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FOR IMMEDIATE RELEASE

Arkansas Soybean Promotion Board Celebrates 50th Anniversary



*Caption: Arkansas Soybean Promotion Board celebrates 50th Anniversary in 2021.
([Photo](#) courtesy of the United Soybean Board)*

LITTLE ROCK, Ark. (February 26, 2021) - The [Arkansas Soybean Promotion Board](#) (ASPB) is celebrating the Board's 50th anniversary serving the soybean producers of Arkansas. To commemorate this industry achievement, ASPB will highlight the milestone through a variety of planned activities and communications efforts during 2021.

"Fifty years of operation is a significant achievement for any organization," said ASPB Chairman [Donald Morton](#), a soybean producer from Prairie County. "I am amazed by the resiliency of our farmers who continue to persevere through the most challenging and bountiful seasons. This year, I encourage everyone to take time to reflect on how far we've come as an industry, and celebrate our collective achievements."

The Arkansas Soybean Promotion Board was established in 1971 after the Arkansas General Assembly voted to pass Act 259, providing soybean producers in Arkansas an organization through which they could work to improve the state's soybean industry. That legislation created a nine-member board with the responsibility of administering a program of research, promotion and market development to foster the growth of the Arkansas soybean industry.

Today, soybeans are positioned as the top row crop in Arkansas with approximately 3 million acres planted each year. Arkansas consistently ranks among the top 10 soybean producing states nationally, exporting 50% of its crop and generating an annual economic impact of nearly \$2 billion in the state.

The Board's activities are funded by the soybean checkoff, a congressionally mandated assessment on soybeans specifically designated for research and promotion efforts. The Board is led by nine soybean producers who are nominated by certain soybean-related organizations and appointed by the Governor. To learn more about the Arkansas Soybean Promotion Board and its officers, visit [TheMiracleBean.com](#) or [click here](#) to watch a brief documentary on the Arkansas soybean industry.

For the latest news and updates about this year's 50th anniversary celebration, follow the Arkansas Soybean Promotion Board on [Facebook](#), [Instagram](#) and [Twitter](#) or sign up to receive the monthly [Bean Brief](#) newsletter.

Editor's Note: [Click here](#) for a hi-resolution graphic of ASPB's 50th Anniversary Commemorative Badge. Board members are available for personal interviews upon request. To schedule an interview, contact Carson Horn at chorn@comgroup.com or at 501-515-0849.

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About the Arkansas Soybean Promotion Board

The Arkansas Soybean Promotion Board is led by nine volunteer farmer-leaders nominated by various producer organizations in Arkansas and appointed by the Governor. Soybeans are Arkansas's top row crop with approximately 3 million acres planted each year, generating an annual economic impact of \$2 billion. Arkansas is consistently ranked among the top ten soybean producing states nationally, exporting 50 percent of its crop. ASPB invests more than \$2.2 million in research each year as part of its commitment to the continued sustainability of the Arkansas soybean industry. Learn more by visiting www.themiraclebean.com.

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