



MEDIA CONTACT:
Carson Horn
chorn@comgroup.com
501-515-0849

FOR IMMEDIATE RELEASE

ROBERT PETTER OF DE VALLS BLUFF APPOINTED TO UNITED SOYBEAN BOARD



Robert Petter of De Valls Bluff, Arkansas appointed to the United Soybean Board.

LITTLE ROCK, Ark. (March 22, 2022) – The [Arkansas Soybean Promotion Board](#) congratulates Robert Petter of De Valls Bluff on his appointment by the United States Department of Agriculture to the [United Soybean Board \(USB\)](#). Petter will represent Arkansas during a three-year term as a newly appointed farmer-leader on the board.

“Robert’s appointment to the United Soybean Board is exciting for us and well deserved,” said Arkansas Soybean Promotion Board Chair [Donald Morton](#). “He will promote the interests of local soybean farmers and stakeholders on a national level to ensure the soybean industry in Arkansas continues to thrive.”

Petter is one of 78 farmer-leaders serving USB, which is authorized by the Soybean Promotion, Research and Consumer Information Act. A total of 29 states, in addition to the Eastern and Western regions, are represented by the board members. The number of seats on the board is determined based on bushels produced in their region. Members of the board must be soybean farmers nominated by a Qualified State Soybean Board (QSSB).

“I’m thankful for the opportunity to serve on the United Soybean Board,” Petter said. “After having spent the past 25 years serving the rice industry, I’m now looking forward to serving the soybean growers of Arkansas as soybean production accounts for two-thirds of my operation.”

U.S. soybean farmers receive an estimated \$12.34 in value for every dollar they invested in the checkoff. Those investments continue to fund programs that build preference for U.S. soybeans across the country and around the world.

Learn more about the Arkansas Soybean Promotion Board at TheMiracleBean.com.

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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% 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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About the United Soybean Board

The United Soybean Board’s 78 volunteer farmer-leaders work on behalf of all U.S. soybean farmers to achieve maximum value for their soy checkoff investments. These volunteers create value by investing in research, education and promotion with the vision to deliver sustainable soy solutions to every life, every day across the three priority areas of Infrastructure & Connectivity, Health & Nutrition, and Innovation & Technology. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff. For more information on the United Soybean Board, visit unitedsoybean.org.