



JANUARY | 2021

TRENDING | WELCOME TO 2021

CHEERS TO FIFTY YEARS!

This is a big year for ASPB!

2021 marks 50 years of the ASPB!

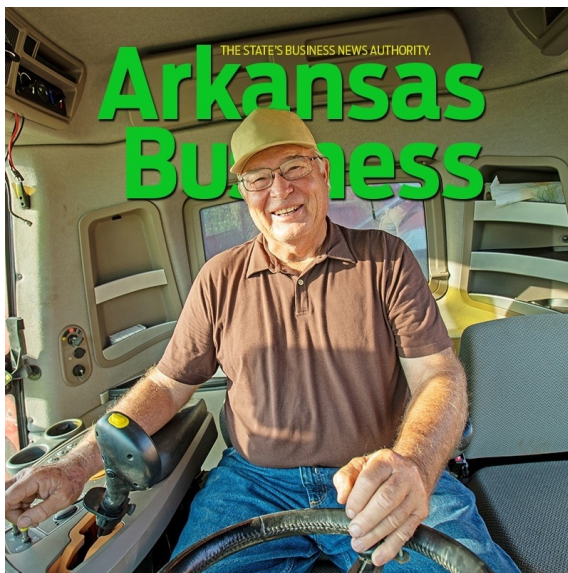
50 years! Half of a century, folks. We deserve to CELEBRATE.

As a reminder of our history, you'll be seeing our **50th anniversary badge** all year. BUT, that's not all we have in store.

Stay tuned for details because we plan on celebrating all year long!



LOOKING BACK ON JIM CARROLL'S TERM AS USB CHAIR



A friend, an amazing storyteller and a traveler — just a few ways friends of **Jim Carroll III** describe him. USB staff, directors and colleagues and friends are incredibly grateful for the **resilience and leadership** Carroll showed throughout the 2020 fiscal year. 2020 was no easy feat, and Carroll, recently featured in *Arkansas Business*, provided **strength and navigation to help further checkoff success**. To thank him for his act of service, a few directors and **USB CEO Polly Ruhland** came together to celebrate him in a special video message. Check it out below or watch [here](#).



READ THE FULL ARKANSAS BUSINESS ARTICLE ON JIM
HERE

FOR THE PRODUCERS | WEED RESISTANCE

2021 TRI-STATE SOYBEAN FORUM



The Tri-State Soybean Forum, hosted by Louisiana, Mississippi and Arkansas, went virtual for 2021. All presentations are available on YouTube. The conference covered various research-based topics, including **taproot decline, cover crops, soybean markets and weed control strategies**. To watch the presentations or for additional conference materials, visit the [2021 Tri-State Soybean Forum YouTube channel](#) and subscribe.

CHECK OUT THEIR YOUTUBE CHANNEL HERE

USB CONTINUES TO PROMOTE SOYBEAN RESEARCH

USB continues to partner with QSSBs and the [Soybean Research & Information Network](#) by highlighting

and promoting checkoff-funded research efforts. To increase awareness of SRIN, USB has included a [direct link](#) on [unitedsoybean.org](#). Now farmers who visit the USB website will be guided to a variety of **production research studies funded by the soy checkoff**.



Photo courtesy of the United Soybean Board.

[LEARN MORE HERE](#)

FEATURED RESEARCH



Take Action has partnered with weed scientists to update its **Herbicide Classification Chart** for the 2021 growing season. The Herbicide Classification Chart promotes the use of **different herbicide sites of action each year to help reduce the development of herbicide-resistant weeds**. The chart groups herbicides and herbicide premixes **by their sites of action** to assist farmers in selecting effective herbicides to rotate to **delay the spread of herbicide resistance**. Check out what advice **UAEX weed specialist Dr. Bob Scott** has for producers when it comes to outwitting **weed resistance**, by clicking and watching the [video](#) above.

The 2021 Herbicide Classification Chart, along with other resources, is available [here](#) or on the Take Action [app](#).

[CHECK OUT MORE CHECKOFF-FUNDED RESEARCH VIDEOS
HERE](#)

USDA RELEASES 2020–2025 DIETARY GUIDELINES FOR AMERICANS

The foods and beverages that people consume have a profound impact on their health. Soy's contributions to a healthy diet were **recognized in the newly released [2020–2025 USDA Dietary Guidelines](#)**. This edition marks the first time the guidelines provide recommendations by life stage, from birth through older adulthood. **Soy foods as a dairy alternative and as a protein source are listed within the guidelines for all life stages**, including pregnant women and children/adolescents — two groups a recent report from an intergovernmental Nordic organization singled out as potentially vulnerable to the harmful effects of isoflavones, which are naturally present in soybeans and soy foods.



Photo courtesy of the United Soybean Board.

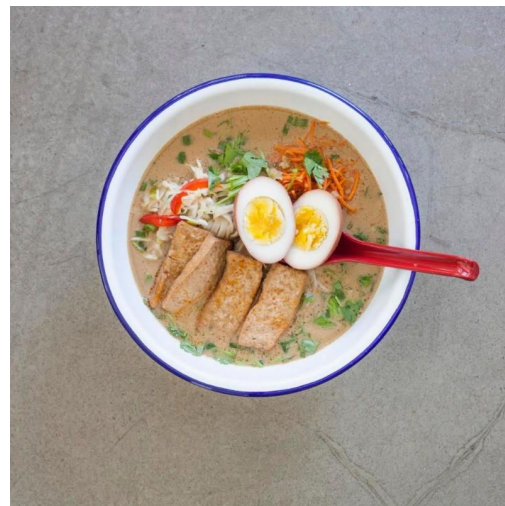


Photo courtesy of Three Fold Noodles & Co.



The report highlights soy's status as a **complete protein**, classifies fortified soy beverages (such as soy milk) as the **only plant-based milk accepted as a dairy substitute and recognizes the heart-healthy benefits of soybean oil**.

The guidelines suggest that soy is a **safe and trusted** ingredient which can be included in nearly any type of diet. The report also supports that oils are important to consider

as part of a healthy dietary pattern, as **they provide essential fatty acids**. Soybean oil, often labeled “vegetable oil,” is among the **commonly consumed oils recommended by the dietary guidelines**.

The Soy Nutrition Institute is currently drafting a **more detailed report that outlines notable elements related to soy**, and it should be ready in the

coming week. Many thanks to SNI's hard work, and USB farmer-funded research to achieve this outcome.

LEARN MORE ABOUT THE NUTRITIONAL VALUE OF SOY HERE

USSEC'S DARE TO COMPARE MARKETING CAMPAIGN

On January 15, the **U.S. Soybean Export Council** staff launched the Dare to Compare marketing campaign. The campaign is being utilized to **differentiate U.S. Soy from the competition**, while also highlighting the value of U.S. Soy's nutritional profile, sustainability and refining characteristics.

LEARN MORE HERE



NEW BOOK HELPS KIDS CONNECT WITH SOYBEAN FARMS



A new children's book, "**My Family's Soybean Farm**," along with a **companion educator guide** geared for grades K-2, is now available from **The American**

Farm Bureau Foundation for Agriculture's Feeding Minds Press. This third title from Feeding Minds follows the farm adventures of Alexander, who takes readers on a tour of his family's soybean farm, **showing how soybeans are planted, grown and harvested as well as the technology used on the farm, pest management techniques and the many different products soybeans are used in.** "My Family's Soybean Farm" is available in paperback for purchase directly from [Feeding Minds Press](#), Amazon and Barnes & Noble. Special bulk pricing is also available.

PURCHASE HERE

CONSUMER CORNER | TRY NEW THINGS THIS NEW YEAR

U.S. SOY RATED HIGH AMONG CONSUMERS



Photo courtesy of the United Soybean Board

U.S. high oleic soybean oil offers various **desirable characteristics for pastries and desserts**. Oils expert Richard Galloway spoke to [Snack Food & Wholesale Bakery](#) about high oleic soybean shortening meeting baking industry standards. Galloway listed a number of benefits, including **high oleic soybean shortening being workable over a much broader temperature range and its neutral flavor**. Learn more about high oleic soybean shortening in pastries [here](#).

TRY USING HIGH OLEIC SOYBEAN OIL TODAY WITH ONE OF OUR MANY SOY-BASED RECIPES HERE

CALENDAR OF EVENTS

VIRTUAL MEETINGS

2021 USB Meeting

February 17

Soybean Breeders Workshop

February 22-24

SEE THE FULL CALENDAR OF USB EVENTS HERE

CHECK US OUT ON SOCIAL MEDIA!

