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GOV. SANDERS APPOINTS DOYLE TO ARKANSAS SOYBEAN PROMOTION BOARD



Pictured: Brad Doyle, appointed to the Arkansas Soybean Promotion Board

Little Rock, Ark. (April 10, 2024) – [Gov. Sarah Sanders](#) appointed [Brad Doyle](#) to the [Arkansas Soybean Promotion Board \(ASPB\)](#). Doyle, a Poinsett County soybean producer, will serve on the Board through June 30, 2025.

“The Arkansas Soybean Promotion Board’s mission is to improve the sustainability and profitability of soybeans,” said [John Freeman](#), ASPB Chairman and Desha County producer. “Brad’s background and knowledge of the crop make him a great addition to the board.”

Doyle’s agricultural roots trace back to his great-grandfather, who cultivated soybeans on the family farm in Cross County. After scouting soybeans and cotton in the 1990s, he returned to his family origins after meeting his wife, Joyce, and joining her family’s operation in 2001.

Doyle, a graduate of Arkansas State University, purchased his first farm in 2003. Today, he and his wife, who received her Ph.D. in plant breeding from the University of Arkansas, grow row

crops, including soybeans, for the family seed business while conducting crop and wildlife seed replicated small plot and strip trials.

Doyle's goal is to use his understanding of the global soybean market and his background in soybean breeding research to help other farmers achieve a higher return on investment from their checkoff dollars.

Learn more about Doyle and the rest of the [board](#) by visiting 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.