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A New Strategic Plan Brings Value to Soybean Farmers



Recently, USB farmer-leaders formally announced the organization's new strategic plan that prioritizes sustainable soy solutions for global and domestic customers while ensuring profitability and value for U.S. soybean farmers. The USB Strategic Plan supports checkoff investments in research, education and promotion across three priority areas: Infrastructure & Connectivity, Health & Nutrition, and Innovation & Technology. Read more about how the new strategic plan will bring value to U.S. soybean farmers [here](#).





INSIDE WEED MANAGEMENT WEBINAR SERIES

Take Action's 2022 "Inside Weed Management" series kicked off Thursday, Jan. 13. The series, three live webinars and six pre-recorded videos, provided farmers with resources to manage herbicide resistance on their farms.

These webinars are open to farmers, researchers, advisers and more. Support for the webinars comes from Take Action and the soy checkoff's partnership with the U.S. Herbicide Resistance Action Committee. The following webinars are available for viewing:

Why Care About Metabolic Herbicide Resistance? — Pat Tranel, Ph.D., University of Illinois, Jan. 13.

Value of Residuals in Herbicide-Resistant Weed Problems — Larry Steckel, Ph.D., University of Tennessee, Jan. 20.

Harvest Weed Seed Control Practices — Kevin Bradley, Ph.D., University of Missouri, Jan. 27.

To watch this webinar series on demand click here... [IWillTakeAction.com](https://www.IWillTakeAction.com).

Watch Now

Featured Research

Arkansas Research Leverages Water Management for Soybean Irrigation



Dr. Chris Henry, water management engineer for the U of A Division of Ag, shares insights on utilizing technology to increase the efficiency and sustainability of irrigation practices for soybean farmers. He also notes financial insights on utilizing water sensors to decrease water input while maintaining the same production standards.

[Learn More](#)

Career Snapshot

George Cress, President and COO



Meet **George Cress**, a fifth-generation employee and current Chief Operation Officer and President of Riggs Caterpillar of Little Rock, Arkansas. His days are not

routine, but the variety of his work is what he enjoys the most.

Learn more about his story and the many careers in agriculture by watching his Career Snapshot video today.

[Learn More](#)



U.S. Soy Featured in Forbes and Authority Magazine



U.S. soybean farmers made top-tier news with a Dec. 24 [Forbes](#) article about embracing digital transformation to drive more sustainable outcomes. The article features commentary from Vice Chair [Meagan Kaiser](#) and CEO [Polly Ruhland](#), with an impressive 13 total mentions of their perspectives. [Authority Magazine](#) also recently interviewed Ruhland on how soybean farmers are helping to eliminate food waste to better the planet and feed our growing population. Both articles position U.S. Soy as a leader in sustainability and elevate soy's reputation among consumers and business leaders.

Check-In On Checkoff Research



Sign up for the SRIN monthly email newsletter to keep up to date with all the new articles and information added to the SRIN website. Each newsletter will feature new articles posted to the site, the current SoySnippet topic, new videos, and more!

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A Dessert Recipe for the Month of Love

Chocolate Brownies

This brownie recipe is sure to impress that special someone this Valentine's Day!

If you're on the hunt for more soy recipes to use this winter season, find them [here](#).



[Try This Recipe](#)

We Love Soy Foods

We love soy, and soy loves our hearts! Read more about the heart healthy benefits of eating soy and easy ways to incorporate soy foods into your diet [here](#).



Tex Mex Tempeh Chili

[Try This Recipe](#)



Blueberry Soy Muffins

[Try This Recipe](#)



CALENDAR OF EVENTS

Value Alignment Committee Orientation

February 8th – February 9th

Communication and Education Committee Orientation

February 8th – February 9th

2022 February United Soybean Board Meeting | Little Rock

February 22nd – February 24th

Soy Aquaculture Alliance Board Meeting

February 28th

SEE THE FULL CALENDAR OF EVENTS
HERE

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