

May | 2021



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TRENDING

Consumer Outreach & Event Sponsorship Recap



It's official, ASPB's participation in the **Magnolia Festival** and the **BUZZBQ** was a success. We want to thank everyone who got the chance to stop by our booth and try our delicious edamame salsa samples. In addition to our popular salsa samples, we gave out cutting boards and door prizes.

Events like these provide ASPB the opportunity to reach out to consumers and teach them about soy nutrition and the impact it's had on the Arkansas ag industry.





Arkansas Food Bank Donation

ASPB donated \$5,000 to the Arkansas Foodbank in celebration of our 50th anniversary during the 17th Annual BuzzBQ. This donation will provide 25,000 meals to families in Arkansas facing hunger. For more information about our recent donation [click here](#).

Arkansas Cattlemen's Association Young Cattlemen's Leadership Class Sponsorship Recognition

ASPB continues to promote the role that soybeans can play when it comes to livestock nutrition. Sponsoring ACA's YCLC reunion earlier this fall, provided the perfect opportunity to talk with beef producers about the important role soymeal plays in livestock nutrition.

Earlier this month, ACA recognized the sponsorship during their YCLC Graduation. ASPB board member **Derek Helms** was there to accept.

Learn more about soy's contributions to livestock nutrition by listening to the audio story below.



Audio Story



PRODUCERS

Farmers Are Planting More Soybeans This Year

Mac Marshall, vice president for market intelligence for USB and USSEC, recently forecasted another record year for U.S. soybean farmers, noting rising demand for U.S. soy. Check out the articles below to read more about Marshall's recent predictions.

[USDA: Farmers planting more soybeans this year | Business & Economy | qctimes.com](#)

[Indiana farmers planting crops amid surge in soybean and corn prices | Northwest Indiana Business Headlines | nwitimes.com](#)

Science for Success:

Notes from the Field

Webinar Series

Over the next few months, farmers can join soybean research and extension specialists from land-grant institutions across the United States for monthly informal discussions on topics of timely relevance. Here's a look at the schedule for upcoming webinars:

- June 4 at 8 a.m. CDT
- July 9 at 8 a.m. CDT
- August 6 at 8 a.m. CDT

Register to attend for each monthly session [here](#).



Featured Research Video: Breeding Program with Dr. Mozzoni

Learn more about Dr. Mozzoni's soybean breeding program at the University of Arkansas System Division of Agriculture, by watching the full video [here](#).

Behind the Scenes of the Field to Film Series

We're excited to share some upcoming Career Snapshot videos with you soon, part of ASPB's Field to Film series. This video series educates students and aspiring professionals about the many and diverse careers in the ag industry. We're giving our Bean Brief subscribers an exclusive behind the scenes look at two upcoming videos featuring **Carol Johnson**, chief development officer for the leading agricultural fraternity, Alpha Gamma Rho, and **Gardner Lile**, executive broker at Lile Real Estate.

[Watch our Career Snapshot Stories](#)





INDUSTRY NEWS

Soy Biobased Product Wins Top Honor

A soy-based construction and paving product developed by Iowa State University, with research funded by the soy checkoff and the Iowa Soybean Association, won the American Chemical Society (ACS) 2021 Cooperative Research Award in Polymer Science and Engineering. The product in question is a soy-based polymer that can replace petroleum-based polymers as binders in asphalt paving. The ISU research team is about to launch a commercial process for the polymer/oil cement to pave heavily trafficked roads with high recycled content. Learn more about the product [here](#).



CONSUMER CORNER

NBB Research Elevates Biodiesel Health Benefits

In a recent study by The National Biodiesel Board, it's reported that switching to 100% biodiesel in home heating oils and transportation sectors results in a number of significant health benefits, such as decreased cancer risk, fewer premature deaths and reduced asthma attacks.

[Read the Study](#)

Research Shows Soy Protein Promotes Men's Health

A recent surge in evidence from an array of sources highlights the nutritional and health benefits of soy protein for men. According to findings from checkoff-supported research, supplementing resistance training with soy protein led to gains in muscle mass and strength to the same degree as supplementing with animal proteins (including whey protein). For more information, read the Soy Nutrition Institute's recently published release on the findings.

[Learn More](#)

Recipes to Try



Edamame Salsa

During the events we attended in May, we handed out samples of our signature Edamame Salsa – and it was a HIT! Click [here](#) for the recipe. Super easy to make, high in protein and tastes GREAT! Makes a great side to serve at those summer BBQs.



CALENDAR OF EVENTS

"Science for Success: Notes from the Field" Webinar Series

June 4th

ASPB Education Forum

June 26th

Arkansas Cattlemen's Association State Convention and Trade Show, Hot Springs

July 31st

SEE THE FULL CALENDAR OF EVENTS
HERE

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