Spring 2017

Michigan Soybean News©

Volume 9 - Issue 2

Michigan Soybean Association, PO Box 287, Frankenmuth, MI 48734

NON-PROFIT
US POSTAGE
PAID
PERMIT 20
FRANKENMUTH, MI

A publication of the Michigan Soybean Association

Michigan Soybean News

Spring 2017
Volume 9 - Issue 2

Soybean Staff

Gail Frahm
Executive Director
gfrahm@michigansoybean.org

Kathy Maurer
Financial and International Marketing Director
kmaurer@michigansoybean.org

Mark Seamon
Research Coordinator
mseamon@michigansoybean.org

Noelle Byerley
Executive Assistant
nbyerley@michigansoybean.org

Sonja Lapak
Communication Director
slapak@michigansoybean.org

Michigan Soybean Association
PO Box 287
Frankenmuth, MI 48734
Phone: 989.652.3294
Fax: 989.652.3296
soyinfo@michigansoybean.org

Sales

Tim Rogers - Regional
Phone: 517.323.6543
trogers@michfb.com

J.L. Farmakis Inc. - National
Phone: 203.834.8832
bill@jlfarmakis.com

MSA
MICHIGAN SOYBEAN ASSOCIATION

Visit the Michigan Soybean Assocation website at www.misoy.org

See what MSA is doing for its members.

Confidence is Building in Low Seeding Rates

Pages 8-9

2016 Soybean Yield Contest Results

Pages 10-11

March - Grain Elevator Appreciation Month

Pages 30-31

View a list of all Michigan elevators that purchase soybeans.

Comments and suggestions can be submitted to:
Michigan Soybean Association
PO Box 287
Frankenmuth, MI 48734
soyinfo@michigansoybean.org

Magazine Circulation: 14,500
Michigan Soybean News is published quarterly.

From Your MSA President...


David Williams

Welcome to a new year. I am writing this the day before the inauguration of our 45th president. It is also the day after the announcement that Sonny Perdue was nominated to head the USDA.

There has been much talk about the administration's new agenda, laying out what they want to get done in the first 100 days. They will be moving rapidly, maintaining momentum, to reach their goals.

This is where all farmers should weigh in. There has been talk recently about trade, protectionism, Trans-Pacific Partnership (TPP), North American Free Trade Agreement (NAFTA), etc. If you value your bottom line (profit) then I strongly encourage you to contact your elected representatives, the new administration, and other key decision makers to support international trade.

The Michigan Soybean Association is a member of Agricultural Leaders of Michigan. They recently contacted the new administration pointing out the fact that NAFTA has had a strong, positive impact on Michigan's agriculture sector. Michigan exports more than $3 billion worth of products annually, the majority of which head to Canada and Mexico. China, South Korea and Japan are also leading destinations for our products. Michigan's agricultural exports are responsible for maintaining nearly 24,000 jobs.

Formal trade agreements like NAFTA contributed to quadrupled growth between 1994 ($8.9 billion in 1993) and 2015 ($38.6 billion). We produce more grain, dairy, pork, processed food products, biofuels, nursery crops, fruits and vegetables than we consume – we must export.

TPP is an opportunity for US agriculture that is ripe for picking. This area of Southeast Asia is experiencing continued growth – it's estimated we could see agricultural benefits exceeding $4.4 billion annually.

So, again I encourage you to let your representatives know how important trade is to your business. Tell them you want them to support trade at every opportunity.

Good luck this year and have a safe spring.

Regards,
Dave Williams
MSA president


MSA Board of Directors

Michigan Soybean Association's Mission Statement
To improve and advocate for the Michigan soybean industry.

Michigan Soybean Association Board of Directors

District 1
Brian McKenzie
17645 McKenzie St.
Cassopolis, MI 49031
(C) 269.587.0062

District 2
Gary Parr
4949 Wheaton Rd.
Charlotte, MI 48813
(C) 517.231.1987

District 3
Matt Stutzman, *ASA Director*
4211 Treat Hwy.
Adrian, MI 49221
(P) 517.260.1720

District 4
Jay Ferguson, *Vice President*
14684 Yale Rd.
Yale, MI 48097
(P) 586.531.6809

District 5
Dan Keenan, *Secretary*
19240 Ederer Rd.
Merrill, MI 48637
(P) 989.643.7019

District 6
David Williams, *President*
8604 W. Allan Rd.
Elsie, MI 48831
(P) 989.847.6044

District 7
Earl Collier
2574 — 127th Ave.
Allegan, MI 49010
(P) 269.793.7340

At-Large
Bill Spike, *Treasurer*
8295 Seymour Rd.
Owosso, MI 48867
(C) 989.277.3167

Heather Feuerstein
3217 Graff Rd.
Belding, MI 48809
(C) 616.808.1095

Policy Priorities & Sponsorship Opportunities

Your Michigan Soybean Association (MSA) serves as the voice for soybean farmers in Lansing and Washington, D.C.

MSA's mission is to improve and advocate for the Michigan soybean industry, and is achieved through lobbying, advocacy and legislative activities relevant to soybeans and agriculture funded through memberships.

Paying into the checkoff does not make you an MSA member. Additionally, checkoff funds cannot be used for lobbying/political efforts. The checkoff can serve as an educational resource on legislative issues, but cannot lobby or persuade.

MSA has outlined six policy priorities for 2017:

1. **Trade Expansion** - Soybeans are Michigan's #1 Export. Trade is critical to Agriculture. MSA and ASA work to promote partnerships and remove barriers to increase trade opportunities.
2. **Soy biobased Products** - MSA supported a bill which offers priority to biobased products, many of which are made with soy. They are now working to promote the use of these products.
3. **Transportation and Infrastructure** - MSA and ASA work to ensure that infrastructure critical to agriculture, including locks, dams, ports, roads, bridges and railroads, are included in funding initiatives and supported in upgrade plans. Availability and reliability of utilities such as gas, electric and broadband are also priorities.
4. **Farm Bill** - ASA is working with Congress on the new 2018 Farm Bill as well as working on implementation of the 2014 Farm Bill.
5. **Environmental Regulations** - MSA and ASA work to support voluntary programs to achieve water quality and environmental goals. They also work to ensure that decisions on regulation are based on sound science. Additionally, MSA aims to protect the interests of farmers and will work on farmers' behalf on policy stemming from the Western Lake Erie Basin algal blooms.
6. **Aquaculture** - MSA and ASA recognize aquaculture as an emerging market for soybeans and are working to develop an environmentally sound and economically sustainable aquaculture industry.

In addition to being a member of the MSA, there are sponsorship opportunities available:

- ***Michigan Soybean News*** magazine advertisement - the rate sheet with ad sizes and pricing is available at www.misoy.org.
- **Associate Membership** - $75 annual membership of MSA with mention in the *Michigan Soybean News* magazine and at the Annual Meeting
- **$500 Board Meeting Sponsorship** - $500 per meeting to cover costs of meal, room rental, AV needs, etc. Recognition will be given at the board meeting and sponsor will receive time on the agenda to address the board. Sponsorship will also be recognized in the *Michigan Soybean News* magazine and at the Annual Meeting.
- **$1,000 Sponsorship** - General sponsorship of MSA. Sponsors will receive two 1/4 page ads in the Michigan Soybean News, recognition at the Annual Meeting and a one year associate membership.
- **$2,500 Sponsorship** - General sponsorship of MSA. Sponsors will receive four 1/2 page ads in the *Michigan Soybean News* with recognition at the annual meeting and a one year associate membership.

For an MSA membership application, visit page 7. Make a decision to help influence the success of soybean farmers by joining or sponsoring today!

Government Affairs News

By: The Frederick Group

Michigan's 98th Legislature took its last two votes on December 15th bringing Lame Duck to a close. Lame Duck, as anticipated, covered a wide variety of important issues, but did not have as many marathon session days and nights as previous Lame Ducks. Efforts to reform teachers and local police and firefighter's pensions were swiftly shut down, but promises were made by House and Senate leadership to address those issues in the next Legislature.

During Lame Duck, most of the major negotiations were centered on utility reform. It was not until late on the 2nd to last day of session that legislative leadership and the Governor were able to forge an agreement. That agreement between the Governor and the Legislature was also widely supported amongst most of the stakeholders engaged on the issue.

House Bill 4850, the biobased products procurement bill, passed the Senate 35-1 during Lame Duck and was then signed by the Governor on December 21, 2016, becoming Public Act 376 of 2016. Public Act 376 amends the Management and Budget Act to require the Department of Technology, Management, and Budget, all other things being equal, to give preference to biobased products that have the United States Department of Agriculture (USDA) certified biobased label whose content is sourced in Michigan, when making purchases.

Michigan soybean farmers grow the base for many of these products as part of the more than 2,700 currently verified USDA's BioPreferred Program's Biobased Products nationwide. There are more than 50 Michigan companies that participate in the BioPreferred Program.

Representative Jason Sheppard (R-Temperance) was the primary bill sponsor of Public Act 376 of 2016, picking up the torch in 2015 where former Senator Bruce Caswell left off. MSA President Dave Williams, who was actively engaged in the advocacy efforts to gain support for the legislation said that Rep. Sheppard, "is a true champion for Michigan Agriculture and has presented soybean farmers across the state with additional economic opportunities." Williams also went on to say that, "This has been a legislative priority for the Association for the last five years or so and I am grateful to have worked with Representative Sheppard to advocate for HB 4850 to become law."

After hearing news that the Governor had signed HB 4850, Rep. Sheppard shared the following statement: "It was a pleasure to work with The Michigan Soybean Association as we led this effort to see this legislation become law. I'm very optimistic as well because soybeans represent only a portion of the agriculture industry that supported this legislation which means that new biobased manufacturing and processing in Michigan could lead to new jobs and greater domestic demand for our Michigan commodities."

Representative Sheppard won his re-election bid for Michigan's 56th House District and will return for another two years. We look forward to continuing our relationship while MSA advocates for positive policy change to benefit Michigan agriculture.

Michigan's 99th Legislature has begun its session and the House and Senate have hit the ground running. Hundreds of bills have been introduced and some bills address unresolved issues from the last legislative session. The Frederick Group is meeting with all of the newly elected legislators, including State Representative Julie Alexander. Rep. Alexander is a soybean farmer and represents the 65th district which includes parts of Jackson County.

As we look ahead into 2017, know that MSA stands as the voice of the industry and advocates for favorable policies at the state level.

Please note that the Frederick Group has changed addresses: 115 W. Allegan Street, Suite 200; Lansing, MI 48933; 517.853.0413

Representative Jason Sheppard (R-Temperance)

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
- A 20% discount on an annual subscription to eLegacyConnect

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
- Monsanto BioAg™ is offering three options for use on your soybeans: 50 units of QuickRoots®, 100 units of Optimize® or 100 units of TagTeam® LCO

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

MEMBERSHIP APPLICATION

MSA
MICHIGAN SOYBEAN ASSOCIATION

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:_____

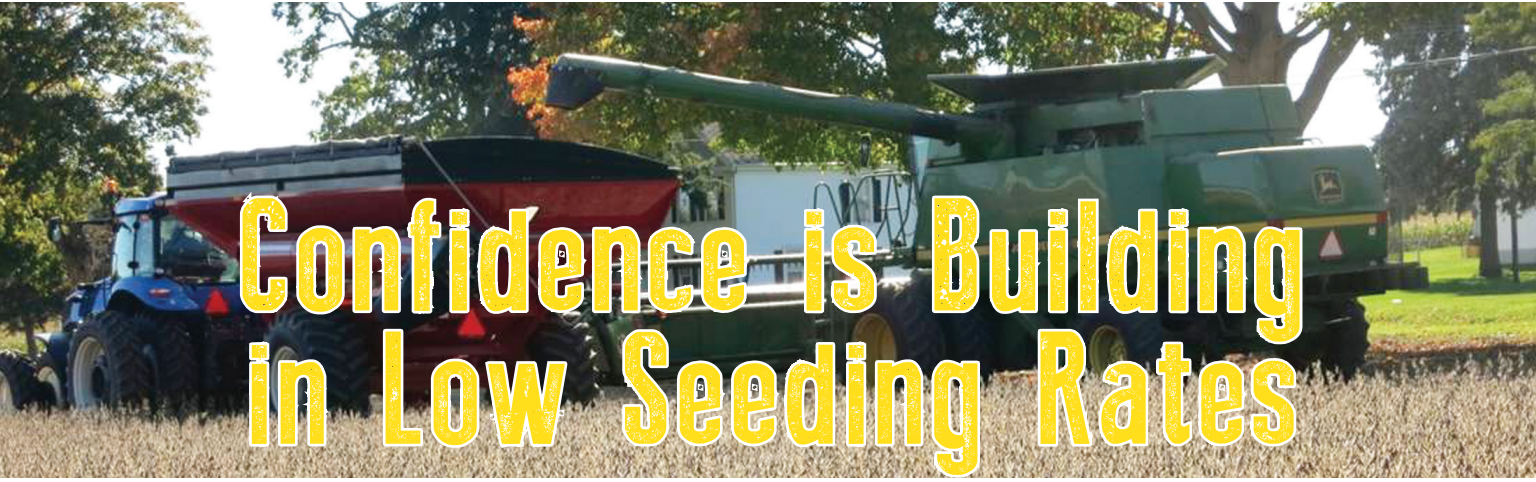
Total Farm Acres:_____

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:_____

Cabela's World's Foremost Outfitter®
Monsanto BioAg™
GM
Soy BioDiesel — Another innovation fueled by the soybean checkoff.
ASA American Soybean Association®
Ford
Chrysler
Great Lakes Hybrids
Renk Seed



Confidence is Building in Low Seeding Rates

By: Mark Seamon, Research Coordinator;
Mike Staton, MSU Extension Soybean Specialist;
Missy Bauer, B & M Consulting

Seeding rate trials have been an important part of soybean agronomic research for decades. It is good that we continue to look at this issue since seeding rate recommendations have changed over the years. In the early years as many Michigan growers transitioned from growing dry edible beans to soybeans, many would choose a later planting date than we normally use today. This pointed to the need for higher seeding rates to make up for fewer days of vegetative growth. Then there were the years of using planting equipment that was much less precise in seed placement and its ability to plant through tough seedbed conditions and crop residue which resulted in significant reductions in plant stands. Almost all of this was done without insecticide and fungicide seed treatments which allowed bugs and diseases to take out a few seeds or small plants. Higher seeding rates were also used to improve weed control by creating a denser crop canopy earlier in the season.

Since the above factors led to a need to plant higher populations, our adjustments to our soybean management systems would logically point to the opportunity to reduce seeding rates and plant stands while enjoying high yields in the present day. Planting dates are steadily being pushed earlier, planters and drills are able to cut through residue and soils that previous generations would have said were impossible and seed treatments are protecting seed and seedlings so they will be healthy and productive contributors to final yield.

MSPC has funded research for many years to help offer unbiased and reliable input into your annual decision to choose seeding rates. The on-farm research conducted by the SMaRT program has multiple years of results from a wide range of seeding rates and locations. On-farm planting rate trials were conducted in 2011, 2012, 2015 and 2016.

In 2011 and 2012 four planting rates were evaluated at seven locations (120,000, 140,000, 160,000 and 180,000 seeds per acre). The yields produced by the four planting rates were essentially equal when all seven locations were averaged together. Therefore, the lower populations were the most profitable. In both 2011 and 2012, the final plant stands were approximately 20% lower than the targeted planting rates.

In 2015, we designed our planting rate trials to evaluate the effects of low planting rates on soybean yields and income. To accomplish this, four planting rates (80,000, 100,000, 130,000, and 160,000) were evaluated at 10 locations and the highest three planting rates were evaluated at one location. When all of the locations were combined, the yields produced by the highest three planting rates were essentially equal, and they were only 1.8 bushels per acre higher than the 80,000 seeds per acre rate. Ideal planting conditions and the wide use of seed treatments led to excellent plant stands in the 2015 trials. Final plant

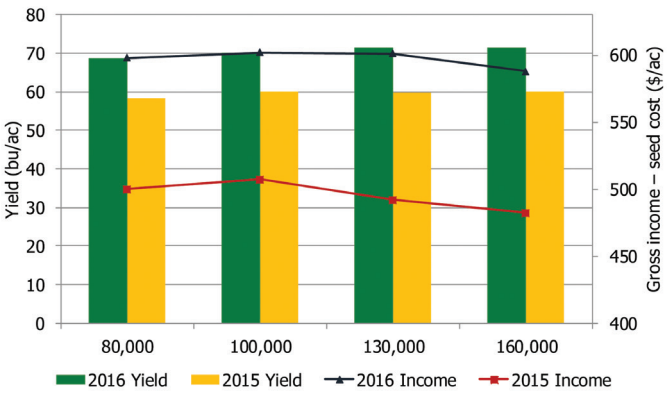
stands were approximately only 13% lower than the targeted planting rates.

In 2016, the SMaRT program evaluated the same four planting rates at 11 sites. Planting conditions were much more challenging and stand reductions were 5% higher in 2016 than in 2015. Therefore, the higher two planting rates performed better. When all the 2016 locations were combined and analyzed, the two highest planting rates produced identical yields and they yielded 1.3 bushels per acre higher than the 100,000 rate and 2.7 bushels per acre more than the 80,000 rate.

When all 22 sites (2015 and 2016) were combined and analyzed, the highest three planting rates produced similar yields and beat the lowest rate by only 1.5 to 2.2 bushels per acre.

Projected market prices ($9.15/bu in 2015 and $9.20/bu in 2016) and conservative seed costs ($60 per 140,000 seed unit) were used to determine the income (gross income – seed cost) produced by the four planting rates. In 2015, the lowest two planting rates generated more income per acre than the higher two planting rates. In 2016, the lowest three planting rates were more profitable than the highest planting rate(figure 3).

Figure 3. Planting rate effects on soybean yield and income in 2015 and 2016



At the same time (2015 and 2016) that the SMaRT trials were being conducted, Missy Bauer of B&M Crop Consulting was also doing field evaluations of seeding rates at three sites. Missy took a little different approach to choosing optimum seeding rates by including variable rate systems and straight rates. Her variable rate prescriptions included a system that chose higher rates for less productive areas and lower rates for more productive areas. This system uses the natural adaptation of soybeans to produce a large plant where conditions are favorable and to add more plants where growth will be limited. Additionally, plant type (bushy vs. in-line) was also considered as a factor that may influence the optimum seeding rate for a particular variety. This project included three on-farm trials in each of two years that used four seeding rate systems (120,000, 160,000, variable rate A (115,000-190,000) and variable rate B (100,000-175,000).

Interestingly, this research showed that plant type was not a significant factor in determining an optimum seeding rate. Both plant types yielded similarly when compared among seeding rates. When observing the highest yields at each location, one of the variable rate prescriptions won in five cases while the straight 160,000 population won in one case. Because cost savings from lowering seeding rates is an important factor, the economic gain was slightly different than yield. In four cases, one of the variable rate prescriptions had the highest gain while the 120,000 population was highest in two cases.

In conclusion, the most recent research in Michigan has shown that lower seeding rates can be used without reducing soybean grain yield in many cases. The resulting fact that lower seeding rates reduce production costs means that most growers can improve net income while still producing high yields. It is important to acknowledge that research results don't replace grower experience with their fields and that adjustments will be necessary based on factors such as soil productivity, crop residue, planting date, white mold pressure and seed treatment effects. If field conditions cause an expected reduction in soybean stand then an increase in planting population should be made. Likewise, if plant growth is likely to be limited by soil type, late planting date or other factors, then more plants will help to optimize production per acre.

2016 Soybean Yield Contest

By: Ned Birkey, Spartan Ag

2016 saw a new world soybean yield record, and also a new soybean yield record set for the state of Michigan. This year's contest in Michigan was the most exciting and hotly contested since the contest started eleven years ago.

At the national level, Georgia farmer Randy Dowdy's new world record of 171 bushels per acre is definitely impressive. In Michigan, a new unofficial state record was set this year by Don Stall of Charlotte with a bin busting 118.91 bushels per acre. This smashes his old contest record yield of 102.78 bushels set just last year and is the fourth time in the past five years that Don has recorded over 100 bushels per acre in the supervised contest.

Also setting new contest records were the number of participants and entries, with 107 farmers submitting 117 entries, representing 26 Michigan counties. New maturity categories resulted in tremendous competition in both the mid-maturity (Class C; 2.7-2.3) and early maturity Class E; 2.2 and earlier) classes. In Class C, there were 15 yields bunched within ten bushels of the winning yield. In Class E, there were 23 yields that were all above 70 bushels per acre.

John Secord from Monroe County was the 2016 Class A winner. John won the same category in 2013. He planted Pioneer P28T08R in twin 7 inch rows in a 30 inch spacing at a remarkably low planting rate of just 105,000 seeds per acre. He used a full seed treatment, soil tested in 2016 and foliar applied both a fungicide and insecticide in the early R growth stages.

Don Stall of Eaton County submitted two entries; one yielding 99.1 bushels per acre and the other setting the new record of 118.91 bushels. Don planted 165,000 seeds per acre of Pioneer P28T08R in 15 inch rows. He soil tested in 2015, used a full seed treatment including ILeVO and used variable rate technology for planting and fertilizer application. He foliar applied Blackjack Manganese, Reinforce potassium and Blackmax 22, all in the vegetative growth stages. He estimates there was an average of 84 pods per plant at harvest time (October 12). Don applied about nine inches of water through irrigation in addition to the 12 inches of rainfall the contest field received.

Richard Buss from Van Buren County had the winning yield of 80.9 bushels per acre with an Asgrow 26-32 variety in the mid-maturity Class C, representing maturities of 2.7 to 2.3. He planted 146,000 seeds per acre in 15 inch rows using a full seed treatment and inoculant. His contest field did have some fall applied manure, but no foliar treatments.

Record 118.91 Bushels Per Acre

Scott Jirgens of Kalamazoo County had the highest yield in the mid maturity irrigated Class D, with 90.1 bushels per acre. Scott planted 185,000 seeds per acre of Syngenta NK S26-P3. He used a Clariva complete seed treatment along with N Force inoculant. He used Endigo insecticide and Quilt Xcel at the R1 growth stage. He harvested the contest field on October 19 with an average of 3.5 seeds per pod.

Dave Eickholt of Shiawassee County took the top honors in the early maturity Class E with 90.92 bushels per acre using Dairyland DSR 2110 at 140,000 seeds per acre. Dave previously won the early maturity class in 2007 and 2008. He soil tested in 2015 and used an ApronMaxx® seed treatment. Dave used an AgroLiquids® starter blend customized for his field and soil test and then made two five gallon applications of 28% liquid nitrogen.

Luke Gentz of St. Joseph County was the non-GMO Class F winner with 77.81 bushels per acre using Channel 3241. Luke planted 145,000 seeds per acre in 30 inch rows with a John Deere 7200 vacuum planter. He used Vault inoculant and his field was soil tested in 2014. He used a foliar insecticide and foliar fungicide but no additional fertilizer was listed on his harvest form as being used.

Remarkably, exactly half of all the completed entries were planted in 28”, 30” or twin 7.5 in 30 inch row spacing. Just as surprising was that 44 of the contest fields did NOT have a current soil test listed. One last interesting number is that 87% of the entries had a seed treatment, usually a full insecticide and fungicide treatment.

Thank you to all the farmers who had fun competing in this year’s contest. Best wishes to all Michigan soybean farmers for a safe and profitable year in 2017. For more information, contact Ned Birkey at birkey@msu.edu.

SOYBEAN EXTRA

Exciting News for Michigan Agriculture

Cargill Inc. recently broke ground on a new $19 million custom animal feed manufacturing facility in Owosso. Cargill currently has 43 animal nutrition manufacturing plants across the country, however this new facility will be the first Cargill feed plant constructed in Michigan. The plant, along with two other agriculture processing plants, including the hog processing facility in Coldwater owned by Clemens Food Group and the projected ZFS soybean processing plant in Ithaca show a lot of potential for the Michigan agriculture industry. All three plants play different roles in the food value chain and will be great additions to Michigan's economy. Furthermore, all three plants offer potential markets for soybeans in varying stages, which is great news for Michigan soybean farmers.

Michigan FARM Science Lab Supporter

For 2017, Michigan Soybean Promotion Committee (MSPC) became a "three star" supporter ($26,000) of the Michigan FARM Science Lab. The state-of-the-art mobile classroom was unveiled during the 97th Michigan Farm Bureau State Annual Meeting.

The purpose of the FARM Science Lab is to provide a visible sponsorship opportunity while bringing agriculture to the classroom in an interactive environment for students to learn through science, engineering, technology and mathematics based lessons.

The contributions of the checkoff will help outfit the lab with educational lessons and support a dedicated educator for the lab. In return for the support, the Michigan Foundation for Agriculture will highlight a soybean lesson targeting grades 3-5 introducing students to the scientific method as they experiment with soy-based crayons. Teachers will also be provided with both pre and post lesson materials to expand student understanding of the Michigan soybean.

New MSU Nematologist

The Michigan State University Department of Entomology welcomed Marisol Quintanilla as their new applied nematologist. Quintanilla earned her master's and doctoral degrees at MSU with nematologist George Bird. After leaving MSU, she spent two years at Northern Marianas College and then moved to the University of Hawaii. Most recently, she has studied nematode community structure, soil health and pest management in edible crops as part of her research and extension work.

"It is exciting for me to come back to my beloved Michigan State University and what an honor it is for me to work with its excellent faculty," Quintanilla said. "I look forward to contributing to Michigan's agriculture."

Quintanilla plans to collaborate with faculty in finding applied solutions to plant parasitic nematode problems in the state's key crops. She will share the research-based results with growers and agricultural professionals through multiple extension methods.

Mark Seamon, research coordinator for the Michigan Soybean Promotion Committee, said, "Many of Michigan's crops struggle with yield loss from nematodes. Minimizing that loss continues to be the goal of growers and industry. With nematologists George Bird and Fred Warner as a strong base, we are excited to add Marisol Quintanilla to MSU's research and extension capacity."

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

Congratulations

Master Farmer Award Winner

David Williams

Thank you for your many years of service to the Michigan soybean industry!

"I could think of dozens of farmers I know and respect that are equally deserving of this award. I'd like to share this award with all of you -- my friends and colleagues -- because you are all Master Farmers. Thank you."

Dave Williams

Dave Williams and Family

MSA
MICHIGAN SOYBEAN ASSOCIATION

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

Michigan Soybean Promotion Committee

Financial Report[1]

October 1, 2015 - September 30, 2016

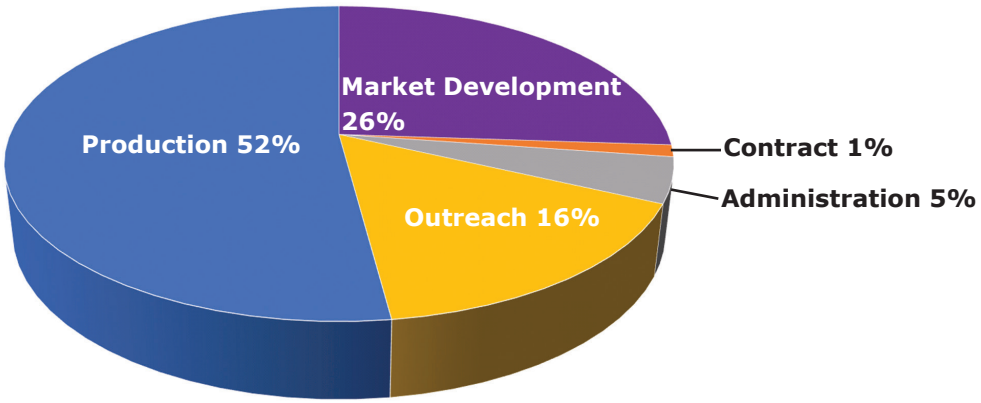
REVENUES COLLECTED		
Assessments		$4,675,284
Less:		
50% Transfer to USB[2]	$2,316,712	
State of Origin Transfers	68,073	
Net Assessments		$2,290,499
Interest Income	10,816	
Contract Services	29,105	
Other Income	7,570	
Total Revenue Collected[3]		$2,337,990

EXPENSES PAID		
Production	1,455,240	
Market Development	728,515	
Outreach	446,840	
Administration	129,585	
Contract Services	33,889	
Total Expenses Paid		$2,794,069

FUND BALANCE		
Revenue Less Expenses	$ -456,079	
Beginning Fund Balance	2,420,273	
Ending Fund Balance		$1,964,194
Less Committed Funds:		
Committed Research	666,494	
FY16 Office Commitment	25,276	
FY17 USB Commitment	25,918	
Designated for Transition	700,000	
Total Committed Funds		$1,417,688
Unreserved Fund Equity		$546,506

1. Financial statements are prepared on a modified accrual basis in compliance with GASB 34 by a Certified Public Accountant each fiscal year.
2. United Soybean Board manages one-half of the checkoff funds collected in Michigan for investments in animal ag, biotechnology, new uses, production research, international marketing, soyfoods, etc.
3. MSPC manages the remaining one-half of the funds that were collected in Michigan for mainly in-state projects.

Percent Expended in FY16 By Program Area



Mission Statement

Manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production.

SCN Coalition Version 2.0

By: Mark Seamon, Reserach Coordinator

Michigan soybean cyst nematodes (SCN) are the same as nematodes in most other Midwest states - aggressive and getting worse. We consider them aggressive because they are no longer being controlled by the practices that have traditionally worked - genetic resistance and building in populations.

One of the most frustrating and challenging pieces of this problem is the lack of visual symptoms on most soybean crops. Even as populations of this soil pest are building below ground, above ground symptoms are not showing up. Soybeans that include SCN resistance genes are holding down the effect of the pest on soybean plants. Without multiple control strategies being implemented and evaluated within a field, it is not possible to know the yield loss caused by SCN feeding.

Soil samples analyzed for SCN populations can help us to track changes in the intensity and reproduction of SCN. Since most soybean growers are using varieties that include SCN resistance, we can evaluate the effectiveness of that control strategy. In fact, most soybeans offered for sale to American soybean growers include SCN resistance genes. Furthermore, almost all (about 95%) of those varieties include genes from one source, PI88788.

So, if we are almost all using resistant varieties and those varieties include the same source of resistance, guess what the SCN are doing. You guessed it, they have figured out how to feed on and reproduce on resistant varieties.

In the 1990s SCN populations were growing and taking a toll on soybean yields throughout Michigan and the Midwest. You didn't have to be a nematologist at that time to see the dramatic effects of high SCN populations. Crop symptoms were dramatic and easy to diagnose. This widespread problem led to the creation of the first SCN Coalition, an industry wide collaboration to help acknowledge and control this pest.

Fast forward to 2016. Soybean industry experts across the Midwest are beginning another SCN Coalition campaign to help the soybean industry understand and take control of changing SCN dynamics. In December of 2016, the best and brightest minds in soybean cyst nematode circles assembled to learn about the status of current research initiatives, experiences and knowledge, and to discuss the direction of the industry. This group included university researchers, agribusiness professionals, soybean checkoff experts and soybean growers.

Michigan had a strong delegation at this event and will contribute to the solutions that will be developed as a result. Attending from Michigan State University were Dr. George Bird, Fred Warner and Angie Tenney, from MSPC was Mark Seamon and from agribusiness was John Diehl. Michigan should be proud of its contribution to this important effort and will benefit in early adoption of the management strategies to be developed.

When it Comes to Soy in Japan There is No Great Divide

By: Paul Burke, Regional Director, North Asia U.S. Soybean Export Council

On December 13 the power of U.S. soy melted the great divide between the University of Michigan (U of M) and Michigan State University (MSU). On that day Paul Burke, Regional Director of the North Asia Region of the U.S. Soybean Export Council, and 1982 MSU graduate, was honored to participate in the presentation of the first U.S. Soy Ambassador Award in Japan. The recipient of the first U.S. Soy Ambassador Award in Japan was Shigeru Ueda, the CEO of Satonoyuki Shokuhin. Mr. Ueda received his Master of Business Administration (MBA) from the U of M in 1990.

The U.S. Soy Ambassador program recognizes a tofu producer who wins the Japanese national tofu industry competition using 100% U.S. soybeans.

Satonoyuki Shokuhin was founded by Mr. Ueda's father in 1961 and now consists of six separate companies that focus on not only tofu production and distribution but also production equipment and technology. Mr. Ueda joined his father's firm in 1987 and became CEO in 1997.

Satonoyuki Shokuhin is a large scale tofu processor that produces tofu for sales into the food service industry and private labels tofu for many national retail chains. Thirty percent of the soybeans used by Satonoyuki Shokuhin to produce tofu originate from the Michigan Thumb region. Satonoyuki Shokuhin began using Michigan soybeans in 2007 and now uses the equivalent of one container of Michigan soybeans every three days. According to Mr. Ueda, he appreciates the consistently high quality soybeans produced in Michigan.

The 2017 U.S. Soy Ambassador Mr. Ueda traveled to Tokyo and met with U.S. embassy officials, representing U.S. Ambassador Caroline Kennedy, to deliver samples of his award winning tofu. After presenting his tofu and participating in a press conference for the Japan food trade media, Mr. Ueda was honored in an award reception and dinner hosted by the United States Soybean Export Council (USSEC). During the award ceremony Mr. Ueda expressed his appreciation for the sustainable and high quality soybeans he receives from Michigan and indicted that he was planning on expanding his production of soy food products and expects that his purchases of Michigan soybeans will increase in the future.

Shigeru Ueda receiving U.S. Soy Ambassador Award from Paul Burke

Soybean Leadership Opportunities

By: Gail Frahm, Executive Director

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. They also recognize that in today's challenging environment it is vitally important to identify and develop current and future farmer leaders. With that in mind, here are four upcoming opportunities you may be interested in. For more information on any of these, call USS.SOY.MICH (877.769.6424) or email gfrahm@michigansoybean.org.

United Soybean Board (USB):

Michigan is entitled to three positions on USB. Each seat holds a three-year term effective in December and is appointed by the USDA Secretary of Agriculture. We have one position up for reappointment this spring (current director is Herb Miller from Niles) and we must submit two names for consideration. The "Application" and "Agreement to Serve" documents are available by request. March 6 is the deadline for these two short documents to be completed and submitted.

See for Yourself (SfY):

This is a USB organized opportunity that takes place in mid-late August and is about a five-day trip that allows participants to see where their soybeans go beyond the elevator. The program is aimed at soybean farmers 18 years or older who have had little to no prior involvement with soybean organizations. Applications are done online at www.unitedsoybean.org and are due April 1. Approximately 10 people are selected by USB for this domestic and international overview of where soybeans go.

Michigan Soybean Promotion Committee (MSPC):

Applications are now being accepted for two positions on the MSPC. These are each three-year terms effective late September. The two open positions this year include District 1 (Berrien, Branch, Cass, Kalamazoo, St. Joseph and Van Buren counties – current director is Sarah Peterson from Niles) and District 3 (Lenawee, Livingston, Monroe, Washtenaw and Wayne counties – current director is Laurie Isley from Palmyra). Both directors can seek reappointment by the Governor, but we must submit two names for each position. Deadline to apply is July 24.

Ag Leader Source online Training Modules:

Any Michigan soybean farmer can gain access to these training modules including topics such as "Good Governance: Roles and Responsibilities of a Board Member," "Parliamentary Procedures," "Financial Oversight," "Strategic Agendas," "Team Effectiveness" and "Strategic and Performance Management."

While many of the online modules are geared toward developing existing soybean board members, any soybean farmer can use these modules. Training sessions are available under the "New Board Member," Current Board Member" and "Recruiting Board Member" sections of the site.

Soybean farmers can register for the Ag Leader Source modules by visiting www.agleadersource.com. For more information about the site, contact Linda Snell at lsnell@lblstrategies.com or 847.274.3061.

Michigan Soybean Promotion Committee

USB UNITED SOYBEAN BOARD

AG LEADER SOURCE

Create Your Own Dining Adventure this Soyfoods Month!

By: Andrea Albersheim, Director of Communications, Soyfoods Association of North America

Everyone in your family has different likes and dislikes when it comes to food, which can lead to frustration when planning meals. But the good news is the biggest trend in restaurant dining can be brought to your dinner (or breakfast) table without too much effort, and can make even the pickiest eaters happy. The food industry calls it "customizable menu ordering," where you can choose which salad, pizza or sandwich toppings you want.

The Soyfoods Association of North America, along with help from the Michigan Soybean Promotion Committee, is celebrating this freedom of culinary expression this April during National Soyfoods Month. Throughout the month, on Instagram, Facebook, Pinterest, soyfoodsmonth.org and in retail outlets nationwide, the Soyfoods Association will be giving you hundreds of inspiring ideas to bring this "Choose Your Own Dining Adventure" concept home while creating delicious, nutritious and simple meals.

This do-it-yourself, or DIY, idea is fun, with even the youngest kids feeling like they are empowered to fill their plate without much extra effort in cooking and prep. Defrost some frozen edamame, chop veggies, pull out a couple dressing options and offer a bowl of lettuce for everyone to customize with their favorite toppings.

Soyfoods have many nutritional benefits and can contribute to a healthy, balanced and affordable diet. The U.S. Food and Drug Administration agrees that soy protein contributes to a heart-healthy diet. Additionally, soyfoods provide smart, simple options for meals and snacks with countless choices to meet every taste bud in your family.

Soyfoods will be promoted in supermarkets across the U.S. (including many right here in Michigan) via cooking demonstrations, coupons, in-store displays and discounts, and recipes. The Soyfoods Association will also be hosting Facebook contests and other winning opportunities across its social media channels to encourage the online soyfoods conversation, making April the perfect time for consumers to give soyfoods a try – or stock up on their favorites.

There are hundreds of soy products to try, in every aisle of the supermarket, and the versatility of soyfoods is evident in the brands and organizations that sponsor National Soyfoods Month. Industry partners include: DuPont Nutrition and Health, House Foods tofu, Silk soymilk and dairy alternatives, Sunrich Naturals edamame, the Michigan Soybean Promotion Committee and Maryland Soybean Board.

For more information about April's National Soyfoods Month, including myth-busting facts, nutrition information, tips, and endless possibilities for recipes, please visit soyfoodsmonth.org.

Keeping Michigan's Livestock Industry Growing

By: Gail Frahm, Executive Director

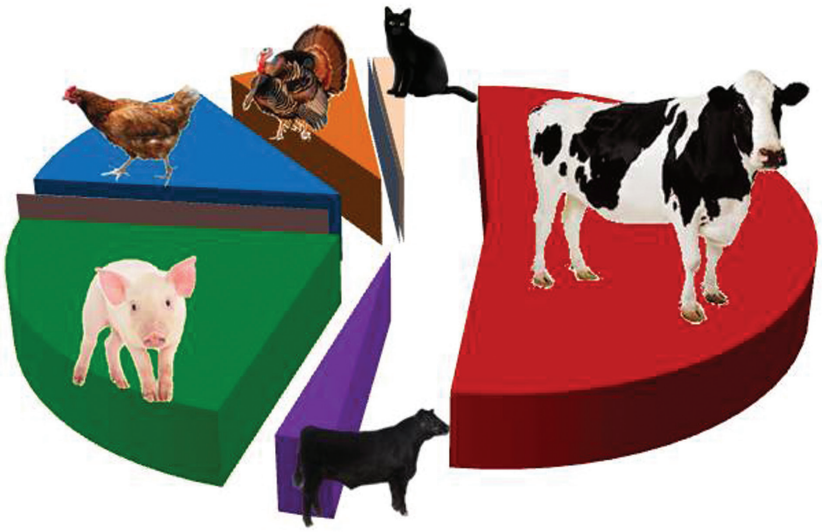
The domestic livestock industry is reported to use approximately 98% of the soybean meal resulting from the processed soybean. While we currently do not have a lot of in-state processing of soybeans, we are excitedly anticipating the opening of Zeeland's additional processing plant in Ithaca, with an anticipated opening of late-2018. The addition of this plant means approximately one-half of our state's current soybean production levels could be processed in state – instead of 90% being shipped out-of-state for processing and then being returned to Michigan in the form of soybean meal and oil.

The Michigan Soybean Promotion Committee (MSPC) continues to partner with organizations which have interest in keeping our state's livestock industry vibrant and growing. Michigan's livestock commodity organizations, livestock farmers and the Michigan Soybean Association are who we engage with on issues relating to Michigan's users of soybean meal such as dairy, pork, beef, poultry (including turkey, layers and broilers), aquaculture, etc. Dairy along with swine, poultry and beef are very prominent users of soybean meal and must be sustained in Michigan.

Annually the MSPC offers sponsorship to Michigan's livestock and poultry commodity groups for their statewide meetings, and in return, we are afforded recognition in the forms of slides to show during their meetings, print ads in their day-of programs, recognition on their websites, in advance meeting materials and the like. Additionally, we partner with these groups via entities such as the Michigan Ag Council and Ag Leaders of Michigan on common agricultural issues and activities – especially those that are consumer focused.

Here is a chart depicting how many tons of soybean meal were consumed by Michigan's livestock and poultry industries in 2015 – approximately 590,000 tons of soybean meal or the meal from 27 million bushels of soybeans. Michigan's soybean, livestock, poultry and aquaculture farmers need to continue to work in partnership to build an even stronger voice for agriculture and keep all these great commodities growing in the state.

2015 Michigan Livestock Soybean Meal Consumption



- *Dairy Cows* — *307,798 tons*
- *Hogs* — *130,334 tons*
- *Layers* — *81,672 tons*
- *Turkeys* — *44,068 tons*
- *Beef Cows* — *13,961 tons*
- *Pets* — *11,002 tons*
- *Aquaculture* — *252 tons*
- *Broilers* — *9 tons*

Nutrient Management for

By: Mike Staton, MSU Extension Soybean Specialist

Soybean yields and income can be reduced when essential nutrients are not available at the time, or in the quantities required by the crop. However, income is also reduced when applied nutrients fail to produce yield increases large enough to offset their costs. The following nutrient management recommendations will maximize soybean income.

Soil pH

While soybeans can tolerate a wide range of soil pH levels (6.0 to 7.0), the ideal pH for soybean production is between 6.3 and 6.5 to maximize biological nitrogen fixation and nutrient availability. Soil pH levels above 6.5 have been shown to reduce manganese availability and increase soybean cyst nematode populations. Variable rate lime application based on grid sampling or management group sampling is highly recommended.

Starter Fertilizer (2x2 and In-furrow)

Starter fertilizers (2x2 and in-furrow) have produced mixed results in SMaRT (Soybean Management and Research Technology) on-farm trials. In-furrow fertilizer increased soybean yields in two of 11 trials and decreased yields at one location. Starter fertilizer placed in a 2x2 band increased soybean yields in five of 18 trials and decreased yields at two sites. The potential for a positive yield response from starter fertilizer increases when phosphorus and potassium soil test levels are below the critical levels and/or cool or dry soil conditions occur after planting.

Sulfur

Due to declining atmospheric deposition, supplemental sulfur may be required to maximize soybean yields in Michigan. This is especially true in coarse-textured soils low in organic matter. Sulfur is required early in the season, therefore fertilizers should be applied prior to planting or in a 2x2 band at planting.

Foliar Fertilization

Foliar fertilization has produced mixed results in hundreds of university trials conducted across the U.S. and is rarely profitable. Due to producer interest, four foliar fertilizers (3-16-16, 3-18-18, 26-0-0 and 0-0-25-17) were evaluated in on-farm research trials conducted in Michigan. The 3-16-16 was evaluated at 27 locations and the 3-18-18 was evaluated at 24 locations in 2009 and 2010. The 26-0-0 was evaluated at 18 locations in 2011 and 2012 and the 0-0-25-17 was evaluated at four locations in 2014. In 2016, field-specific prescription foliar fertilizer mixtures were compared to an unfertilized control at nine locations. In all 82 trials mentioned above, the foliar fertilizer was less profitable than the unfertilized control. Foliar fertilization is not recommended unless manganese deficiency symptoms are visible.

Nitrogen

Biological nitrogen fixation conducted by well-nodulated soybeans combined with nitrogen mineralized from soil organic matter provides sufficient nitrogen for optimum soybean production in most cases. Therefore, nitrogen fertilizer applications to soybeans are rarely profitable and are not recommended. Research results from five SMaRT trials in three different years supports this. Three trials conducted in 2011 and 2012 showed that late-season nitrogen applications did not increase soybean yields on irrigated, coarse-textured soils. One trial conducted in 2016 demonstrated that 100 lb/ac of N as anhydrous ammonia reduced yields by 2.5 bu/ac and 40 lbs/ac of N did not increase yields. In another trial conducted in 2016, 6 gal/ac of 28% UAN banded two inches beside the row at planting failed to increase soybean yields.

Phosphorus

Soybean yield responses to applied phosphorus (P) using any application method have not been consistently demonstrated and are not expected when Bray P1 phosphorus soil test levels exceed 15

Profitable Soybeans

ppm. However, maintenance levels of P fertilizer are required to keep P soil test levels between 15 and 30 ppm. Soybeans remove 0.8 lbs. of P_20_5 per bushel per acre so a 60 bushel per acre soybean crop removes 48 lbs. per acre of P_20_5. The maintenance application can be applied biannually in corn-soybean rotations produced on mineral soils as long as the fertilizer is applied prior to planting corn, the pH is below 7.4 and the application rate accounts for the P removed by both crops.

Potassium

Maintain soil test potassium (K) levels between the critical level and the maintenance limit (critical level + 30 ppm) to maximize soybean yield and income. The critical level for mineral soils is calculated by multiplying the cation exchange capacity (CEC) by 2.5 and adding 75.

Soybeans remove 1.4 lbs of K_2O per bushel per acre. Therefore, the maintenance application rate for a 60 bushel per acre soybean crop is 84 lbs. of K_2O or 140 lbs. of 0-0-60 per acre. The maintenance application can be applied biannually in corn-soybean rotations produced on mineral soils under the following conditions: 1) the fertilizer is applied prior to planting corn; 2) the application rate accounts for the K removed by both crops; and 3) the CEC is 6 meq/100g or higher. When applying K fertilizer prior to planting soybeans, spring applications (two weeks prior to planting) are recommended over fall applications on coarse-textured soils having CECs less than 6 meq/100g and organic soils to avoid leaching losses.

Boron

Soybeans are classified as having a low probability of responding to applied boron even on soils having low soil test levels. However, university research trials conducted in other states have shown modest yield responses to applied boron. The SMaRT program has not shown a yield response to boron fertilizer in four broadcast trials and seven foliar trials.

Manganese

Manganese (Mn) deficiency is the most common nutrient deficiency seen in Michigan soybeans. Deficiency symptoms are likely on muck or dark-colored sands with pH levels above 5.8 and lake-bed or glacial outwash soils having pH levels above 6.5. Because increasing the available manganese levels in the soil is difficult, deficiency symptoms will reoccur in the same areas each year that soybeans are grown. Foliar application of manganese sulfate at 1 to 2 lbs/ac. of actual manganese is the most economical and effective method for correcting manganese deficiency. Apply 1 lb/ac of actual Mn when the first deficiency symptoms appear (six inch tall plants) and apply another 1 to 2 lbs/ac in 10 days if deficiency symptoms reappear. Manganese sulfate should not be tank-mixed with glyphosate and the two products should be applied at least three days apart. Two SMaRT trials conducted on muck soils in 2013 showed that manganese sulfate monohydrate fertilizer produced more yield (1.9 bu/ac) and income ($23/ac) than an EDTA chelate manganese fertilizer. Another SMaRT on-farm research trial conducted at two potentially responsive sites (lakebed soils with a pH of 7.4) in 2013 confirmed that manganese foliar fertilizer application in the absence of visible deficiency symptoms will not increase soybean yields.

Iron

Soybeans are highly responsive to iron but visual deficiency symptoms are rarely seen in Michigan. Iron deficiency chlorosis (IDC) is most likely to occur on calcareous lake-bed soils having soil pH levels greater than 7.4. Consider selecting IDC tolerant varieties when growing soybeans on these soils.

Maintaining critical P and K soil test levels, managing soil pH in the optimum range, and identifying and correcting manganese deficiency early are the keys to fertilizing soybeans in Michigan.

New and Renewing MSA Members

NEW:
Jason Clark, Alma
Jason Haag, Unionville
Brent Maust, Bay Port

RENEWING:
Harlow Bailey, Schoolcraft
Earl Barks, Saint Johns
Roger Betz, Eaton Rapids
Richard Ekins, Rives Junction
Kurt Ewald, Unionville
Alvin Ferguson, Allenton
Greg & Heather Feuerstein, Belding
Don Girdham, Hillsdale
Phil Gordon, Saline
Elden Gustafson, Williamston
Jerry Jorgensen, Webberville
Eugene Kondel, Owosso
Steven Lott, Mason
Randy Maschke, Lowell
David Milheim, Lansing
Henry Miller, Constantine
Brian Rueger, Standish
Dan Secord, Monroe
Harold Spencer, Jonesville
Matthew Swoish, North Branch
Kate Thiel, Lansing
Frank Vyskocil, New Lothrop
Michael Wildner, Unionville
Robert L. Zorn Inc., LaSalle

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

Visit our website at: www.misoy.org

Thank you to MSA Meeting Sponsor:

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

2017 ASA DuPont Young Leaders Hone Communication and Management Skills

By: Noelle Byerley, Executive Assistant

The 33rd class of American Soybean Association (ASA) DuPont Young Leaders recently began their leadership journey at DuPont Pioneer headquarters in Johnston, Iowa.

The Johnston training session was the first phase of a program designed to identify new and aspiring leaders and provide them with opportunities to enhance their skills and network with other growers. Representatives from 23 states and Canada participated in the training.

"The Young Leaders program provides training in key areas, including communication and leadership, while growing their peer network. This strengthens our industry and allows us to work collaboratively in our local, state and national organizations," said ASA Chairman Richard Wilkins (DE). "The Young Leaders program continues to have an enormous impact on not only the soybean industry but all of agriculture.

The class of 2017 is exceptional; they are engaged, talented and passionate about agriculture. We are grateful to DuPont Pioneer and DuPont Crop Protection for making this program possible."

Michigan was able to send two couples to this year's program: Matthew and Jessica Swoish and Andrew and Kirstin Crawford.

Matthew and Jessica Swoish live on their 1,500 acre family farm where they grow cash crops and raise 1,000 head of beef cattle in Lapeer County. "We are so thankful to have been given the opportunity to attend the DuPont Young Leader Program. We are proud to represent the state of Michigan. The program was enlightening - from the education on communication and personalities to the discussions about soybean issues and weed resistance - we gained a lot of insight. We look forward to the next phase of the program in March."

Andrew and Kirstin Crawford farm 1,500 acres of soybeans, wheat and corn in Ingham County. "The Young Leader program was awesome. I am so glad that I applied for the event and even more thankful that the MSA board allowed me the opportunity."

The Young Leaders will meet for their second phase of training in San Antonio just before Commodity Classic.

The Swoish Family (left) and the Crawford Family (right)

MI at Soybean Leadership College

By: Gail Frahm, Executive Director

Each year, the American Soybean Association puts together a conference called Soybean Leadership College (SLC) where people who have interest in soybeans can attend through sponsorships from their state soybean programs. This year, five soybean farmers from Michigan attended. If you have interest in participating in such a program, please contact the Michigan soybean office at 877.769.6424 to discuss.

Mark Senk

Mark Senk from Owosso: I recently had the opportunity to attend the 2017 Soybean Leadership College in St. Louis, Missouri. It was three days of learning from a great lineup of speakers and visiting with soybean growers from across the country. We covered topics from using social media to engage and teach the non-farming communities about our industry, to minorities and women in agriculture. My goal is to become a better voice for agriculture and soybean growers. I have already started to strike up conversations with non-ag people in hopes they will feel a connection to a farmer and be able to have someone to go to with questions. I have avoided most social media in the past, but now I am considering getting involved to provide my side of the story.

Matt Stutzman

Matt Stutzman from Adrian: The SLC was full of useful information and techniques to help participants connect, ask questions and share with each other what is important to both parties. Farmers are great at talking with each other about what they do, but we can do a better job at sharing with and reducing the confusion of those that don't understand how and why we farm. The next time I try to explain to someone all the facts behind why GMOs or pesticide residues are safe to a skeptic, a better approach would be to connect first like saying, "I understand that food safety is important to you. I, too, want to eat healthy." Then later I'd explain the why and how.

Herb Zahm

Herb Zahm from Marne: I learned the most from SLC speaker Allyson Perry with Center for Food Integrity. Her topic was "Why can't we be friends?" She said, "Most people listen to reply, not to understand." People like to argue, so we have to be prepared when we open our farms. She said we need to find shared values to connect with consumers. I learned that social media is the way to tell our story and for our business to be accepted we need to use it more. I liked SLC because it brought older soybean farmers (70-year plus guys) and young 20-year old farmers together. I realize that as a 46 year old I am in the middle. I got to talk to college kids from Kansas State and Virginia Tech and also met the American Soybean Association president and vice president. The national guys are just ordinary guys and not politicians.

Chris Ziehm

Chris Ziehm from Gagetown: I had a fantastic time with other farmers and industry representatives at SLC. The networking between farmers is a great way to get and give ideas on topics facing us today. I really enjoyed the presentation by "The Scibabe" on how to engage and educate people on GMOs. The most eye opening thing for me was Allyson Perry's talk about consumer confidence in which she stated that consumers are more trusting of us producers than the food companies or middle men of our products. I was under the impression that it was just us farmers under the scope of the public.

Matt Hinderer

Matt Hinderer from Chelsea: SLC provided me with new thoughts, networking, and great information about our industry moving forward. One presentation I found intriguing was on the protection of our bees and Monarch butterflies. The presenters from BASF and Bayer Crop Sciences along with a farmer on the panel discussed methods of protecting the species by making simple changes to our farms. SLC also showed the importance of staying on top of our game in the social media world. We need to make sure that our message connects to our listeners. Another key point is that we should not pretend we know something in order to protect our neighbor's interests – we should only speak on our own facts and experiences. The consumer wants to hear personal experiences before anything else.

4th Annual Great Lakes Crop Summit

By: Mark Seamon, Research Coordinator

The Soaring Eagle Casino and Resort was the location of the fourth annual Great Lakes Crop Summit which was held on January 25 and 26 in Mount Pleasant. The two day program was packed full of timely information relevant to Michigan field crop producers. About 1,050 farmers and agribusiness professionals attended the premier winter educational program that is organized by the soybean, corn and wheat commodity groups in the state.

MSPC board member and soybean grower Mike Sahr commented, "I appreciate the opportunity to connect with so many fellow farmers and take in presentations from experts."

The agenda included general session speakers on broad topics, breakout sessions with more specific topics and a large trade show with most major agribusinesses represented. The plenary sessions included presentations on farmers being advocates for agriculture. Dr. Kevin Folta from the University of Florida delivered a presentation on advocating for science, Greg Peterson, a farmer from Kansas, spoke about utilizing social media to help the public connect with production agriculture and Kim Bremmer of Ag Innovations in Wisconsin discussed informing public opinion.

In the breakout sessions, many broad topics were presented including grain marketing, yield monitor mapping, manure as fertilizer and deer and wildlife management. A couple of soybean specific topics were presented in breakout sessions including "Diversity is Key to Stopping the Soybean Cyst Nematode: Resistance, Seed Treatments and Management", "Critical Factors for Soybean Yields" and "Variable Rate Seedings of Corn and Soybeans".

Building on success in the past couple of years, the Michigan Soybean Association and Michigan Corn Growers Association held their annual meetings during the summit. Bill Spike, MSA board member remarked, "The opportunity to catch association members while they are attending the summit gives them and us a chance to interact and conduct important business that is beneficial to our farming businesses".

Also shared during GLCS were the results of the 2016 Michigan Soybean Yield Contest. Winners in six categories were recognized for producing excellent yields. See pages 10 and 11 for details on the winning farmers.

Plans for continuing this successful program in 2018 are already being developed. Watch for details and plan to attend.

GREAT LAKES CROP SUMMIT

ROUNDUP READY 2 XTEND® SOYBEANS

WHAT YOU NEED TO KNOW

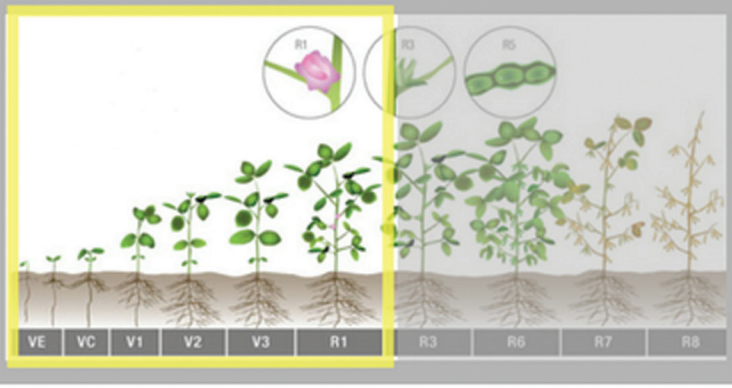
Roundup Ready 2 Xtend soybeans are RESISTANT to:
-Glyphosate (*Roundup*)
-Dicamba (*only formulations designed for RR2 Xtend soybeans*)

Roundup Ready 2 XTEND soybeans are NOT RESISTANT to:
-Liberty (*glufosinate*)
-2,4-D

Not all dicamba formulations can be sprayed on RR2 Xtend soybeans.
Xtendimax and Engenia are the only dicamba products currently labeled for use.
(*Consult cdms.net for registration updates*)

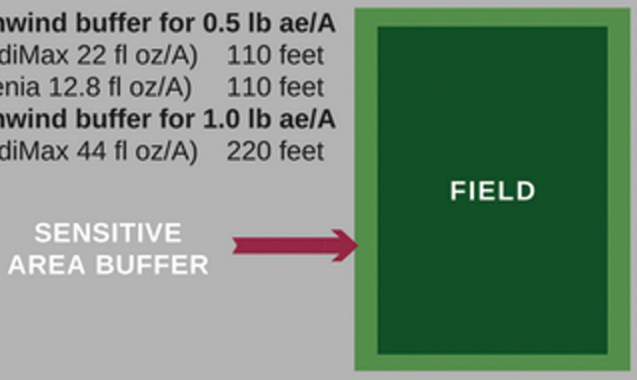
APPLICATION TIMING

Labeled dicamba formulations can be applied
prior to planting through R1 (1st flower)



BUFFERS WHEN APPLYING XTENDIMAX OR ENGENIA

Downwind buffer for 0.5 lb ae/A
(XtendiMax 22 fl oz/A) 110 feet
(Engenia 12.8 fl oz/A) 110 feet
Downwind buffer for 1.0 lb ae/A
(XtendiMax 44 fl oz/A) 220 feet



TANK MIXING

- Ammonium sulfate (AMS) cannot be added to XtendiMax or Engenia.
- Other herbicides cannot be tank-mixed with XtendiMax or Engenia.

WIND SPEEDS

- Neither formulation can be sprayed when wind speeds exceed 15 mph.
- XtendiMax cannot be sprayed when wind speeds are below 3 mph. (Consult label for Engenia)
- Neither formulation can be sprayed when the wind is blowing towards sensitive crops.

*XtendiMax, Engenia and dicamba products approved in the future for use in Roundup Ready 2 Xtend soybeans will have a living label that will be posted on the web at www.xtendimaxapplicationrequirements.com and www.engeniatankmix.com. Always consult the label prior to application for current use restrictions.

Created using information from Dr. Christy Sprague and msuweeds.com.

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

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

Consumer Trust Research Reflects Attitudes Toward Michigan Farmers

By: Terry Fleck, Executive Director, The Center for Food Integrity

Michigan consumers firmly believe the food produced by the state's farmers is safe, according to a new study. The research also shows Michigan consumers have a lower overall impression of agriculture compared to the rest of the country.

The Center for Food Integrity's (CFI) 2016 Consumer Trust Research tracked the general attitudes of the U.S. food system, and specifically examined attitudes associated with genetically modified food labels, overall impressions of agriculture and the identification of sources of food system information.

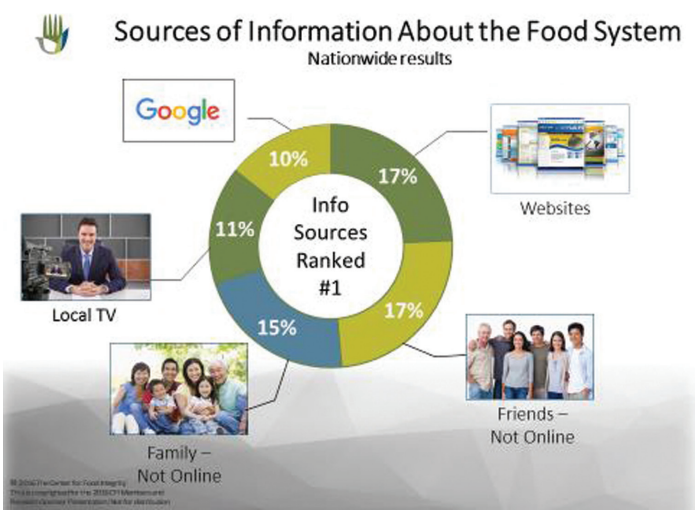
Partially co-funded by the Michigan Soybean Promotion Committee, the research identified influential consumer groups and the motivations that not only dictate food trends, but drive conversations that impact the decisions of others as they make choices at the grocery store or form opinions about the products, processes, people and brands that define today's food system.

Michigan-Specific Response

When asked about preferred sources of information on food system issues, Michigan consumers paralleled nationwide findings showing websites as the top choice. After websites, Michigan respondents said their other top sources were local TV, family not online, friends not online and food specific TV programs.

Michigan-specific questions were asked as part of state oversampling in the nationwide study. Seventy-three percent said they preferred to buy products grown or raised in Michigan while 68 percent said they would buy more Michigan products if they were easier to find.

The survey results indicate Michigan consumers hold farmers in relative high regard. Of those surveyed, 63 percent said Michigan farmers grow or raise food that is safe to eat. Sixty percent believe farmers in Michigan continually improve how they grow or raise food. A majority also believe that Michigan farmers take good care of the environment (53%) and treat their animals humanely (51%).



Mirroring the nationwide survey response, Michigan residents said websites are their top source of information on food system issues.

Comparing Michigan to the national findings, the overall impression of agriculture was higher nationally (68% very or somewhat positive) than in Michigan (62% very or somewhat positive). Asked if they are interested in learning more about farming, Michigan respondents were not nearly as eager (68%) as respondents nationwide (80%).

More than three in four consumers in Michigan want GMO food to be labeled – six percent higher than the national results. Both in Michigan and nationally, 14 percent of respondents said they were uncertain. A small number of those surveyed in Michigan said they did not want GM foods labeled (9%) compared to 13 percent nationally.

National Study Uses New Approach

For the past ten years, CFI has conducted consumer trust research to better understand public opinion and how to engage with consumers to earn trust. In the first-of-its-kind consumer research, the 2016 survey used an innovative research methodology called digital ethnography.

It can help those in food and agriculture more effectively engage and balance the conversation as it provides much deeper insights into influencers including unspoken motivations, values, top-of-mind issues, emotional triggers, preferred social channels and sources, behaviors and trusted brands.

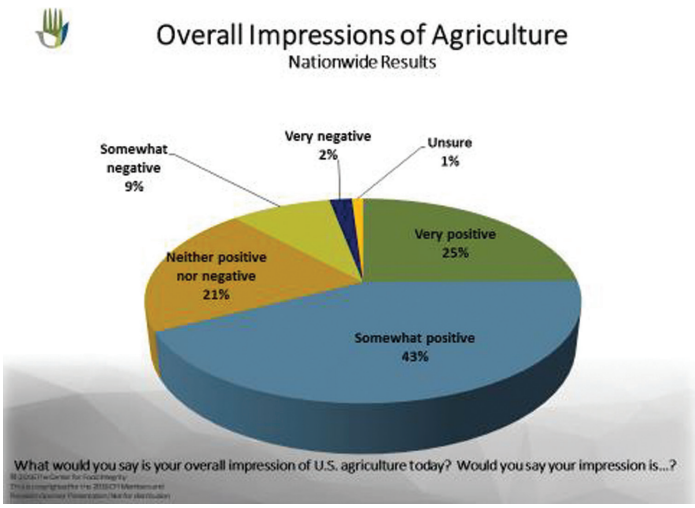
The research goes beyond surveying what people say they do to demonstrating what they are actually doing.

"We're currently in the midst of a shift in the marketplace where the culture and conversation around conventional food, particularly online, is changing as consumers navigate which foods to adopt, moderate or abandon," said Charlie Arnot, CFI CEO. "Digital ethnography identifies influencers who shape those trends."

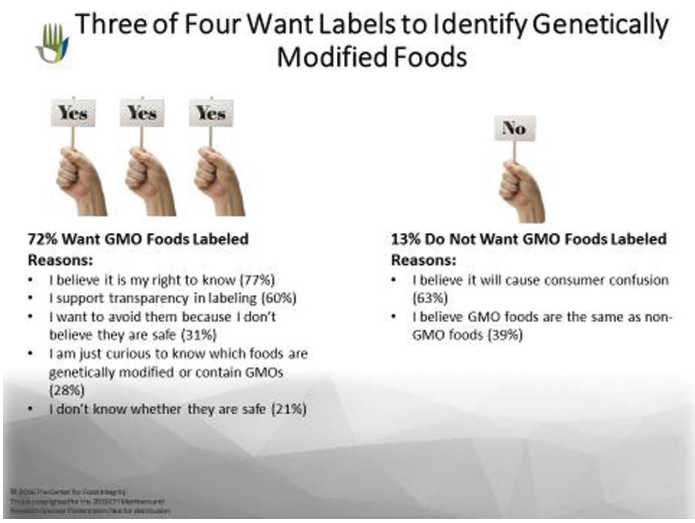
Digital ethnography pinpoints why consumers form beliefs and develop behaviors around food, and the why speaks to what they value, said Arnot.

"That's important, because the CFI consumer trust model shows that communicating with values is three-to-five times more important to earning trust than simply communicating facts and science," he said.

To learn more about the research, "Inside the Minds of Influencers: The Truth About Trust," visit www.foodintegrity.org.



More than two-thirds of American consumers (68%) have a very or somewhat positive impression of agriculture. Sixty-three percent of Michigan survey respondents share the feeling.



Nearly three out of four people nationwide want GMO foods labeled. The sentiment is even stronger in Michigan where 78% of survey respondents felt likewise.

March – Grain Elevator

Thank You for All You Do!

Allegan
Moline Coop, Moline
Peaceful Road Farm Products Inc., Hopkins

Arenac
The Andersons - ABG, Standish
Turner Bean & Grain, Turner

Bay
Gavilon, Bay City
Ittner Bean & Grain Inc., Auburn
The Andersons, Auburn

Calhoun
Andersons Grain Division, Albion
Citizens LLC, Battle Creek
Hoffman Ag Service LTD, Marshall
Voyces Elevator Inc., East Leroy

Cass
Community Mills Inc., Cassopolis

Clinton
Great Lakes Hybrids Inc., Ovid
Jury Commodities LLC, St. Johns
Mathews Elevator, Fowler
Ovid Farmer's Elevator, Ovid
Westphalia Milling Co., Westphalia

Eaton
ADM Grain Co., Grand Ledge
Citizens LLC, Charlotte
Eaton Farm Bureau Co-op, Charlotte

Gratiot
Crop Production Service & MAC, Breckenridge
Hirschman Grain LLC, Ithaca
Hogle Trucklines Inc., Perrinton
MAC, Breckenridge
MAC, Middleton
Mid Michigan Specialty Crops, Ithaca
Shaffer Farms, Alma
The Anderson's Grain, Middleton

Hillsdale
Litchfield Grain Co., Litchfield
Prattville Fertilizer & Grain Inc., Pittsford
The Andersons, Reading
Waldron Grain & Fuel Co., Waldron

Huron
Cooperative Elevator Co., Pigeon
Cooperative Elevator Co., Ruth
Cooperative Elevator Co., Sebewaing
Farmer's Coop Grain Co., Kinde
Star of the West Milling Co., Bad Axe

Ingham
ADM/Grain Co., Webberville
Cremer Farm Center, Williamston
DF Seeds Inc, Dansville
Jorgensen Farm Elevator, Williamston
Leslie Farm Center, Leslie
MAC, Lansing

Ionia
Caledonia Farmers Elevator, Lake Odessa
Gallagher Farms, Belding
Musgrove Grain LLC, Lake Odessa

Isabella
Brown Milling Inc., Mt. Pleasant
Hauck Seed Farm, Mt. Pleasant
Shepherd Elevator, Shepherd

Jackson
Commodity Exchange Inc., Grass Lake
Springport Elevator Inc., Springport

Kalamazoo
Battle Creek Farm Bureau Assn., Climax

Kent
Caledonia Farmer's Elevator, Caledonia

Lenawee
Britton Elevator Inc., Britton
Kimerer Farms, Britton
MAC, Blissfield
MAC, Jasper
Penn Acres, Clinton
Witt Seed Farm, Jasper

Michigan Soybean Promotion Committee
The Soybean Checkoff
michigansoybean.org

Appreciation Month

Livingston
Lott Elevator Inc., Cohoctah
M & W Seeds, Eaton Rapids
Maleitzke Trucking LLC, Fowlerville

Macomb
Armada Grain Co., Armada
Esper Grain LLC, Lenox

Mason
Acres Cooperative, Scottville

Midland
Simons, E. R. Co., Coleman

Missaukee
Falmouth Cooperative, Falmouth

Monroe
ADM Grain Co., Ottawa Lake
Ida Farmer's Co-op, Ida
Masserant's Feed & Grain, Newport
Maybee Farmers Inc., Maybee
Ottawa Lake Coop, Ottawa Lake

Newaygo
MAC - Newaygo, Newaygo
North Central Co-op, Fremont

Ottawa
Farmer's Coop Elevator, Hudsonville
Ionia Grain, LLC, Allendale
Zeeland Farm Service Inc., Zeeland

Saginaw
Freeland Bean & Grain, Freeland
Gasper Farms Elevator, Chesaning
Gavilon, Carrollton
Star of the West Milling Co - Gera, Frankenmuth
Star of the West Milling Company, Frankenmuth
The Andersons, Oakley
The Andersons, Hemlock

Sanilac
ADM Grain Co., Snover
MAC, Brown City
MAC, Marlette

Shiawassee
CPS, Henderson
Durand Feed & Grain, Durand
Harvest Mills Inc., Durand
Morning Star Grain LLC, Lennon
Zmitko Farms, Owosso

St. Clair
Star of the West Milling, Emmet
Vogelsberg Grain Co, Yale
Wittstock Bros., Allenton

St. Joseph
Andersons, White Pigeon
Michiana Agra, LLC, Constantine

Tuscola
Bierlein Seed Inc., Reese
Cooperative Elevator Co., Akron
Harrington Seeds Inc., Reese
Millington Elevator & Supply, Millington
Star of the West, Fairgrove
Star of the West - Gilford, Reese
Star of the West Milling Co., Richville
Vita Plus, Gagetown

Washentaw
American Soy Products Inc., Saline
Chelsea Grain LLC, Chelsea
Marion, John Inc., Saline
Vershum R & Sons Inc., Milan

The Michigan Soybean Promotion Committee is grateful for the partnership with Michigan grain elevators and all they do for the soybean farmers and agriculture.