



THE ARKANSAS SOYBEAN  
PROMOTION BOARD'S

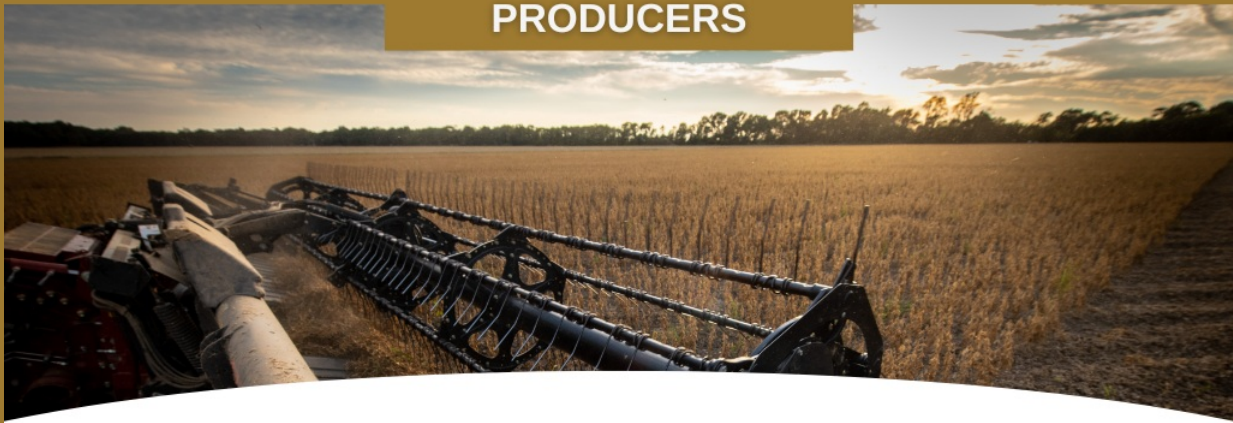
# BEAN BRIEF



## Grow For The Green Challenge Results

We're happy to share that the results from the 2024 contest are in! For several years, the Arkansas Soybean Promotion Board has proudly sponsored the annual [Grow for the Green Soybean Yield Contest](#), administered by the [Arkansas Soybean Association](#) (ASA) in cooperation with the [University of Arkansas System Division of Agriculture](#). Read more about the contest [here](#) or click the button below for complete contest results and production details.

[Grow For The Green Results](#)



### Featured Research

## Developing Profitable Irrigated Rotational Cropping Systems



**Dr. Jason Kelly**, an agronomist with the [University of Arkansas](#) System Division of Agriculture, has completed a nine-year research project aimed at increasing soybean yields in Arkansas. His findings highlight the economic and yield benefits of crop rotations. Watch this Featured Research to learn how you can make more profitable decisions when it comes to crop rotation.

[Watch Now](#)

### Career Snapshot

## Kisia Weeks



**Kisia Weeks** discovered her passion for agriculture in high school through FFA and the mentorship of her ag teacher. Now an Agriculture Mechanics and Natural Resources Teacher at White Hall High School, Kisia opens doors for students, introducing them to diverse career paths in agriculture. She encourages students to explore opportunities in this vital industry. Watch Kisia's Career Snapshot to learn more about her journey and the impact of agriculture education.

[Watch Now](#)

## INDUSTRY NEWS



## Arkansas Soybean Association Annual Business Session & Seminar





On January 15, ASPB attended the Arkansas Soybean Association Annual Business Session and Seminar in Harrisburg, AR. Not only did we enjoy sharing our goals and discussing agriculture in Arkansas, we also unveiled the results of the [2024 Grow for the Green contest!](#) Thank you to all who participated and a big congratulations to the winners. Learn more about this year's event with the button below.

[Learn More](#)

## CONSUMER CORNER



## Soy Milk Can Enhance Cardiometabolic Health



Soy milk isn't just a plant-based alternative—it's packed with nutrients and surprising health benefits. Did you know it can support heart health and more? Despite misconceptions about ultra-processed foods, soy milk stands out as a nutritious choice.

[Read More](#)

## Be Our Valentine?

Sweeten up your Valentine's Day with a twist! Why not surprise your loved ones (or treat yourself!) with some delicious soy-based desserts? From creamy soy milk puddings to rich, chocolatey soy brownies, these treats are as good for your taste buds as they are for the planet. Browse a few of our favorite soy dessert recipes below, and get ready to indulge in a heart-healthy way!



Chocolate Truffles



Panna Cotta





Pudding Pies



Cake Pops

*Find more ideas for adding soy to your diet by visiting [themiraclebean.com](https://themiraclebean.com) with the button below!*

View More Soy Recipes

## UPCOMING EVENTS

### ARKANSAS GROWN CONFERENCE

January 30th, 2025 – February 1st, 2025

### FEBRUARY 2025 UNITED SOYBEAN BOARD MEETING

February 17th, 2025 – February 21st, 2025

### JULY 2025 UNITED SOYBEAN BOARD MEETING

July 13th, 2025 – July 17th, 2025

### DECEMBER 2025 UNITED SOYBEAN BOARD MEETING

Dec 7th, 2025 – Dec 11th, 2025

SEE THE FULL CALENDAR OF EVENTS  
HERE

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