

ARKANSAS SOYBEAN PROMOTION BOARD MEETING
Zoom Option

Minutes

July 30th, 2024
9:30 a.m.

Members Present in Person: Brad Doyle, Joe Thrash, Rusty Smith, Douglas Hartz, John Freeman, West Higginbothom, Donald Morton

Members Present via Zoom: Shannon Davis

Members Absent: Josh Cureton

The day began with field research presentations by the University of Arkansas Division of Agriculture (UADA) staff on soybean research conducted at the Rohwer Extension Research Station in Watson, AR.

The Board heard field presentations on:

- Cover crops – Dr. Trent Roberts **ATTACHMENT 1**
- Soybean weed control – Dr. Tom Barber
- Soybean phenotyping – Dr. Elvis Ellie **ATTACHMENT 2**
- Emerging soybean diseases and data collection methods – Dr. Terry Spurlock
- Soybean breeding and variety testing – Dr. Ciao Canella Viera & Dr. John Carlin

Following the field tour, the Board took a lunch break.

Chairman John Freeman called the Arkansas Soybean Promotion Board meeting to order at 12:15pm and welcomed members and guests present on Zoom. A quorum was confirmed by the AR Department of Agriculture (Department). Administrator Scott Bray provided a brief overview of meeting protocols, and introductions were made.

Chairman Freeman introduced Dr. Aurelie Poncet, who presented her research on data-driven variable soybean seeding rate management in Arkansas. **ATTACHMENT 3**

Dr. Poncet provided an overview of her research, including results from an on-farm trial in three production fields in Lincoln county, aimed at determining the most effective seeding rate.

She detailed the methods used, including Greenway equipment, plant population surveys, soil sampling, and hydrological modeling, to gather comprehensive data. This data is used to identify trends and patterns. She also briefly mentioned an economic approach developed with Dr. Michael Popp and Dr. Jeremy Ross.

Dr. Poncet discussed a study with Mike Hamilton on variable rate seeding and its potential to increase profitability, using satellite imagery to identify areas with different yield potentials.

The next steps for her research team include associating plant population data with yield data to determine the optimal seeding rate. They will also explore multi-year trials, historical satellite imagery for scouting, identification of suitable fields, model and computing improvements, as well as automation and web-tool development.

Member Brad Doyle inquired about the row spacing in her study, and she indicated that row spacings were 36 inches apart. He also asked about the electric units used with the Greenway equipment, leading to some discussion.

A member asked about soil type variability at the research locations, to which Dr. Poncet responded that there was significant variability, with 40% to 60% differences between locations.

Member Doyle further asked why the lower seeding rate performed well, questioning whether it was due to reduced competition or more robust root structures. Dr. Jeremy Ross suggested it was likely due to less competition, which led to additional discussion.

Dr. Poncet asked if there were any further questions; there were none.

Dr. Nathan Slaton introduced Dr. Jeremy Ross to present the 2024 soybean crop status update.

Dr. Ross informed the board that most of the state's crop has been planted, though the harvest may be extended this year. He reported that over three million (3,000,000) acres have been planted in Arkansas this season, but yields may not match last year's due to weather conditions.

He cautioned against harvesting too early this season, noting that he has already received consultant inquiries about 6.5 recommendations.

Dr. Ross mentioned that his team was able to plant earlier this year with good crop stands and briefly discussed ongoing research trials at various research stations across the state.

He also shared insights from the United Soybean Board (USB) meeting he attended, including the Science for Success Program, and announced plans to shift towards creating instructional videos.

Member Doyle asked about investigations into ultra-early planting dates. Dr. Ross replied that Dr. Larry Purcell primarily handles planting date research, with the earliest recommended dates being late March to early April.

Dr. Ross asked if there were any further questions; there were none.

Dr. Slaton introduced Dr. Caio Canella Vieira, who provided details on the 2024 Southern Soybean Breeders Tour, scheduled for September 3-5, 2024, in Memphis, Tennessee. **ATTACHMENT 4**

Dr. Vieira discussed the event's agenda and provided logistical details.

Member Douglas Hartz inquired whether board members could attend any of the events. Dr. Vieira confirmed that they could, as the board helps fund the project.

Dr. Slaton then announced the completion of research project presentations.

Chairman Freeman presented the minutes from the March 7 & 8, 2024, meeting, requesting a motion for approval.

Motion: To approve the March 7 and 8, 2024, meeting minutes: Moved by Hartz, seconded by Morton.

Motion carried.

Chairman Freeman requested a motion to approve the April 17th, 2024, meeting minutes.

Motion: To approve the April 17, 2024, meeting minutes: Moved by Doyle, seconded by Higginbothom.

Motion carried.

Chairman Freeman introduced Inoussa Zaki from the AR Department of Agriculture to present the board's financial report. **ATTACHMENT 5**

Zaki reviewed the financials for the period ending June 30th, 2024, noting that the board began the new fiscal year with \$9,347,000 available.

He reported that from July 1, 2023, to June 30, 2024, the board collected \$4,998,551 in total revenue.

During the same period, total expenses amounted to \$3,235,217, with \$519,592 allocated for promotion, \$2,702,160 for research, and \$13,465 for board expenses.

Zaki explained that the board ended the previous fiscal year 2024 with \$11,110,780 in cash, with \$5,290,405 remaining in allocation, leaving \$5,820,375 available to fund future projects.

He referenced an Excel workbook he created to calculate projected annual collections and expenses.

The Board worked with Zaki to estimate the budget for fiscal year 2025, leading to some discussion.

Member Doyle asked if the spreadsheet updates monthly throughout the fiscal year. Zaki confirmed that 99% of funds were collected as of the meeting date.

Member Doyle also inquired if the collected funds are processed through the AR Department of Agriculture or the AR Department of Finance & Administration (DF&A). Administrator Bray clarified that the funds go through DF&A.

A discussion followed about the Department's strategy of paying for approved projects upon completion to avoid open commitments between fiscal years.

Zaki noted that the legislative audit committee will begin their standard audit for the Soybean Promotion Board on August 5th, 2024.

A member asked about communications between the AR Department of Agriculture and the United Soybean Board (USB). Administrator Bray confirmed that they have been in contact and have submitted the requested reports.

Chairman Freeman introduced Carson Horn from the Communications Group to present their report to the board. **ATTACHMENT 6**

Horn explained that they had recently completed their interim contract, which ran from February 15th through June 30th, 2024. He provided statistics on social media and public relations impressions, highlighting that the board's website received 13,787 total visits during this period, with segments on KATV driving traffic.

He noted strong interest in the Grow for the Green contest, which further increased website traffic and engagement.

During the interim period, the board gained 518 new social media followers, with 868,846 total impressions and 27,780 total reaches. Horn highlighted the top-performing social media posts.

He estimated a total 34,964,895 potential impressions from the board's website, social media, and public relations efforts.

Horn also mentioned that their team is already working on Fiscal Year 2025 activities, including USB meetings, QSSB calls, AR Cattleman's Association Convention, and Grow for the Green promotion. He announced a new partnership with the Plantation Agriculture Museum.

Horn introduced Curtis Smith from the Plantation Agriculture Museum in Scott, AR, who discussed plans for a permanent soybean exhibit, emphasizing the crop's significance to Arkansas agriculture. They are seeking producers to interview and memorabilia for the exhibit. Horn also shared plans for reimagining the annual research report in collaboration with Dr. Slaton.

Chairman Freeman briefly discussed the procurement process for the new contract with the Communications Group, effective July 1, including its potential renewal for up to six years. A discussion followed.

Horn encourages board members to submit specific requests or key messages to the Communications Group to help disseminate information to the public.

He also reminded board members about marketing apparel and mentioned that he might send out a package of promotional materials to members.

Chairman Freeman asked if there were any further questions; there were none.

Chairman Freeman asked Dr. Slaton if there was any other business he needed to bring before the board.

Dr. Slaton raised several questions about his new role with the UADA in supporting the board, including fellowship funding, invoicing for projects, and payout procedures. A discussion followed, with Zaki from the AR Department of Agriculture referencing financial records to assist. Administrator Bray emphasized that the Department prefers invoices for proper documentation.

Member Smith expressed support for increasing fellowship amounts to further assist UADA.

The board briefly discussed forming a committee to review fellowship candidate applications.

Dr. Slaton then asked for clarification on how the board would handle letters of support for Dr. Poncet's federal funding proposal for soybean research. This led to further discussion.

Dr. Slaton informed the board that soybean royalties from commercialized lines, funded by the board, currently total \$3,661.

He also noted a carryover of approximately \$461,000 in unspent funds from FY24, more than expected. Dr. Slaton asked how the board would like to handle these unspent funds and whether to forward the excel file. Discussion ensued.

Further discussion occurred regarding the Department's fiscal role and the UADA's memorandum of understanding (MOU) with the board.

Chairman Freeman asked if there was any other business.

Member Doyle remarked on the impressive results from the Soybean Science Challenge, with Dr. Ross noting the increasing quality of student projects.

Member Doyle inquired about member reappointments, and Administrator Bray stated that the Department is aware but had no updates. Discussion followed.

Member Hartz requested an update on the germplasm swap offer from Dr. McKinney, previously presented to the board. Dr. Slaton confirmed that an MOU allowing the swap, but Dr. Carlin noted it had not yet been signed.

Member Hartz asked whether board members could review the MOU. Dr. Carlin indicated that nondisclosure agreements were in place and that legal counsel would need to approve the request. Discussion followed, with references to previous meetings where the matter was discussed. No motions were made.

Chairman Freeman requested that UADA return to the board for further discussion before signing anything. Discussion continued.

Chairman Freeman initiated discussions on the board's election of officers and called for nominations for Chairman, leading to some discussion.

Motion: Douglas Hartz moved to nominate Brad Doyle as Chair.

Motion: Shannon Davis moved to nominate Joe Thrash as Vice Chair.

Motion: Douglas Hartz moved to nominate West Higginbothom as Secretary/Treasurer.

Motion: Douglas Hartz moved to nominate the slate of officers. Seconded by Rusty Smith.

Motions carried.


New board officers:

Chair: Brad Doyle
Vice Chair: Joe Thrash
Sec/Treasurer: West Higginbothom

Chairman Freeman congratulated the newly elected officers and asked if there was any other business. Administrator Bray informed the board that travel reimbursement forms were prepared for members to sign.

Member Doyle inquired about the date for the next board meeting, and it was noted that it is typically held on December 1st.

Meeting adjourned.

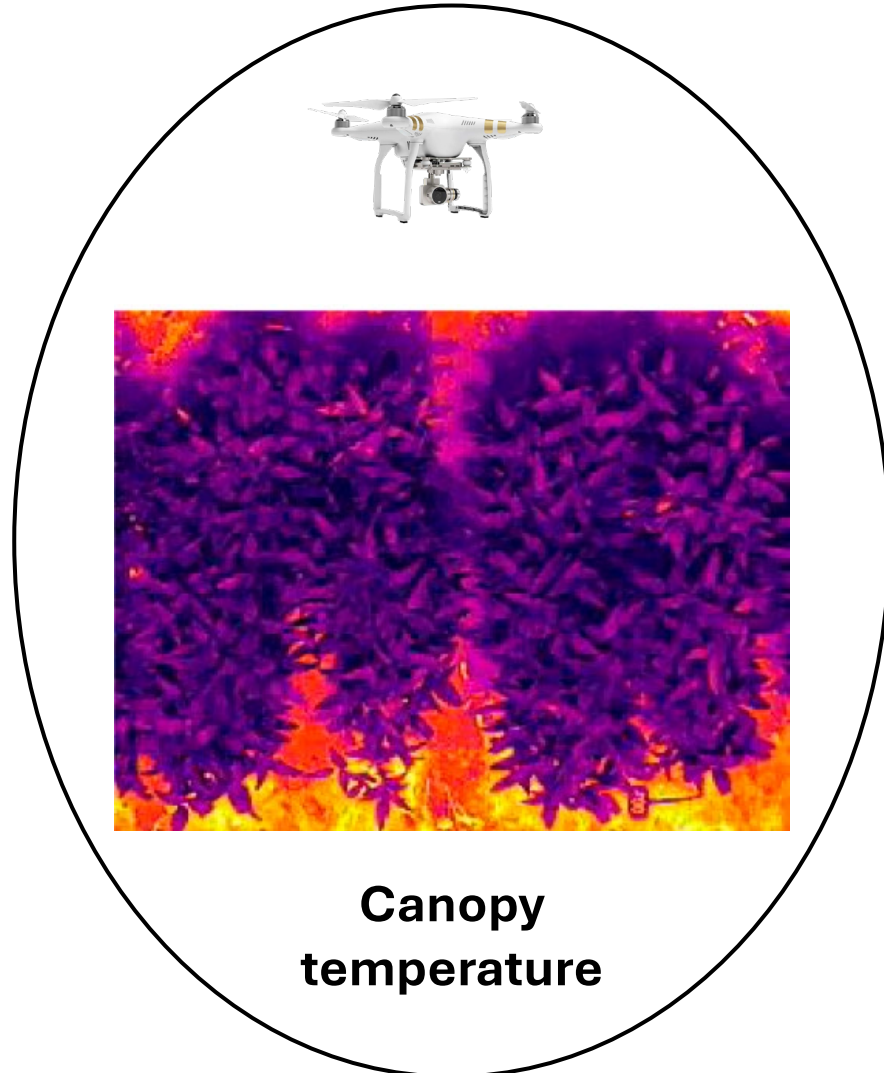

John Freeman, Chairman

2024 Soybean Rotation with Cover Crop Rohwer

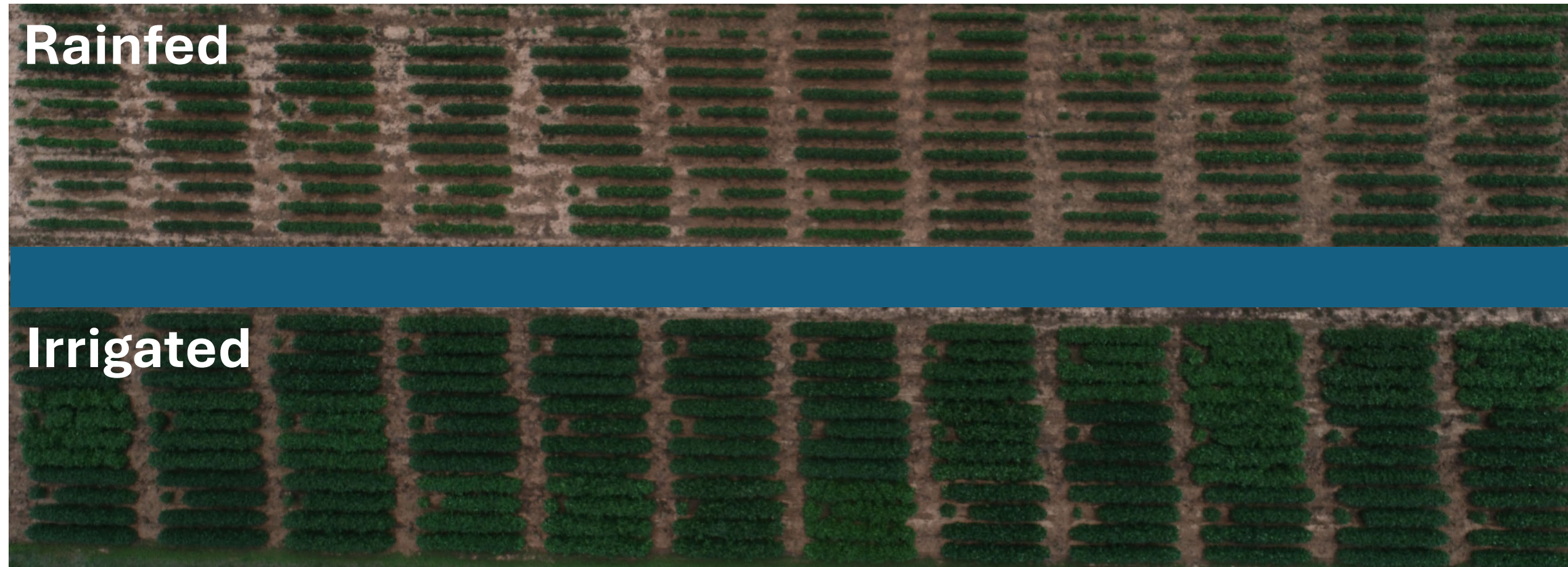
	Rep 1						Rep 2						Rep 3						Rep 4													
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1201	Fallow						Cereal Rye						Black Oats						Triticale													
1202	Cereal Rye						Black Oats						Triticale						Austrian Winter Pea													
1203	Black Oats						Triticale						Austrian Winter Pea						Hairy Vetch													
1204	Triticale						Austrian Winter Pea						Hairy Vetch						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
1205	Austrian Winter Pea						Hairy Vetch						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 2 (Black Oats and Austrian Winter Peas)													
1206	Hairy Vetch						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 2 (Black Oats and Austrian Winter Peas)						Cereal Rye													
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1208	Mix 2 (Black Oats and Austrian Winter Peas)						Cereal Rye						Mix 2 (Black Oats and Austrian Winter Peas)						Triticale													
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1210	Mix 2 (Black Oats and Austrian Winter Peas)						Triticale						Hairy Vetch						Black Oats													
1211	Triticale						Hairy Vetch						Black Oats						Fallow													
1212	Hairy Vetch						Black Oats						Fallow						Austrian Winter Pea													
1213	Black Oats						Fallow						Austrian Winter Pea						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
1214	Fallow						Austrian Winter Pea						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Black Oats													
1215	Austrian Winter Pea						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Black Oats						Fallow													
1216	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Black Oats						Fallow						Cereal Rye													
1217	Black Oats						Fallow						Cereal Rye						Hairy Vetch													
1218	Fallow						Cereal Rye						Hairy Vetch						Mix 2 (Black Oats and Austrian Winter Peas)													
1219	Cereal Rye						Hairy Vetch						Mix 2 (Black Oats and Austrian Winter Peas)						Triticale													
1220	Hairy Vetch						Mix 2 (Black Oats and Austrian Winter Peas)						Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
1221	Mix 2 (Black Oats and Austrian Winter Peas)						Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Austrian Winter Pea													
1222	Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Austrian Winter Pea						Hairy Vetch													
1223	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Austrian Winter Pea						Hairy Vetch						Black Oats													
1224	Austrian Winter Pea						Hairy Vetch						Black Oats						Cereal Rye													
1225	Hairy Vetch						Black Oats						Cereal Rye						Mix 2 (Black Oats and Austrian Winter Peas)													
1226	Black Oats						Cereal Rye						Mix 2 (Black Oats and Austrian Winter Peas)						Fallow													
1227	Cereal Rye						Mix 2 (Black Oats and Austrian Winter Peas)						Fallow						Austrian Winter Pea													
1228	Mix 2 (Black Oats and Austrian Winter Peas)						Fallow						Austrian Winter Pea						Triticale													
1229	Fallow						Austrian Winter Pea						Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
1230	Austrian Winter Pea						Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)																			
1231	Triticale						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)																									
1232	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)																															

Soybean Phenotyping

ATTACHMENT 2

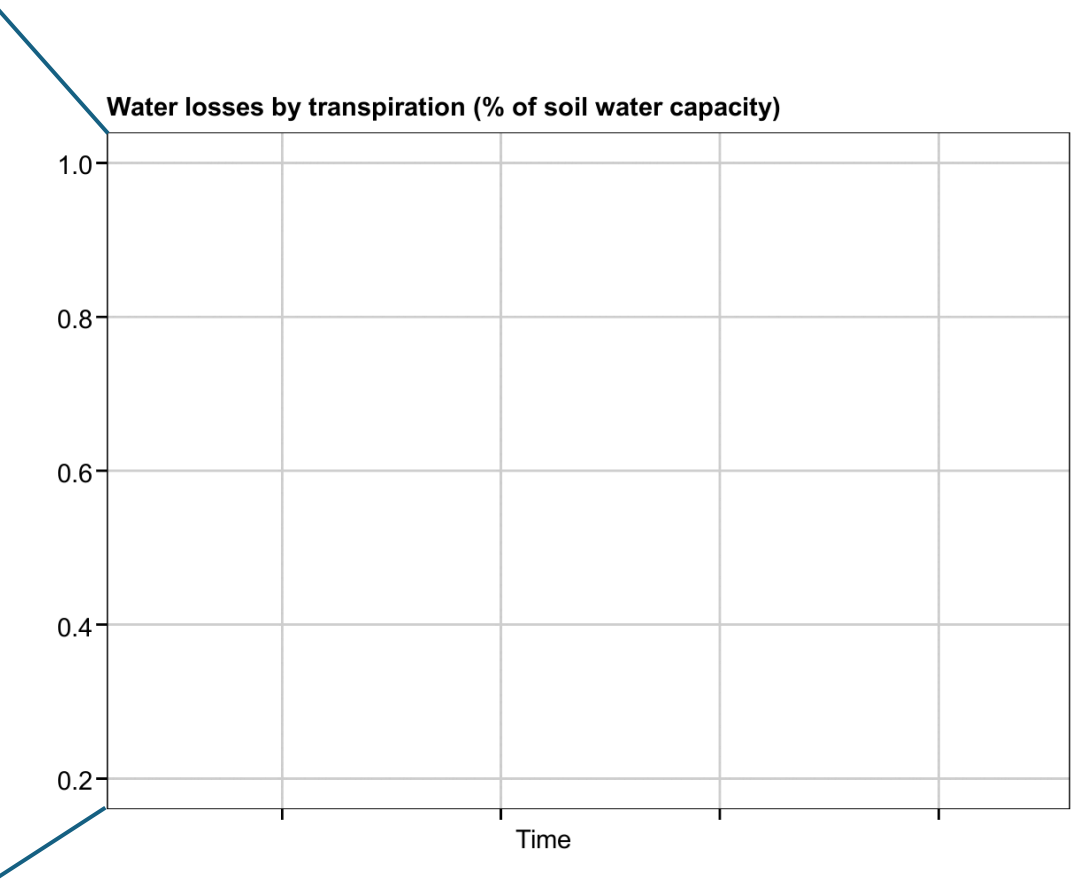


Phenotyping for enhanced water use efficiency



Fayetteville experiment: 12 genotypes * 2 irrigation treatments (irrigated vs rainfed) * 3 replications = 72 plots

Phenotyping for enhanced water use efficiency



Thank you!!!

Soybean Phenotyping

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