



The Bean Brief
DECEMBER 2020

LOOKING BACK ON JIM CARROLL'S TERM AS USB CHAIR



Past **USB Chair Jim Carroll** wrapped up his term this month. We want to thank Jim for his time served on the United Soybean Board.

"It's been a difficult year in many ways, **but soybean farmers have never strayed from their goal of providing a high-quality product to customers,**" Carroll said. **"I couldn't be more pleased** with the work of our checkoff this past year in adapting during the pandemic to reach end users and maximize profit opportunities in new and innovative ways."

On December 9, USB farmer-leaders elected **Dan Farney of Morton Illinois as 2021 Chair.**

[READ MORE ABOUT THE RECENT USB ELECTIONS
HERE](#)

USB farmer-leaders elected **Dan Farney of Morton, Illinois as new USB Chair** along with 10 other farmer-leaders to the Executive Committee on December 9. This year's meeting was held virtually.

The new 2021 USB Executive Committee includes:

- **Ralph Lott II, Vice Chair** — New York
- **David Iverson, Secretary** — South Dakota
- **Meagan Kaiser, Treasurer** — Missouri
- **Mark Seib** — Indiana
- **Rochelle Krusemark** — Minnesota
- **Tom Oswald** — Iowa

- **Belinda Burrier** — Maryland
- **Steve Reinhard** — Ohio
- **Ed Lammers** — Nebraska

READ MORE FROM USB
HERE

ARKANSAS SOYBEAN PRODUCER A.J. HOOD'S APPOINTMENT TO USB



Arkansas Soybean producer **A.J. Hood** was recently appointed to the USB by USDA Secretary Sonny Perdue. Hood was **one of eight new U.S. soybean farmers appointed by Perdue**.

He was sworn in at the December board meeting and will serve a three-year term.

Last year, we were able to visit with Hood about what it was like running his farm in **Tillar**. Hood also discussed the various career opportunities within the ag industry and his **hope for the future of ag**. Hood encouraged students to be open-minded to the idea of finding a place in the ag industry after graduation. Check out the video above to learn more about Hood's ag journey.

FIND MORE CAREER SNAPSHOT
VIDEOS HERE

READ MORE ABOUT HOOD'S
APPOINTMENT HERE

USB ACCOMPLISHMENTS IN 2020

Although the coronavirus keeps impacting our society, **checkoff-funded programs and partnerships continue to focus on meeting goals for all U.S. soybean farmers**. Below are some updates from a

handful of projects.

I. MSL | Bolstering Soy's Reputation

- Due to challenges of COVID-19 closures, the team shifted their original plan to partner with Ventura Foods to launch the **Takeout Shoutout Sweepstakes**. This national campaign demonstrated **support for the food service industry** and linked popular menu items to **U.S. soy farmers**. The project exceeded original goals.



II. RUST-OLEUM | High Oleic Soy Hydrophobic Latex and Coatings

- This project was completed with all deliverables on time and **within budget**. The team successfully developed a **hydrophobic coating with improved performance and mechanical integrity over the current non-soy formula**. Long-term exposure testing is ongoing, and results are promising.

III. UNL and FFAR | Increasing Genetic Diversity, Yield and Protein of U.S. Commercial Soybean Germplasm

- USB and the Foundation for Food and Agriculture Research partnered to fund the **University of Nebraska-Lincoln research trials** to study the **yield and protein content of U.S. commercial soybean germplasm**. Trials have been successful, and researchers anticipate harvest by the end of the month. Evaluation of seed quality will follow.



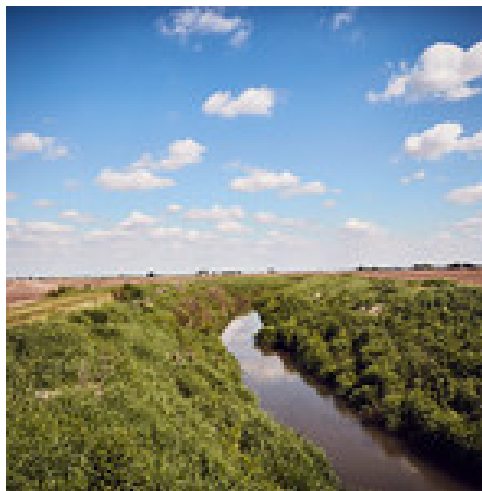
The results of these projects, among others, are **bringing positive opportunities to U.S. soybean farmers**. They demonstrate USB's commitment to coordinating and collaborating on behalf of **U.S. soybean research investments**. The checkoff, like farmers, remains resilient during challenging times.

SUCCESS WITH SUCCESSFUL FARMING

A story featured in the [November issue of Successful Farming](#) originally carried risk of negatively portraying the soy checkoff. While critical of some checkoff programs, **the story presented the soy checkoff as a successful, farmer-led endeavor**.

In the article, **Polly Ruhland, USB CEO**, cites the **importance and efficacy of farmer leadership and smart investments**. **Meagan Kaiser, USB treasurer**, proves this by highlighting the results of the **lower Mississippi River dredging project**.

The soy checkoff came out looking strong



because USB communications staff prepared strategically for the opportunity.

Photo courtesy of the United Soybean Board.

FULL STORY
HERE

ARKANSAS SOYBEAN MONTH 2020

Arkansas Soybean Month 2020 was a hit, as always! Other than a lack of in-person events, we didn't let COVID-19 throw us off. **We're so grateful for state officials who work with us to make Arkansas Soybean Month happen every year.** Each November we enjoy recognizing your hard work and show Arkansas what it takes to keep soybeans the **top row-crop** in our state. It's also a great opportunity to educate our fellow Arkansans on the **many uses of soy and the important role ag plays in the success of our state's economy.** Check out some highlights from ASM 2020.

HIGHLIGHTS

- Governor's Proclamation
- Secretary of Ag Kickoff Event & Video
- Earned media coverage
- KFFA Board Interviews
- Soybean Documentary Promotion
- Special Edition Bean Brief & Letter
- Arkansas FFA Foundation Partnership
- Contests



Arkansas Secretary of Agriculture Wes Ward (right) and Arkansas Soybean Promotion Board Administrator Mark Lambert (left) pose for a photo during a proclamation presentation held Tuesday, November 3, 2020 at the Arkansas Department of Agriculture in Little Rock.

READ MORE ABOUT ARKANSAS SOYBEAN MONTH
HERE

A NEW YEAR'S RESOYLUTION *PEACH, BLUEBERRY AND TOFU SMOOTHIE*

Have you set your **New Year's resolutions yet?** Isn't it a requirement that at least one of them has to be about our food goals? Well, jumping on those isn't quite so bad when you have delicious recipes like these to look forward to! Try this **Peach, Blueberry and Tofu smoothie.**

Intern Jarred tried it out last month for **Arkansas Soybean Month.** He approves! **Try it today to see if you do too!**



INGREDIENTS

- 1/2- cup soy milk
- 1/2 cup tofu (press tofu between paper towels to remove excess moisture (about 1/4 of the tofu block)
- 1 - 2 peaches (sliced and frozen)
- 1/2 cup blueberries (frozen)
- Mint leaves, optional
- Honey or agave nectar to taste, optional

INSTRUCTIONS

1. Blend all ingredients in a blender until thoroughly processed, adding additional soy milk as needed for a drinkable consistency.
2. Freeze the fruit so that the mixture isn't diluted from ice cubes.

FIND MORE SOY RECIPES
HERE

CALENDAR OF EVENTS

IN-PERSON MEETINGS

School of Nutrition Industry Conference

January 10-12 in Tampa, Florida

National No-Tillage Conference

January 12-15 in Indianapolis

VIRTUAL MEETINGS

National Biodiesel Board Conference Expo

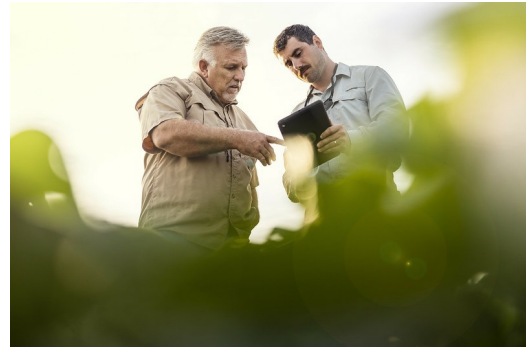
January 18-21

WHAT'S ON YOUR MIND?

What do you want to hear from us
in 2021? New technology?
Research projects? More recipes?
New uses?

All of the above? We say so.

Submit your ideas to us at
arkansassoybeans@gmail.com.



CHECK US OUT ON SOCIAL MEDIA!

