

MICHIGAN SOYBEAN NEWS[©]

Volume 9 - Issue 4

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See what MSA is doing for its
members.



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*Comments and suggestions
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Michigan Soybean Association's Mission Statement

To improve and advocate for the Michigan soybean industry.

From Your MSA President...



During the middle of July, Matt Stutzman (your Michigan Soybean Association director representing us on the American Soybean Association board) and I were in Washington, D.C. visiting with Michigan's legislators on Capitol Hill. We had good conversations with several legislators and their staff.

We discussed the importance of the 2018 Farm Bill, which we think should include a strengthened farm safety net to help offset the reductions in farm prices and income since 2013. We also mentioned ASA's support for full funding of the Agriculture and Food Research Initiative (AFRI), which provides funding for research, education and extension in the areas of increased food production, water availability, food safety and security and more. Lastly, we discussed ASA's support of doubling funding over ten years for the Foreign Market Development (FMD) and MAP – Market Access Program, both of which provide for increased export opportunities.

We spoke about the importance of trade expansion. The U.S. exports over 60% of our soybeans. We'd like to work with Congress and the administration to ensure our continued positive trade with China and our NAFTA partners including Mexico and Canada. Enhancement of U.S. trade relations with Asia-Pacific countries will help prevent additional market share erosion.

Tax reform efforts need to reflect the unique nature of farm operations, including factors such as maintaining cash accounting for farmers, allowing full and immediate expensing of capital investments and repealing estate tax or increasing exemption levels indexed for inflation.

ASA wants to extend the biodiesel tax incentive into 2017 (it's currently expired) and shift it from a blender credit to a production credit. We'd also like to see it extended for more than one year to allow suppliers to make long term business plans.

Without a robust infrastructure, the U.S. will find it increasingly difficult to compete in a global marketplace. Agricultural industry priorities, such as upgrades to locks and dams, ports and harbors must be included in any large-scale infrastructure funding initiatives.

These are a few of the issues that are a part of ASA policy that we discussed when we visited Capitol Hill. You can also let your representative and senators know how important these issues are to you without visiting the "hill". Send your legislators an email or call them voicing your support of agriculture and how important it is to your livelihood.

Thanks for being a member of the Michigan and American Soybean Associations, ask your friends to join today – We Need You!!! Remember, Michigan is 13th in the nation in soybean production with a little more than 2 million acres planted and we have 12,059 farmers.

Regards,
Dave Williams
MSA president

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SEEKING MSA DIRECTOR NOMINATIONS
See page 4 for more information.

SEEKING MSA DIRECTOR NOMINATIONS

The Michigan Soybean Association (MSA) is seeking nominations for board positions in the following districts:

- District 2 – Calhoun, Eaton, Hillsdale, Ingham and Jackson
- District 5 – Arenac, Bay, Lapeer, Saginaw and Tuscola
- At-large – any county in the state

In order to appear on the ballot, nominations must be received by October 24, 2017. All elected directors will hold the office for a term of three years. To be eligible for a seat on the board you must be a soybean farmer in the district that you are applying for and a member of the MSA in good standing.

According to the current bylaws, elections will be held via U.S. Mail. Ballots will be mailed to all members on November 7, 2017, and must be returned to the Michigan Soybean Association office by December 7, 2017.

Election results will be announced at MSA's Annual Meeting which will take place during the Great Lakes Crop Summit on January 31, 2018.

MSA is working on important issues such as trade, transportation and protecting your right to farm. Your service on the board will help Michigan soybean farmers' voices be heard and have a greater impact in Lansing and Washington, D.C.

If you would like to nominate someone for one of the above districts or be placed on the ballot yourself, please contact MSA's executive director, Gail Frahm at gfracm@michigansoybean.org or 877.769.6424.

Thank you for your dedication to the Michigan soybean industry.



NEW AND RENEWING MSA MEMBERS

NEW:

Neil French, Munger
Terry Wood, Unionville

RENEWING:

Brian & Anthony Bierlein, Reese
Ned Birkey, Ida
James Campbell, Richland
Ron Converse, Charlotte
Bernie Davies, Melvin
Tim Dietz, Williamston
Tom Kendle, Edwardsburg
Paul & Brad Lubbers, Hamilton
Randy Markley, Byron
Daniel Maxa, Burt
Bob Ohse, Custer
Lois Parrent, Sandusky
Fred Patin, Sand Lake
William Pridgeon, Montgomery
John Secord, Monroe
Snider Farms LLC, Hart
Gordon Thompson, Hillsdale
Charles Winn, Columbus

A blue rectangular box with white text and a white envelope icon with a gold seal. The text reads: "Have an article idea? We are always looking for new and interesting soybean topics! Send suggestions to soyinfo@michigansoybean.org or PO Box 287 Frankenmuth, MI 48734".

Have an article idea?
We are always looking for new and interesting soybean topics!
Send suggestions to
soyinfo@michigansoybean.org
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PO Box 287
Frankenmuth, MI 48734

For a list of member benefits and the member application, see pages 6 and 7.

GOVERNMENT AFFAIRS NEWS

By: The Frederick Group

In the previous edition of our Government Affairs News, we set the stage for the upcoming 2017-2018 fiscal year budget. After the expiration of an eventful spring session for agriculture in the House and Senate, MSA has multiple legislative topics to be excited about as we move into fall and the months to come.

Promotion of the state’s agricultural economy was affirmed in the budget through the assurance of several key programs in the passage of the 2017-2018 Fiscal Year budget (Public Act 107 of 2017). Governor Snyder officially signed the budget into effect on July 14, giving the State of Michigan a budget that will last through September 30, 2018. With a 7.7% overall increase in agriculture spending across programs such as agricultural economic development and right to farm, the budget will benefit soybean farmers in the year to come.

An important piece of legislation for the soybean industry dealing with aquaculture was recently introduced by Senator Jones (SB 423). The bill would amend the “Michigan Aquaculture Development Act” so that aquaculture could not be conducted on any of the state’s inland lakes and streams as well as the Great Lakes and their connecting waters. The Michigan Soybean Association (MSA) is working closely with the coalition supporting aquaculture expansion here in Michigan to monitor this legislation and advocate for the soybean industry.

MSA is reviewing Michigan’s proposed Domestic Action Plan for Lake Erie to reduce phosphorous entering the lake. Michigan has joined the states of Indiana, Ohio, New York, and Pennsylvania plus Ontario in focusing its efforts to help reduce persistent algal blooms in the western part of the lake. The

comprehensive plan will be released in February 2018. For farmers, the plan uses the Michigan Agriculture Environmental Assurance Program (MAEAP) as its primary tool to engage the agriculture industry. The plan promises farm-specific risk assessment and practice implementation for individual farms. If these promises are met, farmers will have the flexibility to implement practices that will result in the greatest environmental benefit, while maintaining economic productivity.

After the finalization of the budget, legislators returned home to their districts for their summer in-district work period. The Legislature will return after Labor Day where we will continue advocating for Michigan soybeans in Lansing.

Justin Clement is part of your Frederick Group team, which advocates for MSA members and promotes the Michigan soybean industry in the halls of state government. The Frederick Group can be reached at 517.853.0413.



Industry Opportunity

Great Lakes, High Lean and Huron Pork are seeking added contract grow/finish relationships in MI (1000-5000 head sites). We work with over 100 family farms across the state and are looking to expand. We have experience with building specs and plans, cash flow projection and guidance with GAAMPs and CNMPs. We are a stable MI-based company which provide monthly payments and have good working relationships with MI lenders. We are strong supporters of MPPA and the MI Pork Industry. Any inquiries are welcome, we look forward to working with you.

CHOICE GENETICS  Joel Phelps www.SietsemaFarms.com
11304 Edgewater Drive, Suite A, Allendale, MI 49401
jphelps@sietsemafarms.com 616.895.7493 

MICHIGAN CROP IMPROVEMENT ASSOCIATION



Providing foundation seed field inspection and seed testing services

MCIA at P.O. Box 21008, Lansing, MI 48909
Phone: 517-332-3546. e-mail: info@michcrop.com



MEMBER BENEFITS

People making decisions in Lansing and Washington, D.C. are getting further and further away from the farm. In the past, families had someone who was a farmer they could visit, but now generations are far removed and don't have a direct connection. "I've met several legislators that have never set foot on a farm. We as farmers need to be visiting with legislators and representing our land," stated Jay Ferguson, MSA director. "There is a lot of education that needs to occur to our politicians and the public."

Paying the soybean checkoff does not make you a Michigan Soybean Association member. Checkoff dollars cannot be used for lobbying.

NEW LIFETIME LOYALTY MEMBER PROGRAM

As of October 1, 2016, if you have been an MSA member for 15 consecutive years, you will no longer need to pay dues - you have become a LIFETIME LOYALTY MSA MEMBER!

Call the soybean office at 989.652.3294 to check on your membership.



Are you receiving the MSA eNews?
Email soyinfo@michigansoybean.org to sign up for this informative membership e-newsletter.

PROTECT YOUR FARM AND WAY OF LIFE, JOIN THE MICHIGAN SOYBEAN ASSOCIATION TODAY!

SOME MEMBERSHIP BENEFITS:

- VoterVoice: an advocacy tool to connect you directly to your legislator
- 5% member discount purchase incentive on all IntelliFarms equipment and free admission to grain school and workshops
- Through Auto-Owners Insurance/Cedar River Insurance Agency, an offer of premium discounts up to 10% on select policies is available
- Scholarship opportunities for your children and grandchildren
- Preferred pricing on the purchase or lease of most new Chrysler, Dodge or Jeep vehicles
- Cabela's gift card purchase discount
- Discounted registration to the Commodity Classic

3-YEAR OR LIFETIME MEMBERSHIPS:

- \$50 certificate good for either Great Lakes Hybrids Roundup Ready® or Genuity™ Roundup Ready 2 Yield® soybean seed AND a \$50 soybean seed certificate good for Renk Seed
- 2-\$25 Soy Biodiesel certificates or 2-\$25 Soybean Meal Bucks certificates

The MOST IMPORTANT MSA membership benefit: *Having a voice in Lansing and Washington, D.C.!*

MEMBERSHIP APPLICATION



MSA MEMBERSHIP APPLICATION

First Name: _____
Last Name: _____
Address: _____
City/State/Zip: _____
Phone: _____
Cell Phone: _____
Email: _____

Payment Amount & Method:
 1-yr: \$75 3-yr*: \$190 Lifetime*: \$750

Check (Payable to MSA) or Credit Card
Credit Card Type: _____ Expiration Date: _____
Credit Card #: _____
Signature: _____

Mail application with payment to:
Michigan Soybean Association
PO Box 287, Frankenmuth, MI 48734

Dues are not tax deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense. 18% of member dues are allocated to lobbying activities and are not deductible.

*3-year and Lifetime memberships can choose between receiving either (check one):

- 2-\$25 Soy Biodiesel Bucks certificates or
- 2-\$25 Soybean Meal Bucks certificates

Date of Birth: _____

Number of Soybean Acres: _____

Total Farm Acres: _____

Occupation (circle one):
 Farmer Retired Other

What issues interest you most?
(Check all that apply)

- Biodiesel/Biobased Products
- Farm Bill
- Transportation Infrastructure
- Trade Agreements
- Conservation
- Soybean Rust
- Biotechnology
- Freedom to Operate
- International Marketing
- Soy and Nutrition
- Other: _____



Herbicide-Resistant Weeds: What should you be doing this fall?

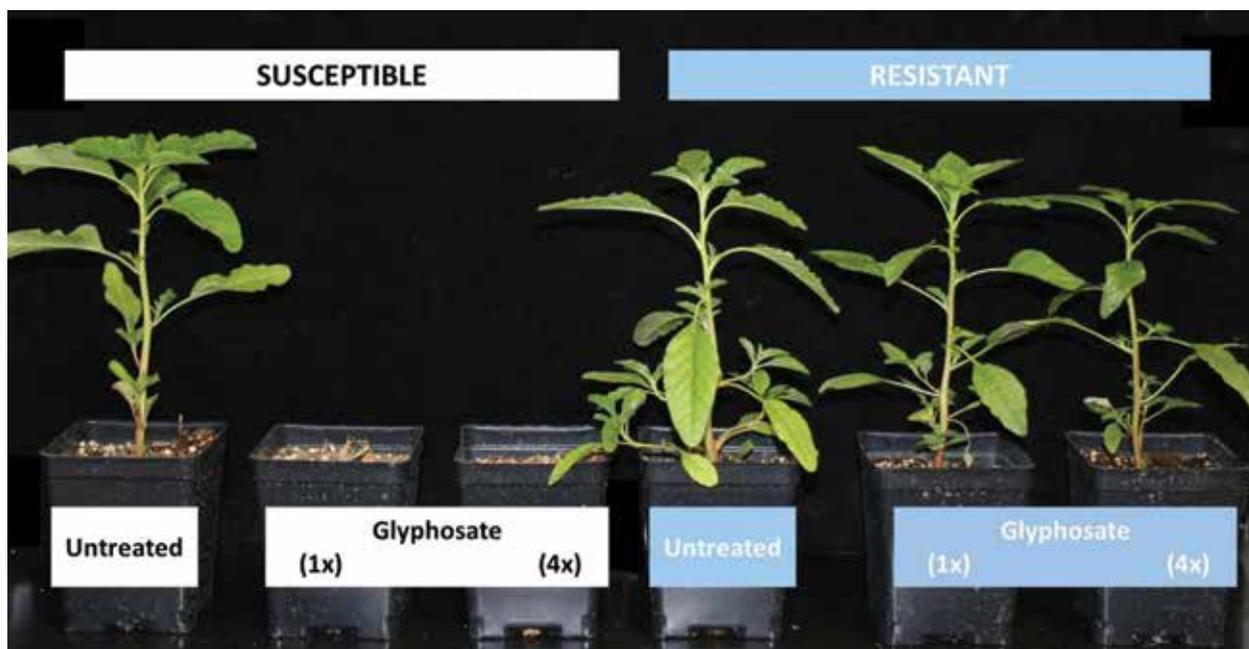
By: Erin Hill, Weed Diagnostician and Christy Sprague, Professor and Weed Extension Specialist, Michigan State University

The number of herbicide-resistant weeds and the spread of these weeds has increased in Michigan counties over the past decade. Particular species of concern include horseweed (marestalk), common waterhemp, Palmer amaranth, common ragweed, and giant ragweed. Glyphosate resistance has been confirmed in each of these species in the state, with many of these species also being resistant to additional herbicides with different herbicide sites of action. For example, there are several populations of each one of these weed species that are both resistant to glyphosate (Group 9) and also to the ALS-inhibiting herbicides (Group 2). In fact, most of the confirmed glyphosate-resistant horseweed populations in Michigan are also resistant to the ALS-inhibiting herbicides, Classic (chlorimuron) and FirstRate (cloransulam). In addition, in 2017 we confirmed our first cases of resistance to the PPO-inhibiting herbicides (Group 14). Two separate populations of common ragweed were confirmed resistant to postemergence applications of Flexstar/Reflex (fomesafen). These common ragweed populations were also resistant to the ALS-inhibiting herbicides. Unfortunately, with this resistance profile there are no postemergence options for common ragweed control for non-GMO

soybean growers. To learn more about what weed resistance issues are in your area, a county-level map summarizing all the confirmed cases of herbicide-resistant weeds in Michigan can be found on the MSU Diagnostic Services website (<https://pestid.msu.edu/resistant-weeds-michigan/>).

SAMPLING AND HERBICIDE-RESISTANCE SCREENING

We need your help as we continue to monitor the spread of herbicide-resistant weeds and any new incidents in Michigan. The Michigan Soybean Promotion Committee (MSPC) is continuing to sponsor screening efforts for soybean growers to help reduce the agronomic and economic toll these weeds can take and to help determine the best management approaches. Specific weeds covered by this program include: pigweed species (i.e., common waterhemp, Palmer amaranth), horseweed, common ragweed, giant ragweed, and common lambsquarters. For Michigan soybean growers, screening of these weed species will be paid for by the MSPC. Other species not mentioned or weeds from crop rotations not including soybeans can be screened in consultation with MSU Diagnostic Services for a fee of \$90 per sample.



If you suspect that you have herbicide-resistant weeds on your farm, please consider submitting a sample to MSU Diagnostic Services. Samples will be accepted until November 1, 2017. Screening is conducted in the MSU greenhouses over the winter months, with each species screened for resistance to five or six herbicide sites of action at two application rates; the recommended field rate and four times that rate. This breadth of screening allows us to assess the level of resistance (if any), whether any new resistance has developed, and/or if species are multiple-resistant. Because the screenings are conducted on weed seedlings, weed seeds are needed for sample submission. In 2016 we developed a factsheet, "Tips for collecting weed seeds," detailing how to collect mature weed seeds and successfully submit them to the lab. This factsheet can be found on <http://www.msuweeds.com/publications/extension-publications/>. Once seeds are received, the seeds are cleaned from the plants, treated to break dormancy, grown to approximately 2 inches in height, and sprayed under controlled conditions. Following treatment weed survival is assessed. The whole process from start to finish takes approximately 3-4 months. The ragweed species take the longest to screen because thus far only the freeze-thaw actions of Mother Nature have proven consistently effective in breaking dormancy. Upon completion reports are returned to producers indicating which products were tested and if any resistance was detected.

TIPS FOR SOYBEAN HARVEST IF YOU SUSPECT GLYPHOSATE AND/OR MULTIPLE-RESISTANT WEEDS

While awaiting the herbicide-resistance screening results it is best to treat these weed populations as if they are resistant. One of the key things that should be your goal during soybean harvest is to reduce the possible spread of the suspected herbicide-resistant weeds. This is where harvest management is important. Once a herbicide-resistant weed population is found in a field, the number one way these weeds spread within and between fields is by equipment. Combines are the greatest source of the movement and spread of new herbicide-resistant weed populations. To reduce this risk, it is important to be diligent in the soybean harvesting process. New herbicide-resistant weed populations generally show up in small patches. If possible, it is best to combine around these patches and not harvest the herbicide-resistant weed. Once herbicide-resistant weed seeds enter a combine they are difficult to clean out and they are spread throughout that field and into the next several fields that the combine enters. In cases where it is not possible to avoid patches, or when herbicide-resistant weeds are found throughout a field, it is best to harvest that field last. This will provide you with a greater opportunity to clean out the combine and reduce the spread of the herbicide-resistant weed problem to additional fields. Remember these weed seeds can be found in several areas of the combine and all areas need to be cleaned before going to the next field. (continued next page)

Palmer amaranth



field of waterhemp

horseweed plant



FALL MANAGEMENT OF GLYPHOSATE AND/OR MULTIPLE-RESISTANT WEEDS

Depending on the weed species, there are some fall management strategies that may be helpful in reducing and managing herbicide-resistant weeds for the following season. Glyphosate and/or multiple-resistant horseweed (marestail) is the one species that is impacted the most from fall management strategies. In Michigan, we have horseweed populations that can emerge in the fall and continue to emerge from early spring into the summer. While fall herbicide applications or tillage will not provide season-long control of herbicide-resistant horseweed populations, they can be important parts of the overall strategy to help manage this weed. By controlling the portion of the horseweed population that emerges in the fall, we are reducing the variability in horseweed size when spring burndown applications or tillage is made. One of the greatest challenges that we have in waiting to control horseweed in the spring is that fall emerged plants are too large for effective control with our burndown herbicide options or tillage. Fall control reduces the number of plants that we need to control in the spring and reduces variability in control.

From our research funded by the MSPC, fall applications providing good to excellent control of horseweed in the spring include:

- Sharpen at 2 fl oz/A + MSO
- 2,4-D ester at 1 pint/A + glyphosate
- Sharpen at 1 fl oz/A + 2,4-D ester + MSO
- dicamba (Clarity) at 1 pint/A

While fall management can be useful, it will not replace the need for a spring burndown application with a good residual preemergence herbicide program. Additionally, with some of our heavy horseweed infestations,

it is important to consider using different soybean technologies (i.e., LibertyLink or Xtend soybean) for possible postemergence herbicide options to control glyphosate/multiple-resistant horseweed. Additional information on strategies to manage herbicide-resistant horseweed can be found in the MSU Weed Control Guide for Field Crops or at <http://www.msuweeds.com/publications/weed-control-guide/>.

Two other herbicide-resistant weed species that may also be affected by fall management are the two pigweed species, common waterhemp and Palmer amaranth. There has been some research in the Southern U.S. that has indicated that when these weeds are first found in a field, a onetime deep-tillage (moldboard plow) pass to bury the seeds below their germination zone may help reduce the overall population of these species. By burying these seeds below their germination zone, they are subjected to fatal germination and decay if they are not brought back to the soil surface. We are currently working on a project funded by MSPC to examine the effects of tillage on overall common waterhemp emergence and seed decay and will likely see what the effects of tillage will have on these populations in a more northern climate. For additional information on herbicide-resistant common waterhemp and Palmer amaranth management, please see the factsheet, "Multiple-resistant Palmer amaranth & waterhemp in Michigan: Keys to management," found in the MSU Weed Control Guide for Field Crops and at <http://www.msuweeds.com/>.

While we have provided you some potential strategies this fall to help manage herbicide-resistant weeds, one of the most important things that you can do this fall is to take a proactive approach in designing effective weed management programs for your soybean crop next spring.

giant ragweed



common lambsquarter

common ragweed





Consider Harvesting Soybeans Earlier

By: Mike Staton, MSU Extension Soybean Educator

Soybean producers often wait to begin harvesting until every leaf has dropped and the moisture level of the beans in the field has dropped to or below 13%. While these first fields may be harvested at the optimum conditions and moisture level to maximize value per bushel, the plants in the remaining fields will probably become too dry, thus increasing harvest losses and lost income due to the lost moisture weight.

The main reason producers delay soybean harvest is to avoid paying moisture discounts and drying charges. Table one shows the net value per bushel of soybeans when delivered at various moisture levels. Even when typical moisture shrink factors and discounts are applied, it is more profitable to harvest soybeans at 15% moisture than to harvest them at 10% moisture, and harvesting at 14% is more profitable than harvesting at 11%.

Table 1. Net value for a bushel of soybeans delivered at various moisture levels

Moisture (%)	Wet Weight (lbs./bu)	Dry Weight (13% moisture) (lbs./bu)	Moisture Discount/Drying Charge (\$/bu)	Net Value (\$/bu)
18	63.66	58.06	0.25	8.85
17	62.89	58.36	0.2	8.94
16	62.14	58.66	0.15	9.08
15	61.41	58.95	0.1	9.14
14	60.70	59.24	0.05	9.23
13	60.00	60.00	0	9.40
12	59.32	59.32	0	9.29
11	58.65	58.65	0	9.20
10	58.00	58.00	0	9.09
9	57.36	57.36	0	8.99

* A shrink factor of 1.6% per wet bushel increased by 0.8% for each 1/2% moisture above 13.1% was used to calculate dry weight
 ** Actual moisture loss was used to calculate dry weights when moisture was below 13%
 *** Market price is \$9.40 per bushel
 **** Moisture discount/drying charge of \$0.05 for each 1% above 13% was used

These calculations don't factor in any of the other risks associated with delaying soybean harvest such as increasing the potential for harvest losses, soil compaction, combine ruts or delayed wheat planting. Shatter losses due to brittle pods increase as moisture levels drop below 11%. They also increase whenever soybeans dry to 13% and then undergo repeated wetting and drying cycles.

Ideal weather and soil conditions don't last forever. This is another strong argument for taking off some of your soybean fields at 14 to 15% moisture as long as the weather and soil conditions are conducive. Every acre harvested under good weather and soil conditions is one less acre that may have to be harvested under poor conditions.

Wheat producers should be especially motivated to harvest soybeans early as wheat yields have been shown to decrease by 1.1 bushels per acre for each day planting is delayed after October 1. The higher wheat yields realized from early planting will more than compensate for the small level of lost income realized by harvesting soybeans at 14-15% moisture.

Consider harvesting some of your soybean fields at 14 to 15% moisture as a way to reduce risk and improve farm income.



Lunch with

By: Sonja Lapak, Communication Director

On May 25, 2017, the Michigan Soybean Association (MSA) hosted an event on the Capitol Lawn as a way to connect with legislators and share MSA's policy priorities for the year. Over 250 legislators and staff attended the event.

The Michigan Soybean Promotion Committee and Harrietta Hills Trout Farm were sponsors of the event, which featured fresh fish fried on the Capitol Lawn. The lunch featured farm-raised brown trout, which were fed soybean meal and fried in soybean oil. Additionally, MSA served potato chips fried in high oleic soybean oil and coleslaw prepared with soybean oil. Needless to say, it was a soybean filled day!

Michigan Soybean Association directors were on hand to connect with legislators and highlight policy priorities that are important to the soybean industry. Great discussions were had about soybeans, agriculture, aquaculture and more. Attendees were engaged and interested, and the event was a huge success. In addition to discussing the importance of soybeans and agriculture, MSA directors were also able to answer questions and discuss their individual farming operations.

MSA directors in attendance enjoyed the event and

look forward to hosting it again next year. "It's not too easy for them (legislators) to get out on our farms this time of year, so we thought we'd bring the soybean association to them and highlight the importance of the Michigan soybean industry, uses for soybeans and the issues that affect Michigan soybean growers," said Dan Keenan, a farmer and MSA director from Merrill, Michigan.

Many state representatives and senators attended, and were able to talk with farmers from their districts. "I want to thank the soybean association for providing us with some good, soybean-fed fish today at the Capitol. The fish was great. I had a wonderful time. The nice thing is that soybeans are so important to our state, and the farmers that are growing them are a real asset to our economy. I'm not sure what we'd do without them," said Senator Mike Green of the 31st Senate District.

The Michigan Soybean Association Board of Directors extends their thanks to the legislators and staff that took the time to attend the luncheon. A recap video of the event can be found at <https://www.youtube.com/watch?v=bKHA4I9gGiA>.

Soybean information on display for attendees.



MSA Board of Directors



MSA Director, Earl Collier, with State Rep. Mary Whiteford and his wife, Linda

the Legislators

By: Laurie Isley, MSPC President

The fish fry on the Capitol Lawn was an excellent opportunity to interact with legislators and their staff in a relaxed atmosphere. I felt very comfortable going from table to table and discussing the important role that soybeans play in Michigan. The attendees were very enthusiastic in their praise of the fish dinner and many of them asked great questions about soybean production and processing. A few expressed concerns about possible health issues related to soy consumption and I was able to give them some reassurance on the safety of our product and provide more information to them from our diligent staff at Michigan Soybean Promotion Committee (MSPC).

There are many political issues at local, state and national levels that impact soybean farmers. Although MSPC does not lobby, we are always looking for opportunities to interact with and educate our elected officials. Partnering with the Michigan Soybean Association (MSA) on the fish fry provided ample opportunity for this. We have also had great discussions with legislators and staff at Michigan Agri-Business Association Lansing Ag Club breakfasts and at Lunch and Learn sessions sponsored by Ag Leaders of Michigan.

It is critical to our industry to have the MSA and MSPC work hand-in-hand. Together we can support production research, marketing opportunities and outreach to both farmers and consumers. Additionally, working with The Frederick Group has helped us understand political issues as they arise and allowed us to provide information that clarifies the impact of these issues on Michigan soybean farmers. It is also important that our producers develop relationships and educate the elected officials from their areas. Legislators want to hear from their constituents.

MSPC was proud to sponsor this event and we look forward to building stronger relationships with our legislators, their staff members and the many government employees who shape and administrate agricultural policy. We hope to make the fish fry an annual event and we will continue to spread the positive message of agriculture and soy production in Lansing and across Michigan.

MSPC President, Laurie Isley, talks with fish fry attendees



Soy-fed brown trout fried in soybean oil



MSA Director, Matt Stutzman, with State Rep. Bronna Kahle



Effective Marketing: Actionable Approach for 2017 and Beyond

By: Debbie Newton, Account Representative, The Andersons-Hemlock

Minimizing risk and maximizing opportunity are key to a successful marketing plan. Selling your crops at profitable values can be the biggest and hardest decisions



in your farming operation. With nearly all electronic trade, high-speed trading and varied types of traders in the marketplace today, it requires management most producers are not comfortable with. A disciplined marketing plan that offers diversification, successful strategies and is responsive to changing situations is critical to extracting the most profit potential from grain markets. All marketing plans, no matter how simple or complex, begin with knowing your cost of production and a quality crop insurance policy. At some point in the marketing window for your crops, a profitable level usually presents itself and you can only maximize that opportunity by knowing your costs and having a plan in place to execute the sales.

The marketing window for crops is usually a longer period, starting the year prior to and running to July the following year. Taking advantage of a longer period to price your grain allows more opportunity to establish successful strategies and increases your probability for extracting the greatest value from the market. Successful marketing requires you to plan forward and pay closer attention not only to futures values, but basis and spreads as well. Rarely does the best futures market values and best basis occur at the same time, so using a variety of solutions to obtain optimal value from the market is often your best choice.

The real value of a successful marketing program comes from establishing a long-term relationship with a merchandiser who has expertise, deep market knowledge and a variety of marketing tools to bring

value and growth to your farming operation. Today's market environment is a fluid mix of technicals, fundamentals and diverse market players. Chicago futures are globally responsive in nature, basis is more localized and spreads come into play if you have on-farm storage. The market will tell you what it wants and when it wants it. View the entire trading months for each crop to develop a sense of demand and relationship to each other. The amount and magnitude of outside influences can be enormous at times but yield some level of opportunity.

The critical component to a successful plan is knowing your cost of production. No guessing, do the math. And modify it as your acreage and yields change throughout the growing season. Next is a quality crop insurance policy. It is sensible and lowers your risk. Then plan to make sales at profitable levels to cover your cost of production so that in any event, you can make your payments and farm the next year. Use sell orders for full advantage of all the trade time in a session. It is far better to let an offer stand in the market than chase after a price. Sell orders reduce hesitation in the moment, get the job of selling executed and prepare you for the next level of sales. Then study and diversify. Use basis, HTA, MinMax, Minimum Price, structured, technical and managed contracts that fit your personality, risk level and overall marketing strategy.

Become informed and learn. Sign up for bid emails and texts, view opening and closing calls and videos and gather all the market information from good sources to make informed decisions with your merchandiser. Know, plan, learn, diversify and execute for successful and profitable marketing!



Soybeans Could Use Some New Genes

Your Soybean Checkoff ✓

By: Mark Seamon, Research Coordinator

The recent record high yields of soybeans in Michigan and across the country are a testament to the advancements in soybean genetics. It is no secret that weather has played a big role in that success but most soybean growers would agree that the weather in the past couple of growing seasons has not been perfect. Despite less than ideal conditions some years, the soybean crop has handled the stresses of seedling disease, mid-season drought and feeding of soybean cyst nematodes (SCN) and still managed to produce lots of pods with multiple large-sized beans.

While we enjoy this success, we must keep a careful eye on the future of soybean genetics. One factor to consider is the narrow genetic diversity of current commercially available soybean varieties. In fact, Dr. Danny Singh, Iowa State University Soybean Breeder stated that previous research has shown that 35 varieties contribute 95 percent of genes found in modern cultivars. This places our soybean crop in a somewhat risky position. If Mother Nature throws a curveball at us in the form of a new disease, insect or environmental condition, will our crop be broadly susceptible?

It is true that seed company and university soybean breeders continue to evaluate and incorporate new genetic diversity every year. We should be reassured that these bright minds, backed by seed company, university and soybean checkoff funds, are working in the best interests of the soybean industry. That said, these individuals often face real pressure to produce the highest yielding lines possible. Those high yielders don't always fit the goals of genetic diversity but contain common genetics with other high performing varieties.

An example of the effect of limited genetic diversity is the source of SCN resistance. More than 95 percent of SCN resistant soybean varieties available to growers today have a common source of that resistance, PI88788. This lack of diversity has allowed many SCN populations to overcome the resistance within the plants. This example fits the above scenario of the attempts to incorporate new genetics for a trait but the hurdle of yield effect must be overcome to get new varieties with diverse sources of resistance to the market.

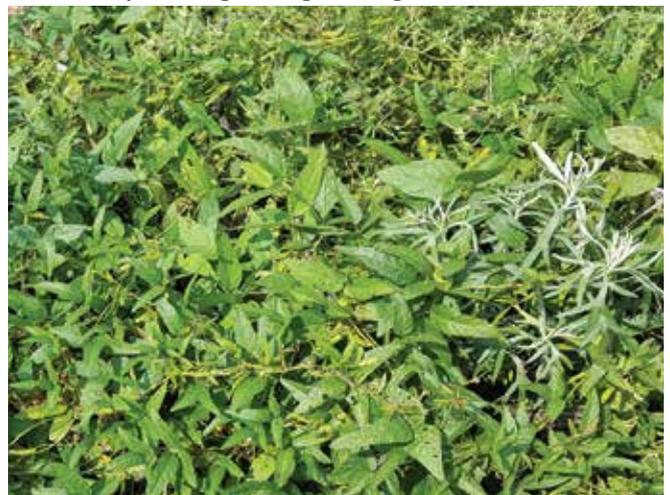
This issue provides a strong argument to continue to support public university soybean breeding programs.

The Michigan Soybean Promotion Committee has a long history of providing funds to the Michigan State University (MSU) soybean breeding program. Currently, Dr. Dechun Wang, the soybean breeder at MSU, utilizes a broad source of genetics in developing new varieties and germplasm. In fact, he has even reached back to the origin of the current soybean plant, *Glycine soja*, also known as wild soybean. The wild soybean provides lots of new genetics that may be useful in future commercial soybeans, but looking at a wild soybean hardly makes one think of a robust high-yielding plant. The plants are viney with weak stems and very small seeds. A positive result of the wild soybean research is illustrated by one of Dr. Wang's newest successes. He has successfully isolated genes for soybean aphid resistance from wild soybeans from China.

While soybean breeders continue to increase genetic diversity and create a strong future for U.S. soybeans, growers would be wise to watch for and consider new varieties with broad genetic sources. One example would include asking seed suppliers for varieties with SCN resistance from sources other than PI88788. An appreciation of, and support for, public university breeding programs will also help growers in the long run.

Let's enjoy our current success and look forward to a carefully planned bright future.

*Photo credit: Dr. Dechun Wang
Wild soybeans growing on edge of field in China.*



SOYBEAN EXTRA



ONLINE LEADER

DEVELOPMENT MODULES

The Michigan Soybean Promotion Committee (MSPC) recognizes the critical role farmers and board members play in their organization's success and the success of the entire industry. To fulfill this need, the United Soybean Board and several state soybean checkoffs (including MSPC) have funded and developed an online training website called Ag Leader Source where all soybean farmers can access training modules for free at any time. From "Strategic Planning and Management" to "Understanding Parliamentary Procedures," "Compliance and Oversight of the Soybean Checkoff" to "Financial Oversight," there are 25 modules and webinars to explore, in addition to many blogs on these and other good governance and best practices for serving on a board.

Soybean farmers can register for the FREE training sessions and webinars by visiting www.agleadersource.com. For more information about the site, contact Linda Snell at lsnell@iblstrategies.com or 847.274.3061.



2018 MSPC DIRECTOR OPPORTUNITIES

It's time to start thinking about taking a step into a leadership role to serve your fellow soybean farmers on the Michigan Soybean Promotion Committee (MSPC) board. We are currently seeking interested applicants for 2018. Three of the seven district positions are up next summer. While each of these could serve another three-year term, we always need to submit at least two names for these Governor-appointed positions. And, what better time than the present to become involved with the soybean industry? The districts seeking applicants include:

- District 2 including Calhoun, Eaton, Hillsdale, Ingham and Jackson Counties
- District 4 including Huron, Macomb, Oakland, Sanilac and St. Clair Counties
- District 5 including Arenac, Bay, Lapeer, Saginaw and Tuscola Counties

For more information on the MSPC or to be considered for a future position on the board, contact Executive Director Gail Frahm at 989.652.3294.

ONLINE ENGAGE

TRAINING



Do you want to learn how to earn trust from your neighbors and consumers by engaging in conversations with them about food and agriculture? Are you interested in becoming a stronger spokesperson for Michigan agriculture? Michigan Soybean Promotion Committee (MSPC) is seeking farmers to participate in an online training called ENGAGE with The Center for Food Integrity.

Consumers today hold us accountable for information regarding food and other agricultural products. Sign up today to work toward effectively communicating with consumers and building trust in today's food system. In total, there are five 20-minute modules, and you can take up to three months to complete them! The modules include:

1. Today's consumer and the erosion of trust
2. What the research tells us
3. The power of shared values
4. Engage in three simple steps
5. Your values message

MSPC will cover the \$325 training fee with the understanding you'll become more involved as a spokesperson for our industry following the training. Contact me, Gail Frahm, at 989.652.3294 or gfrahm@michigansoybean.org to get registered. I'd also be happy to email you a short flyer with more information about the training and what is covered in each module. Please let me know if you're interested in or have questions about this opportunity.



**APPLY NOW FOR ASA DuPont
YOUNG LEADER PROGRAM. VIEW THE
AD ON THE NEXT PAGE FOR MORE
INFORMATION.**

Soybeans at the Livestock Expo

By: Sonja Lapak, Communication Director

The Michigan Soybean Promotion Committee once again attended the Michigan Livestock Expo Sale of Champions on July 18, 2017. MSPC was proud to contribute to the reception before the sale and also supported the purchase of two lambs from the sale.

Brad Chapman of South Rockwood in Monroe County exhibited the Third Overall Market Lamb, which was also the Champion Division 2 Crossbred Lamb. The lamb was purchased by MSPC and Varnum, LLP for \$3,750.

Jena Bradley of Cassopolis in Cass County showed the Seventh Overall Market Lamb, which was also named the Reserve Champion Natural Colored Market Lamb. MSPC purchased the lamb along with Michigan Farm Bureau, Michigan Farm Bureau Employees, George Smith, Trent Hilding and The Andersons for \$4,100.

MSPC recognizes the impact the livestock industry has as the primary market of soybean meal in the U.S. and is proud to support youth involved in animal agriculture.



The 2018 ASA DuPont Young Leader Program



Raise your voice for agriculture

- Improve your leadership skills and help advance the soybean industry
- Learn to communicate and influence various groups on important agricultural issues
- Connect with soybean farmers from other states and Canada

The ASA DuPont Young Leader Program is a two-phase educational program for actively farming couples or individuals 21 years or older.

The two-phase training program is as follows:

Phase I – Tuesday, November 28 – Thursday, November 30, 2017 in Johnston, Iowa

Phase II – Sunday, February 25, 2018 – Wednesday, February 28, 2018 in Anaheim, California in conjunction with Commodity Classic

For more information about the ASA DuPont Young Leader Program and to apply for the class of 2018 go to: soygrowers.com/learn/young-leader-program

DEADLINE IS SEPTEMBER 26, 2017!

"This is an industry where very few people shoulder the responsibility of feeding so many, with that being said, we all have a responsibility to engage in the ways in which our time & talents allow. The ASA DYLP program has helped me on my journey of finding my role within agriculture as an advocate."

– Monica McCollough, Missouri





2017 Soybean Harvest Equipment Field Day

By: Mike Staton, MSU Extension Soybean Educator

On average, harvest losses reduce marketable soybean yields by one to two bushels per acre. Given the projected soybean market prices, this translates into \$9.40 to \$18.80 per acre of lost income. However, harvest losses can be much higher in fields where the plants are lodged, have green and tough stems, have undergone several wetting and drying cycles after initially drying to 13% or are short due to drought conditions. In 2017, plants are taller than normal where frequent rains occurred in June and July and may be prone to lodging. In the areas of the state where dry conditions prevailed, the plants are shorter than normal.

Because of this, the Michigan Soybean Promotion Committee, Michigan State University Extension, Gary Parr Farms, Bader and Sons Company, Burnips Equipment Company, Cray Industries, Janson Equipment Company and Williams Farm Machinery are cooperating to conduct the seventh annual **Soybean Harvest Equipment Field Day on Tuesday, September 26, 2017**. The program will begin at 11:00 a.m. The field day site is located in Eaton County just north of 4557 North Wheaton Road, Charlotte, MI

48813. This is about three quarters of a mile north of West Vermontville Highway.

Participants will learn new information about how soybean harvest losses occur and how to reduce them. They will also have an opportunity to see the latest harvest equipment demonstrated in the field. Equipment company representatives will be on-hand to discuss specific recommendations for fine-tuning their combines. Draper heads, auger heads and air-assisted reels will all be featured in demonstrations. We will also demonstrate how field rolling affects harvest operations and how to measure harvest losses in the field.

Operator skill and its effect on harvest losses will also be demonstrated. Combine operators will harvest a strip with the combine set and operated to minimize harvest losses and another strip representing a common operation error.

There is no charge for the field day. However, **pre-registration is requested by calling (269) 673-0370 ext. 2562 before noon on Friday, September 22**, as a complimentary lunch and educational materials will be provided. The field day will

be rescheduled if the weather, soil or crop conditions are not conducive to harvesting. Please call the phone number listed above after 12:00 p.m. on Monday, September 25 for updated information regarding the field day.

If you are unable to attend the field day, here are some tips to help you reduce harvest losses this season.

HARVEST TIMING

- Try to harvest as much of your crop as possible before the moisture level falls below 12% to reduce splits and cracked seed coats.
- Reduce shatter losses by harvesting before seed moisture falls below 11%.
- Reduce shatter losses by harvesting in the morning or the evening when relative humidity is higher.

EQUIPMENT MAINTENANCE

- Inspect and repair the cutting parts on the header.
- Make sure that all knife sections are sharp and tight and all guards are properly aligned.
- Keep guards tight and close to the knife.

EQUIPMENT ADJUSTMENT

- Check combine adjustments regularly and match forward speed to field conditions.
- Maintain ground speed at 3 mph or less. Reduce ground speed when the crop is lodged or when the stubble is tall and ragged.
- Set the speed of the reel to run 10 to 25% faster than the ground speed under good conditions. If the beans are lodged, increase the reel speed incrementally up to 50% faster than the ground speed.
- Position the reel axle 6 to 12 inches ahead of the cutter bar. Ideally, the reel should leave the beans just as they are being cut.
- Set the height of the reel just low enough to control the beans (top one third of the canopy).
- In lodged conditions, set the reel as far forward and as low as necessary to pick up plants.

SOYBEAN HARVEST EQUIPMENT FIELD DAY TUESDAY, SEPTEMBER 26, 2017

YOU'RE INVITED
TO THE **2018 GREAT LAKES CROP SUMMIT**

www.GreatLakesCropSummit.com

2018 FEATURED SPEAKERS

DR. BARRY FLINCHBAUGH, KANSAS STATE UNIVERSITY
Dr. Flinchbaugh has brought his sage advice on agriculture policy to lawmakers on both sides of the aisle. He's literally written the book on ag policy! His knowledge and experience, combined with his "tell-it-like-it-is" humor will stretch your understanding of current and future farm economics.

CHRIS BARRON, AG VIEW SOLUTIONS
Barron has developed top-notch ag decision-making techniques by working with some of the best producers in the United States and Canada. From bridging the generational gap to helping individual farms become more profitable, Barron helps farmers size their family enterprise to be more competitive in marketing, purchasing and efficiencies of scale.

FIVE GREAT REASONS TO ATTEND

1. Learn about topics relevant to corn, soybeans and wheat, including: farm policy, markets, technology, production, and future trends.
2. Hear from more than 20 well-respected speakers from seven states.
3. Find the best technologies, products, and services at the industry trade show.
4. Network with farmers, experts and agribusinesses from across the Midwest.
5. Earn RUP, CCA and MAEAP credits for attendance.

JANUARY 31-FEBRUARY 1, 2018
SOARING EAGLE CASINO & RESORT | MT. PLEASANT, MI

Michigan Soybean Promotion Committee | CMPE | Soybean Checkoff

Why Should I Care About Fish? I Grow Soybeans

By: Kathy Maurer, Financial and International Marketing Director

As a soybean grower you should care about fish as it is the largest growing soybean market globally.

Our oceans, lakes and rivers have been over fished. Fish used for fishmeal production, such as anchovy, horse mackerel, herring, sardines, etc. were once available in abundance, but are now in short supply.

Just like when Mom would add oatmeal to the meatloaf as an extender to feed more mouths, soybeans are an excellent extender for the fishmeal shortage.

Aquaculture utilizes 15.5 million metric tons of soy annually.

Soybean bushels used last year as a feed source for aquaculture equaled 596,490,000 bushels, which is more than five times the number of bushels harvested in Michigan.

Soybean farmers have been working with their state checkoffs and partnering with organizations such as U.S. Soy Export Council (USSEC), World Initiative for Soy in Human Health (WISHH) and the Soy Aquaculture Alliance (SAA) to bridge the gap in fishmeal with soybeans.

Soybeans are a sustainable solution for the protein gap, as they have amino acids which aid in digestibility, and are able to be digested more efficiently than other plant proteins. Soybeans can have an inclusion rate between 45-60 percent of a ration, depending on the species and age.

China's aquaculture industry consumes over 185 million bushels of soybeans a year for use in fish diets alone. Michigan's entire soybean harvest last year was 106 million bushels.

Soybeans can have an inclusion rate between 45-60 percent into fish feed rations.

From 2000-2015 global inland aquaculture has grown from 19 million tons to 49 million tons of harvested weight. That's an increase of 258 percent for inland aquaculture alone.

Inland aquaculture alone has had an increase of 258% over 15 years.

Technological and biological advances in the past 25 years have greatly increased the sustainability factor of aquaculture.

Working with USSEC, WISHH and SAA, technology transfer information is being distributed worldwide and increasing the need for soybean meal in fish feeds.

As middle classes increase in other countries, animal protein such as chicken, pork, beef and seafood are in higher demand. With an increased demand for animal protein, U.S. soybean farmers will step up and supply the soybean meal needed for each species.

The soybean industry is a renewable resource for fishmeal and other animal feeds, solving today's challenges to meet tomorrow's opportunities. Now that will help your bottom line.





Grass Carp produced in a 80:20 pond system in central China grew from 1.5 pounds to 5.7 pounds in 206 days on a 66 percent soy diet.

Photo Credit: Asian Carp Regional Coordinating Committee



Mirror Carp produced in an 80:20 system in China with a soy-based feed grew from .02 oz. to 5.82 oz. in 85 days with a feed conversion rate of 1.2:1.

Photo Credit U.S. Soy Export Council



Pangasius catfish utilize all-plant protein, soy-based feeds very efficiently with an average feed conversion rate below 1.2:1.

Photo Credit: FISHBIO

THE THREE "LEGS" OF SUSTAINABLE AQUACULTURE:

1. Hatchery Technology

- Hatching eggs from brood stock and raising them to fingerlings to stock pens, rather than catching wild fingerlings and raising to harvest size (ranching), eases pressure on wild ocean resources
- Scientific advances in the past 10 years have enabled biologists to determine and raise the algae and live feed critical for the nutritional needs of larval fish

2. Responsible Management

- Careful siting and rotation of pens/ponds mitigates environmental impact
- Judicious stocking densities and constant monitoring of water quality and benthic impact assures optimal conditions
- Advanced fish health science avoids disease and prophylactic antibiotics
- Improved net technology deters escapes
- Focus on native species avoids problems with invasive species

3. Sustainable Feed

- Replacing wild-caught fishmeal and fish oil with alternative proteins, such as soy, eases pressure on ocean resources
- Feed research has resulted in new formulations of soy-based feed to better meet the nutritional needs of popular carnivorous fish species, reducing fish in:fish out ratios for many species to close to 1:1
- Soy-based feeds are more affordable for aquaculture operators than fishmeal and fish oil
- Soy can scale up to meet demand for a growing global aquaculture industry

For more information, visit www.soyaqua.org.



Soybeans Reaching Elementary Students

By: Noelle Byerley, Executive Assistant

The Michigan Soybean Promotion Committee (MSPC) has been reaching elementary students since 1999. The FREE "Soybeans Go To School" education kit has reached over 5,800 classrooms and over 183,000 students. The kit is available to all Michigan schools and is recommended for third through fifth grades.

From Ashley Elementary, Ms. Amber McAllister taught the lessons to her fourth graders. She said, "We loved all of the lessons. Students were very engaged and enjoyed the material."

The "Soybeans Go To School" kit is made up of lessons in which "Soylock Holmes" solves the mystery of soybeans. The elementary classes are able to learn about:



- The life cycle of the soybean plant and actually grow a soybean.
- How soybeans touch our lives every day in the foods we eat and the different products we use.
- The history of the soybean and the effect on different cultures.
- Different researchers such as George Washington Carver and Percy Lavon Julian and the many discoveries they had regarding soybeans.
- The innovations of Henry Ford and the fact that, to this day, Ford vehicles still utilize soy.
- An additional lesson plan on GMOs.

This soybean education kit is compliments of Michigan's soybean farmers through their investment in the soybean checkoff. The program is also made possible thanks to generous product donations provided by: Star of the West-Fairgrove, Michigan Farm Bureau and Snyder's of Hanover.

As we gear up for the 2017-2018 school year, look for our lessons and order forms online. To review lesson plans or to place an order, visit our website at www.michigansoybean.org.

Dear Michigan Soybean promotion Committee,
Thank you for the presentation about farming and soybeans I didn't know soybeans make so much things we use in everyday life. And I didn't know farmers do so much work

Sincerely Fran Beaverton *Middle School*

Michigan High Schools Watching FARMLAND

By: Noelle Byerley, Executive Assistant

The Michigan Soybean Promotion Committee (MSPC) reached over 160 classrooms and over 4,200 students in their first year of offering the FARMLAND DVD and lesson plans, compliments of Michigan's soybean farmers through their investment in the soybean checkoff. With a goal to build consumer confidence about today's farm and food system, MSPC offered the movie to the high school teachers and students to engage them with a first-hand glimpse into agriculture using lessons, activities and movie clips that bring to life critical issues such as sustainability, the new science behind farming and entrepreneurship.

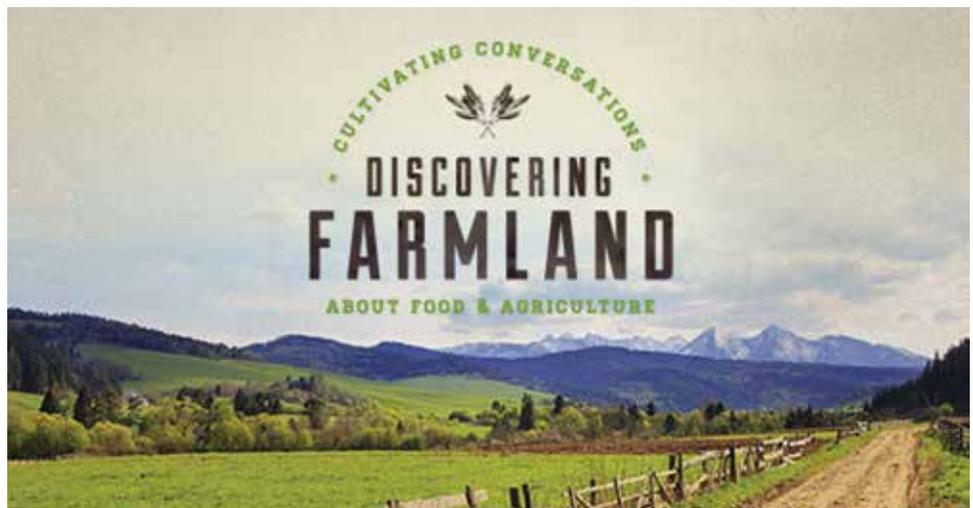
The U.S. Farmers & Ranchers Alliance® and Discovery Education partnered on an initiative to engage urban youth with a first-hand glimpse into modern agriculture. The lessons are based on clips from the documentary and are designed for grades 9 through 12. The lesson plans align with Next Generation Science Standards and agribusiness standards under the National Association of State Directors of Career Technical Education Consortium.

Lesson plans include:

- Farming as an Industry: Students can examine how agriculture has evolved into today's modern farming and ranching industry. They can analyze data to construct explanations around environmental dependencies in agriculture, and investigate how agricultural products are developed in the U.S.
- Educated Consumers: Students can investigate case studies that highlight media influence of agricultural demand and the impact on farmers and ranchers.
- Breaking Down Stereotypes: Using strategies such as mind mapping, questioning, and group discussions, students can explore common stereotypes around farmers and ranchers.
- Challenges in Farming and Ranching: Students consider the challenge that farmers and ranchers face and the impact of those challenges on the availability of food, the financial well-being of farms and ranches, and the ways in which new technology can enhance agricultural practices.

Feedback from teachers and students has been overwhelmingly positive and the Michigan Soybean Promotion Committee is looking forward to reaching more students next year as the program continues.

"FARMLAND, a film by James Moll" is available for viewing on several platforms - visit list at www.farmlandfilm.com.



Misconceptions of Soy Shared with MI Dietitians

By: Barb Wunsch, RDN

The Michigan Dietetic Academy Annual Spring Conference was held May 4-5 at the Grand Valley State University L.V. Eberhard Center in Grand Rapids, Michigan. Total enrollment for this year's conference was 364 attendees. The participants heard thought-provoking keynote addresses each morning and took part in a diverse array of breakout sessions over the two-day conference. Conference attendees visited with exhibitors and sponsors to learn about products and services during Friday's exhibit session. Shari Steinbach, MS, RDN, and I represented the Michigan Soybean Promotion Committee (MSPC) with an exhibit Friday morning.

A conference highlight was the presentation that MSPC sponsored titled "Soyfoods, Soy Isoflavones & Health: Where Does Science Stand?" presented by Dr. Mark Messina. Dr. Mark Messina is a soy expert and adjunct associate professor from Loma Linda University in California, and was a great asset to the conference. During the presentation he addressed topics such as the perceptions of soyfoods, the proposed benefits of soy protein, the impact of soy on breast cancer, the effects of soy on male hormone status and the effect of soy on mineral absorption and status.

Soyfoods are the subject of several popular misconceptions. Dr. Messina was able to explain the latest research to bring the facts to light. He spoke about some soy myths and what accounts for the conflict, what the facts are, and suggested advice that nutrition professionals could provide to their clients. His presentation emphasized clinical and prospective epidemiological data.

After years of conflicting information, so many people remain confused about the alleged association between soyfoods and cancer risks. It was refreshing to hear Dr. Messina present on the latest research that supports their safety and protective effects. Soybeans and soy products are rich sources of isoflavones in the human diet. Isoflavones are phytoestrogens, or plant chemicals capable of exerting estrogen effects. There

are concerns surrounding how soyfoods impact many of the bodily systems influenced by estrogen. Breast cancer is a primary concern. Dr. Messina was able to explain research studies that support why women with breast cancer can safely consume soyfoods.

Our understanding of the effects of soy isoflavones and the human body is ever-changing and continues to be ongoing with new research. The majority of current research indicates that the typical amount of soy consumed in the Western diet is both safe and beneficial for most people. Since myths and misconceptions about soy do tend to be common, it is important for dietitians to keep up with the emerging research and information from reliable sources to be able to advise clients and adequately answer their questions.

Dr. Mark Messina speaking at dietitian conference



Consumer Tour Offers On-farm Experience for 40 Influencers

By: Elaine Bristol, Program Coordinator, Michigan Ag Council

In a Google-able world, it seems appropriate to turn to the internet for farm and food questions, right? Right or wrong, we know that's where consumers are turning. They told us in a survey before the latest Michigan Ag Council farm tour.

On May 31, 2017, 40 people joined the Washtenaw County "Michigan GROWN, Michigan GREAT" farm tour and luncheon. Participants included registered dietitians, bloggers, students, local township officials and staff, and a handful of agricultural professionals.

The event offered a glimpse into the area's agricultural heritage by visiting a local dairy farm, greenhouses and a crop farm, followed by a luncheon at Weber's Inn. Topics throughout the tour included GMOs and sustainable environmental practices, water quality, nutritious foods, local products and animal care.

After the tour, participants said:

"There is a misconception in the general public and with our college-age population about GMOs and other chemicals that are used on farm fields and also how farm animals are cared for."

"I can now add a deeper and more well-rounded perspective to my conversations with folks about Michigan ag and food production."

"While I highly prefer a fully organic approach to farming, it was helpful to know how carefully small amounts of chemicals such as Round Up are used."

"The dairy was the most interesting part for me. The animals seem well cared for, monitored, and the facility was really well laid out. I loved it."

The www.MichiganGrown.org site helps people continue to learn more about the ways families are caring for our unique natural resources for current and future generations. Support for the tour came from the United Soybean Board, Michigan Soybean Promotion Committee, Washtenaw County Farm Bureau and Michigan Ag Council. If you'd be willing to share your farm story with an upcoming tour of Michigan's consumers, dietitians, etc., please contact me at 989.329.9551 to discuss opportunities.



To help share the importance of livestock production and the efforts of farmers and rural neighbors in Michigan, a tour and luncheon was hosted in Washtenaw County on May 31. Pictured here is a feed ration from the Schaible's crop farm, where they finish-feed between 4,000-7,000 lambs per year using soybean pellets and corn.



Brothers Dan and Mike Schaible and their parents Barb and Luke Schaible shared great visuals of the equipment involved in their crop business and showed their sheep feeding set-up.



Denise Prielipp, co-owner of HillTop Greenhouse & Farms, tells visitors about her family's farm story, including their commitment to the environment as a Michigan Agriculture Environmental Assurance Program (MAEAP) verified farm.

And the Soybean Scholarship Winners Are...

By: Noelle Byerley, Executive Assistant

The Michigan Soybean Promotion Committee's (MSPC) mission statement is to manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production. MSPC believes part of that investment needs to be with college students interested in a career in the soybean industry.

MSPC works closely with Michigan State University's (MSU) Crop and Soil Science (CSS) program to help increase student interest in soybean production and soy industry careers. Scholarship applicants must be full-time undergraduate students (12 credit hours or more) in their junior or senior year and possess a minimum 3.0 cumulative grade point average based on a 4.0 scale. MSPC also offers a statewide scholarship for students attending other colleges or MSU students in a different program besides CSS using the same criteria as the MSU scholarships.

Congratulations to the 2017-2018 MSPC scholarship recipients:



Dalton Hard – Dalton is a senior at MSU majoring in Crop and Soil Science. He has been managing his own 45 acre soybean plot since he was 15. His future plans include continuing to grow his family's operation while pursuing a career in agronomy. "The support of organizations such as the MSPC has made it possible for me to pursue my dream of becoming an agronomist. I will make it a point to get involved in the countless programs offered to allow growers to be advocates for agriculture."



Matt Barbott – Matt is a senior at MSU working towards a Bachelor of Science in Crop and Soil Science. He grew up on his family's farm, which raises soybeans in rotation with corn. Matt's future goals include securing a job in the agricultural industry and working on the family farm. "I would like to thank the Michigan Soybean Promotion Committee for choosing me as a recipient of the scholarship."



Matthew Wila – Matthew is a junior at MSU studying Crop and Soil Sciences. His youth was packed full of tractor rides, auction sales and helping wherever he could on his family's 200 acre cash crop farm as well as neighboring farms. His future plans include agronomic consulting or agronomy management. "I would like to thank the Michigan Soybean Promotion Committee for selecting me as a scholarship recipient. I have always been interested in soybean research as well as soybean production throughout the world."

Your Soybean Checkoff ✓



Dennis Alt – Dennis will be starting his senior year at MSU in the Crop and Soil Science – Agronomy program. He grew up on his family’s farm, where he and his family raise soybeans, corn and apples. “The scholarship from the Michigan Soybean Promotion Committee will be used to help further my education in new advances in soybean production and management which I will use after graduation to help other farmers better understand problems they are having in their fields, and be able to give them good field management advice.”



Adam Constine – Adam is a junior at MSU studying Crop and Soil Sciences. He has grown up in and around agriculture and farms his own cash crop operation of 80 acres. His future plans are to pursue a Master’s degree in agronomy with a focus in weed science or soil fertility. “Thank you for the scholarship. My lifelong passion is to have a farm of my own and be a steward of the land and an advocate for worldwide agriculture.”



Katelyn Walters – Katelyn is a junior at MSU studying Agriculture, Food and Natural Resources Education. She hopes to become an educator and FFA advisor. “I am very honored to receive this scholarship. I want to be able to educate the future leaders about different sectors of the industry and hope to instill an appreciation for agriculture and natural resources and inspire some to consider careers in the soybean industry.”

MICHIGAN SOYBEAN PROMOTION COMMITTEE BOARD OF DIRECTORS

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The mission of the Michigan Soybean Promotion Committee is to manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

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WISHH Multiplies Michigan Checkoff Investments

Partners with U.S. Soy's Customers to Create Demand for Feeds and Foods

Michigan soybean growers have a proven strategy on how to build new export markets. As a direct result of the American Soybean Association's World Initiative for Soy in Human Health (WISHH), ten countries are now importing U.S. soy protein and more are on the way with Michigan checkoff support.

Africa, Cote d'Ivoire, Kenya, Senegal, South Africa and Uganda are now importing U.S. soy. In Central America, El Salvador has increased imports of U.S. soy-based foods, now purchasing soy-based foods for school feeding programs that are a government priority. Pakistan and Bangladesh have grown as markets for U.S. soy so WISHH has passed these Asian countries to the next stage of market development work with the U.S. Soybean Export Council.

"Our formula builds trade opportunities for U.S. soy in growing markets - and at the same time - improves lives for people abroad," says Michigan soybean grower Jim Wilson who serves on the WISHH Program Committee. "Global trends show that developing country populations and economies are growing. Through WISHH, we work with companies and their governments, who are committed to better nutrition for their expanding populations through soy-based foods and livestock feeds."



U.S. soybean growers Monte Peterson and Levi Huffman joined Alimentos S.A. Vice President Alan Ayapan at a June meeting with Salvadoran government representatives who are responsible for school feeding and other social programs. Michigan soybean checkoff funds assisted WISHH in working with the company and the Salvadoran government. Peterson and Ayapan hold a bag of Alimentos' U.S. soy-based food that the Salvadoran government now purchases.

WISHH leverages U.S. soybean farmer checkoff dollars 6 to 1! And that's just the beginning.

WISHH multiplies Michigan soybean checkoff dollars through international private-sector partner investments. These buyers spend thousands of their own dollars to research and promote soy-based foods and feeds (made with U.S. soy) in emerging markets.



As the U.S. soy farmers' "Trailblazer for Trade" in emerging markets, WISHH provides training and introductions to companies like Yedent in Ghana and Alimentos, S.A in Guatemala.

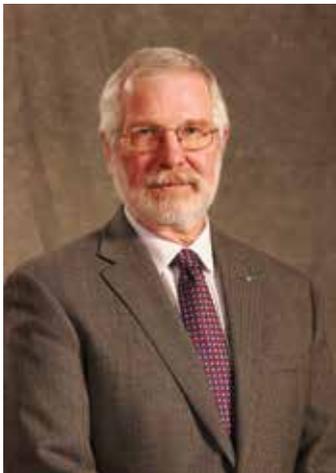
Michigan soybean checkoff dollars have allowed WISHH to support Alimentos in building a solid business selling soy-based foods to the Guatemalan and Salvadoran governments for their national school feeding programs.

Alimentos S.A. Vice President Alan Ayapan described the importance of this collaboration after returning from a 2017 WISHH training course in the United States. "I want to thank you for the opportunity given to me to attend the INTSOY course. It was very useful not only for the development of new products that our company wants to produce, but also to know first-hand the quality of soy that we use in our current products and to be able to transmit that message to our customers with all honesty that quality flows from the planting and production of soy through to the production of our final products."

"I have learned about WISHH's long-term market development program," said David Williams an

Elsie, Michigan soybean grower, who serves on the WISHH Committee as a United Soybean Board (USB) ex-officio representative. "WISHH provides excellent footings on which to build U.S. soy market expansion. I represent Michigan on the USB and believe that by working together, all U.S. soy market development organizations can secure future soybean market opportunities"

In many countries, local supply cannot meet the market needs. Consequently, trade is critical to reliable and safe supplies of affordable, high-quality nutritious foods and feeds. The U.S. Department of Agriculture's (USDA) outlook released in February forecasts 2017 U.S. agricultural exports at \$136 billion. Strong global demand for oilseed crops such as soybeans is expected to generate sales of \$31.6 billion. The volumes and monetary value of oilseed trade continue to grow as consumers with rising incomes are able to diversify diets, including quality proteins, and enhance nutrition. USDA Foreign Agricultural Service programs have played an important role in partnering with U.S. farmers for trade and development.



*WISHH representative
for MSPC:
Jim Wilson, Yale*



*WISHH representative
for USB:
Dave Williams, Elsie*



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Soy Aldehyde – A New Market for Michigan

By: Kathy Maurer, Financial and International Marketing Director

The Michigan Soybean Promotion Committee has partnered with Oil Chem, Inc. from Flint, Michigan, to bring a new soy product to market – soy aldehyde.



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Oil Chem has been in operation since 1978 and is a family run operation. Oil Chem specializes in formulation and custom blending of metalworking lubricants, industrial cleaning chemicals and maintenance oils. With a full service analytical lab on site they are able to custom formulate and give customers specialty products to meet their specific needs.

Oil Chem was approached by a potential customer to create a spray foam-in-place insulation to be used in commercial buildings. The customer is currently using a formaldehyde based formula and wanted something safer for their workers and customers, as well as something better for the environment than the carcinogenic current formula. The current formaldehyde

formula is difficult to work with due to its tendency to harden quickly and shrink.

Oil Chem's first step was to create a formula made from soybean oil which would have

properties equal to or better than the current product. This process required research and testing, which made it more complicated than just swapping out one product for another. This process took a year to perfect in the lab and was tested by an independent third party for verification of the soy aldehyde properties. The findings were better than expected.

The next step was to up-scale the product from the lab to commercial size quantities. The up-scale process also requires testing, because an increase in quantity of product produced doesn't always come from just doubling or tripling the ingredients. As the up-scale process is perfected, it is now easier to move into full scale production. This also results in lower costs.



First test section is filled with the formaldehyde product. The other two test sections are filled with soy aldehyde. This product can also be sprayed into new stud construction.

*Photo Credit:
Oil Chem, Inc.*



Shrinkage Table

Test Board	Competitor	Oil Chem
Width	14"	14.75"
Length	42.75"	42.75"
Shrinkage	1"	0.5"
Width Bottom	0.25"	0.125"
Length Top	3.25"	1.5"

The soy-based aldehyde can be installed in any wall cavity through a small hole. One benefit of the soy product versus the formaldehyde is the foaming process, which is independent of the ambient temperature. This means there is no additional expansion once the foam leaves the delivery hose. Foams which continue to expand can compromise the wall structure.

The customer is confident the market can tolerate the small cost increase for the soy aldehyde product as it is off set by the improved properties, less shrinkage, health benefits and a green product.

The soybean oil used in the creation of this product is sourced straight from Michigan's only soybean crushing plant, Zeeland Farm Services.

WHAT DOES THIS MEAN TO THE MICHIGAN SOYBEAN FARMERS?

The current order, for this one product alone, will use 70,000 gallons of soybean oil (49,071 bushels of Michigan soybeans) annually to begin with. Once the formulation is approved in Canada, demand is expected to increase.

Oil Chem has had other interested parties for their soy formulation; a company in California is looking for a green foam as a base for their surf boards.

With new market development opportunities for Michigan soybeans, who knows where they will end up, perhaps a building in Canada or surf board in California. Either way it increases the use and profitability of your soybeans and your bottom line.



Oil Chem Plant 1



Oil Chem Plant 2

Featured Soy Biobased Product

The Michigan Soybean Promotion Committee will be featuring soy biobased products in each issue of the *Michigan Soybean News*. In this issue, we are featuring Renewable Lubricants, a company based in Hartville, Ohio. Renewable Lubricants was founded in 1991 and has worked extensively on research and product development to produce quality products that are better for the environment and made from renewable resources.

Renewable Lubricants is partnering with MSPC to offer a coupon code to growers, which provides free shipping on all orders. Their online store features products including bar and chain lubricant, motor oil, hydraulic fluids, fuel conditioners, cleaners and more.



Use coupon code

Michigan Soybean Growers

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