washburn (left picture)
Polly and Scott Wilson (right picture)

2017 HIGHLIGHTS FOR MICHIGAN AG COUNCIL

GOAL: REACH AND/OR INTERACT WITH AND HAVE DISCUSSIONS WITH 5% OF MICHIGAN MILLENNIAL PARENTS (110,000 PEOPLE) BY END OF 2017

SOCIAL STANDOUTS (NO. OF VIDEOS)	REACHED	VIEWS	REACTIONS, COMMENTS & SHARES	POST CLICKS	YOUTUBE	TOP AUDIENCE
Total brand video impact (5)	208,369	82,715	5,936	16,046	1,274	Women, 25-34 (men for Stutzman video)
Total trackable Kansas Convoy impact (4)	122,085	53,669	5,246	12,312	1,704	Women, 25-64
Harvest Hangout video impact (4)	58,347	22,181	1,381	6,717	1,080	Men, 25-34
TOTALS	388,801	158,565	12,563	35,075	4,058	

OUR HARVEST HANGOUT VIDEOS GAINED SO MUCH ATTENTION THAT A SIMILAR GROUP IN SOUTH DAKOTA MIMICKED THE PROJECT

3+ MILLION CONSUMER IMPRESSIONS WITH MICHIGANRADIO.ORG WEBTILE ADVERTISING

PORT AUSTIN FARMERS MARKET FARMER PANEL MODERATION: 250 BRANDED ITEMS WERE DISTRIBUTED

Discussion topics included:

- Technology used on farms
- How field crops are harvested (not your typical farmers market fare)
- Water and air quality
- Animal care
- GMOs and more

CONNECTED KROGER SHOPPERS TO MICHIGAN FEMALE FARMERS WITH COMMONGROUND

Key consumer questions included:

- "Has Monsanto affected your life?"
- "I think I'm making a switch to organic to be healthier. Is that right?"
- "Should I worry about hormones in milk?"

GOAL: ENGAGE INFLUENCERS

40 PEOPLE ATTENDED THE WASHTENAW COUNTY "MICHIGAN GROWN, MICHIGAN GREAT" FARM TOUR AND LUNCHEON

Participants were:

- Registered dietitians
- Bloggers
- Students
- Local township officials and staff
- Agricultural professionals

STOPS WERE:

- A local dairy farm
- Greenhouses
- A crop and animal farm

TOPICS INCLUDED:

- GMOs
- Sustainable environmental practices
- Water quality
- Nutritious foods
- Local products
- Animal care

CREATED "MICHIGAN GROWN, MICHIGAN GREAT" RESTAURANT AWARD

17 restaurants applied in 2 categories: Fast Food and Full Service, plus all qualified for the 365 Day Award. 5 awards presented: one 365 Award, one Fast Food and 3 Regional Full Service Awards.

GOAL: REACH AND/OR INTERACT WITH AND HAVE AN IMPRESSION WITH 300,000 FARMERS BY END OF 2017

ACTIVATIONS INCLUDED:

- 3 Consumer panels for **320** farmers to gain a stronger understanding about consumer opinions
- Partner highlights of MAC programming in:
  - Articles: **33,700** estimated reach
  - On websites: **200,000** estimated reach since June
  - In-person meeting attendance: **600** estimated reach

We're always available to provide news articles for partner publications, presentations for partner boards of directors, to assist with annual meetings and other events, etc.

GOAL: GET 50 FARMER ADVOCATES BY END OF 2017

ACTIVATIONS INCLUDED:

- ENGAGE online training with The Center for Food Integrity
- Brand videos
- Harvest Hangouts
- Blog entries
- Washtenaw County farm tour
- Relief convoy trip to Kansas farms
- Meet a Michigan Farmer retail event
- Tweetchat
- "OMG! Why GMOs?" Event (A canceled event designed for influencers)

GOAL: GAIN 4 NEW PARTNERS AND AN ADDITIONAL $20,000 IN NEW AND EXISTING PARTNER INCOME BY END OF 2017

THREE NEW PARTNERS: ZEELAND FARM SERVICES, MICHIGAN BEAN COMMISSION & MICHIGAN CHRISTMAS TREE ASSOCIATION

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

MICHIGAN GROWN MICHIGAN GREAT®
By local farm families. MichiganGrown.org

A WINNING COMBINATION FOR MANAGEMENT OF SCN RESISTANCE

DUPONT PIONEER

Ask your local Pioneer sales professional about maximizing performance with these varieties featuring Peking SCN resistance:

P19A14X
P21A28X
P22T69R
P25A70R
P28T62R
P31A57R

PROVEN YIELD LEADERS | MANAGEMENT INSIGHTS | LEADING AGRONOMY RESEARCH | LOCAL PIONEER TEAM

Pioneer.com/Soybeans

Glyphosate Tolerant | ROUNDUP READY 2 XTEND SOYBEANS

Always follow grain marketing, stewardship practices and pesticide label directions. **Varieties with the Glyphosate Tolerant trait** (including those designated by the letter "R" in the product number) contain genes that confer tolerance to glyphosate herbicides. Glyphosate herbicides will kill crops that are not tolerant to glyphosate.

DO NOT APPLY DICAMBA HERBICIDE IN-CROP TO SOYBEANS WITH Roundup Ready 2 Xtend® technology unless you use a dicamba herbicide product that is specifically labeled for that use in the location where you intend to make the application. IT IS A VIOLATION OF FEDERAL AND STATE LAW TO MAKE AN IN-CROP APPLICATION OF ANY DICAMBA HERBICIDE PRODUCT ON SOYBEANS WITH Roundup Ready 2 Xtend® technology, OR ANY OTHER PESTICIDE APPLICATION, UNLESS THE PRODUCT LABELING SPECIFICALLY AUTHORIZES THE USE. Contact the U.S. EPA and your state pesticide regulatory agency with any questions about the approval status of dicamba herbicide products for in-crop use with soybeans with Roundup Ready 2 Xtend® technology.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Soybeans with Roundup Ready 2 Xtend® technology contain genes that confer tolerance to glyphosate and dicamba. Glyphosate herbicides will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba.

Roundup Ready 2 Xtend® is a registered trademark of Monsanto Technology LLC used under license.

Components under the Pioneer Premium Seed Treatment offering for soybeans are applied at a DuPont Pioneer production facility or by an independent sales representative of Pioneer. Not all sales representatives offer treatment services, and costs and other charges may vary. See your Pioneer sales representative for details. Seed treatment offering is exclusive to DuPont Pioneer and its affiliates.

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