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## GOV. SANDERS REAPPOINTS FOUR FARMER-LEADERS TO ARKANSAS SOYBEAN PROMOTION BOARD

*Local producers to continue guiding research, education and promotion for  
Arkansas' leading row crop*



*Pictured: (Left to Right: Brad Doyle, ASPB Chairman; Joshua Cureton, ASPB Director; Donald Morton, ASPB Director; BJ Rogers, ASPB Director) Arkansas soybean producers will continue serving on the Arkansas Soybean Promotion Board following reappointments by Gov. Sarah Huckabee Sanders.*

**LITTLE ROCK, Ark.**, January 21, 2026 – Gov. Sarah Huckabee Sanders reappointed four Arkansas soybean producers to continue serving on the [Arkansas Soybean Promotion Board](#), reinforcing experienced farmer leadership for the state's top row crop.

The following producers will continue their service on the Arkansas Soybean Promotion Board, with terms expiring June 30, 2027:

- [Brad Doyle](#), Poinsett County
- [BJ Rogers](#), Lonoke County
- [Joshua Cureton](#), Craighead County
- [Donald Morton](#), Prairie County

“It’s essential for the Arkansas soybean industry to have farmers directly stewarding producer checkoff dollars,” said ASPB Chairman Brad Doyle. “These board members bring practical experience and a strong commitment to making strategic investments that support Arkansas soybean farmers today and position the industry for long-term success.”

Soybeans were first planted in Arkansas in 1925 as an experimental crop and have since become a cornerstone of the state’s agricultural economy. Now, 100 years later, soybean production spanned nearly three million acres, yielding more than 141 million bushels, with Arkansas ranking 10th nationwide in soybean production.

Established in 1971, the Arkansas Soybean Promotion Board directs soybean checkoff investments toward research, education and promotion that drive innovation, market growth and long-term demand for Arkansas-grown soybeans.



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To learn more about the Arkansas Soybean Promotion Board, visit [TheMiracleBean.com](http://TheMiracleBean.com).

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**Arkansas Soybean Promotion Board**

The Arkansas Soybean Promotion Board is led by nine volunteer farmer-leaders 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 approximately \$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](http://www.themiraclebean.com)