



The Bean Brief

A Special Edition

AGRICULTURE SECRETARY WES WARD JOINS ASPB TO KICK OFF ARKANSAS SOYBEAN MONTH 2020



Arkansas Secretary of Agriculture Wes Ward joined the Arkansas Soybean Promotion Board for a proclamation presentation held Tuesday, November 3, 2020 at the Arkansas Department of Agriculture to kickoff **Arkansas Soybean Month 2020**.

"Agriculture is our state's number one industry, contributing more than **\$21 billion** in economic value to the state's economy and providing more than **269,000 jobs**, one of every six jobs, in the state. Arkansas ranks **11th** in the nation for soybean production, and we appreciate the many farm families who make the soybean industry such an important part of Arkansas's diverse agricultural industry," said **Agriculture Secretary Wes Ward**.

[READ MORE ABOUT ARKANSAS SOYBEAN MONTH HERE](#)

A SPECIAL MESSAGE FROM ASPB CHAIRMAN DONALD MORTON



Friends,

Welcome to Arkansas Soybean Month 2020!

As we near the end of 2020, I can't help but feel proud. **Arkansas producers have persevered through the chaos of 2020.**

That's not news to us, though. We know how to raise soybeans in Arkansas. We **research**, and we **study**, and we learn. That's how you build **talent and skill**.

But, it's been a strange year—unexpectedly challenging, I'd say. It's easy to stay at the top when life is normal, when it's good. But how many of you would say 2020 has fallen a little short of **"normal?"**

But, we have adjusted, and we have done it well. And that—**working even harder in the midst of uncertainty and challenge**—that’s how you build **character**. That’s what makes me so proud, folks. So, let’s come together next month to celebrate US.

Oh, and we’ve got some news for you. As you enjoy this well-deserved celebration, remember what you’ve done to conquer one of our toughest years yet. But also, consider this a **pre-party for what’s to come in 2021**, as it marks **ASPB’s 50th anniversary!**

That’s right. 50 YEARS. That’s going to be a celebration you CAN’T miss, because it will last all year long!

Stay well and happy harvest, producers!

Donald Morton
Arkansas Soybean Promotion Board Chairman

LEARN MORE ABOUT THE BOARD HERE

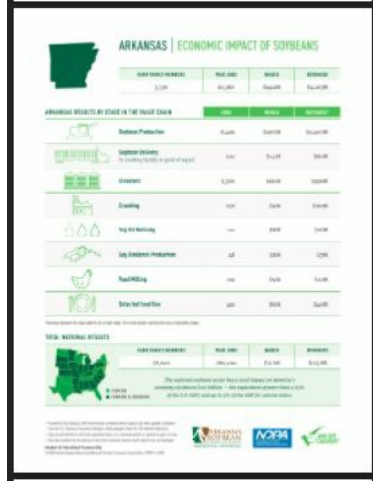
BEYOND THE BEAN | The Future Focused Issue A letter from USB Chair Jim Carroll



Check out the recent letter from [USB Chair Jim Carroll](#). He introduces the latest issue of [Beyond the Bean](#) with pride as he commends US producers for their **perseverance** through the challenging planting season of 2020.

ARKANSAS ECONOMIC IMPACT SHEET

Latest research from the **United Soybean Board** says the national soybean sector has a **\$116 billion**



impact on the US economy. This [resource](#) breaks that down state by state. Check it out and scroll to page two to learn more about how the **Arkansas soybean industry contributes to the American economy.**

ARKANSAS FFA | BUSHELS FOR THE BLUE



The Arkansas Soybean Promotion Board is proud to partner with [Arkansas FFA](#) to help support the many FFA chapters around the state. [The Bushels for the Blue](#) campaign is designed to help ag leaders and professionals invest in the **future of agriculture.**

Ready to make a difference? [Donate to the Arkansas FFA Foundation today.](#)

SOY RECIPE CONTEST

The Arkansas Soybean Promotion Board invites you to enter its **Soy Recipe Contest**. Whether you use soy milk in **smoothies** or throw **edamame** in your favorite salad, show us how you enjoy soy!

You can find all submitted recipes on our [Facebook](#) page later this month. The recipes with the most likes will receive a prize!



Photo courtesy of United Soybean Board.

What are you waiting for?
Get your soy on!

RULES FOR SUBMISSION:

1. Choose a soy-based recipe or create your own (Any recipe with at least **one soy ingredient** qualifies as a soy-based recipe).
2. Record the magic! No fancy camera needed, just grab your phone and record yourself preparing your favorite recipe. **Note: this might be a two-person job.** Feel free to recruit your favorite **"SOY chef"** if you need help! Please keep videos five minutes or less.
3. Submit your video to arkansassoybeans@gmail.com by **November 18**. Please include your recipe, name, e-mail, address and phone number.
4. By entering our contest, **you agree to our terms and conditions, which allow us to use your submitted materials on our social media.** [Click here for our terms and conditions.](#)

CHECK OUT OUR SOY RECIPES FOR
INSPIRATION

STAY TUNED FOR OUR RESTAURANT TOUR

Stay tuned! Later this month we'll visit some of our favorite local restaurants to see how they **enjoy soy** in their kitchens!

Word on the street is that a few **giveaways** might be at stake!

Follow along to find out!



Photo courtesy of United Soybean Board.

HARVEST 2020



Since November is all about **Arkansas soybean producers**, we want to check in. **How is Harvest going?** We would love to see your pictures! Fields, equipment, family, beans, sunsets, sunrises—what does **Harvest 2020** look like for you? However it looks, share your experience with us!

Post your pics with **#Harvest20**.

Don't forget to use the **#ArkansasSoybeanMonth** too.

You can also send your pictures to arkansassoybeans@gmail.com.



WATCH THE ARKANSAS SOYBEAN BRAND DOCUMENTARY

Our **Arkansas Soybean Documentary** might be a throwback, but it never gets old. It reminds us of where we come from and where we're headed. **Here's to many more generations of Arkansas soybean producers!**



WATCH MORE ARKANSAS SOYBEAN PROMOTION BOARD VIDEOS
HERE

CHECK OUT OUR 50th ANNIVERSARY BADGE!



Did you notice something a little different at the top of this special edition Bean Brief? **It's our special 50th Anniversary Badge!**

That's because **2021** marks **50 years** of the **ASPB!**

50 years, folks. That's half of a century! So we had to draw a little attention to it.

Over the next year, you'll be seeing that logo in honor of this milestone. It serves as a reminder of our history. **Cheers to another 50 years of the Arkansas Soybean Promotion Board!**

TUNE INTO KFFA RADIO THIS MONTH



Be sure to tune to **KFFA** radio all month long for coverage of Arkansas Soybean Month. Chances are you'll hear a familiar voice!

CONNECT WITH US ONLINE!

