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## Arkansas Soybean Month Recap

As we wrap up November, we can't help but feel thankful for everyone who participated in the [Arkansas Soybean Month](#) celebration. A special thanks to Governor **Sarah Huckabee Sanders** for helping ASPB promote Arkansas Soybean Month this year. For full details on this year's celebration, check out our Arkansas Soybean Month news release [here](#).



## MEDIA COVERAGE

[ASPB and Arkansas Style Celebrate Arkansas Soybean Month](#)

[ASPB Shares A Delicious Recipe on KATV](#)

# RECAP

We enjoyed sharing soy-based snacks for consumers to add to their Thanksgiving menus on KARK's [Arkansas Style](#) and KATV's *Good Morning Arkansas*.

[View More](#)



## A Look into the Arkansas Soybean Industry

For over 50 years, the Arkansas Soybean Promotion Board has been serving its producers, helping them better understand, promote and sell their crops. Join us in celebrating this rich tradition through these exclusive documentaries that offer a unique glimpse into the world of our dedicated farmers who help grow the top row crop in Arkansas.

Watch these brief original documentaries for a behind the scenes look at the industry and people who grow the number one crop in Arkansas.

### Arkansas Soybean Industry 50 Years of ASPB



### Arkansas Soybean Industry Soybean Documentary





#### Featured Research

## Seed Treatments & Seeding Rates



It may be November, but it's not too early to start preparations for next year. **Dr. Jeremy Ross**, soybean agronomist with the [University of Arkansas System Division of Agriculture](#), believes seed treatments could lead to greater success during the upcoming planting season. Learn more about his experiments and finding by watching this featured research video.

[Watch Here](#)

## Career Snapshot Ryan Holbert



**Ryan Holbert** wasn't sure which career path called to him, that is until he worked on a farm in Stuttgart as a teenager and learned more about agriculture. He went on to attend Arkansas State University, where he earned his Bachelor of Science in agribusiness. During his collegiate years, he made connections all across the state. Those connections led to him landing a role as a seed sales consultant. In this position, Ryan enjoys building relationships with growers while helping them choose seed varieties. Learn more about him by watching his Career Snapshot.

[Learn More](#)



INDUSTRY NEWS

## Meet Your Newest ASPB Board Member





ASPB marked the conclusion of Arkansas Soybean Month by attending the Arkansas Farm Bureau State Convention in Little Rock. Among the attending board members was **Brad Doyle** (pictured) of Weiner, Arkansas, whom Gov. Sarah Huckabee Sanders appointed to the board earlier this month.

[Learn More](#)

# First South Asian Business Adopts U.S. Soy Label

New Anthony's, a South Asian business, is the first to begin using U.S. Soy grants permission to use the soy checkoff's Sustainable U.S. Soy label. The logo will appear on 50 New Anthony's products and the company also plans to display it on internal materials, customer interactions and trade show exhibits, reinforcing their commitment to sustainability. Sustainable U.S. Soy label to customers who verify the sustainability of their soybean purchases with the U.S. Soybean Sustainability Assurance Protocol (SSAP).



[Learn More](#)



# Enjoy Soy This Holiday Season



Savor your family holiday traditions this year while adding new ingredients to the mix. Consider incorporating soyfoods into your recipes, which add plant-based protein, fiber, and heart-healthy fats. Whether you adapt cherished recipes with soyfood swaps or create completely new dishes with soy, the results are delicious.

Get Started

## The Power of Soy Milk

Whether you're vegan, lactose intolerant, or just looking for a sustainable, nutritious addition to your diet, soy milk is a refreshing choice. Its culinary versatility, creamy texture and subtle flavor makes it a great thirst quencher and a great addition to recipes. And did you know? You can swap animal milk for soy milk in almost any recipe! See the benefits of soy milk for your health with the video below.



## Indulge Guilt-Free with Our Holiday Soy Recipes

Celebrate the holidays with a sprinkle of goodness in every bite! Our soy-based recipes bring a touch of health to your baking, making those cozy moments even sweeter. So, whip out your apron, gather your loved ones, and savor the festive flavors from apricot oatmeal soy cookies to decadent chocolate brownies. Delight in the season's joy without compromising on flavor or your well-being.





**Chocolate Pudding Pies**

Silky, rich chocolate pudding encased in a flaky crust creates the perfect dessert to sweeten your festivities.

[View Recipe](#)



**Apricot Oatmeal Soy Cookies**

These treats are perfect for adding a touch of warmth to your holiday baking.

[View Recipe](#)



**Chocolate Brownies**

Satisfy your chocolate cravings with this rich and fudgy dessert that's sure to be a holiday hit.

[View Recipe](#)

***Soybeans are a versatile bean used in a variety of dishes sure to satisfy all palettes. Find more recipes by visiting [themiraclebean.com](http://themiraclebean.com) with the button below!***

[View More Soy Recipes](#)



**CALENDAR OF EVENTS**

**December 2022 United Soybean Board Meeting**  
December 6th – 8th

**Big Apple Tour**  
December 11th – 14th

**Soy Transportation Coalition Board Meeting**  
December 12th – 13th

**National Soybean Nematode Conference**  
December 12th – 14th

**National No-Tillage Conference**  
January 10th – 13th

**Clean Fuels Alliance Conference & Expo**  
January 23rd – January 26th

[SEE THE FULL CALENDAR OF EVENTS HERE](#)

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