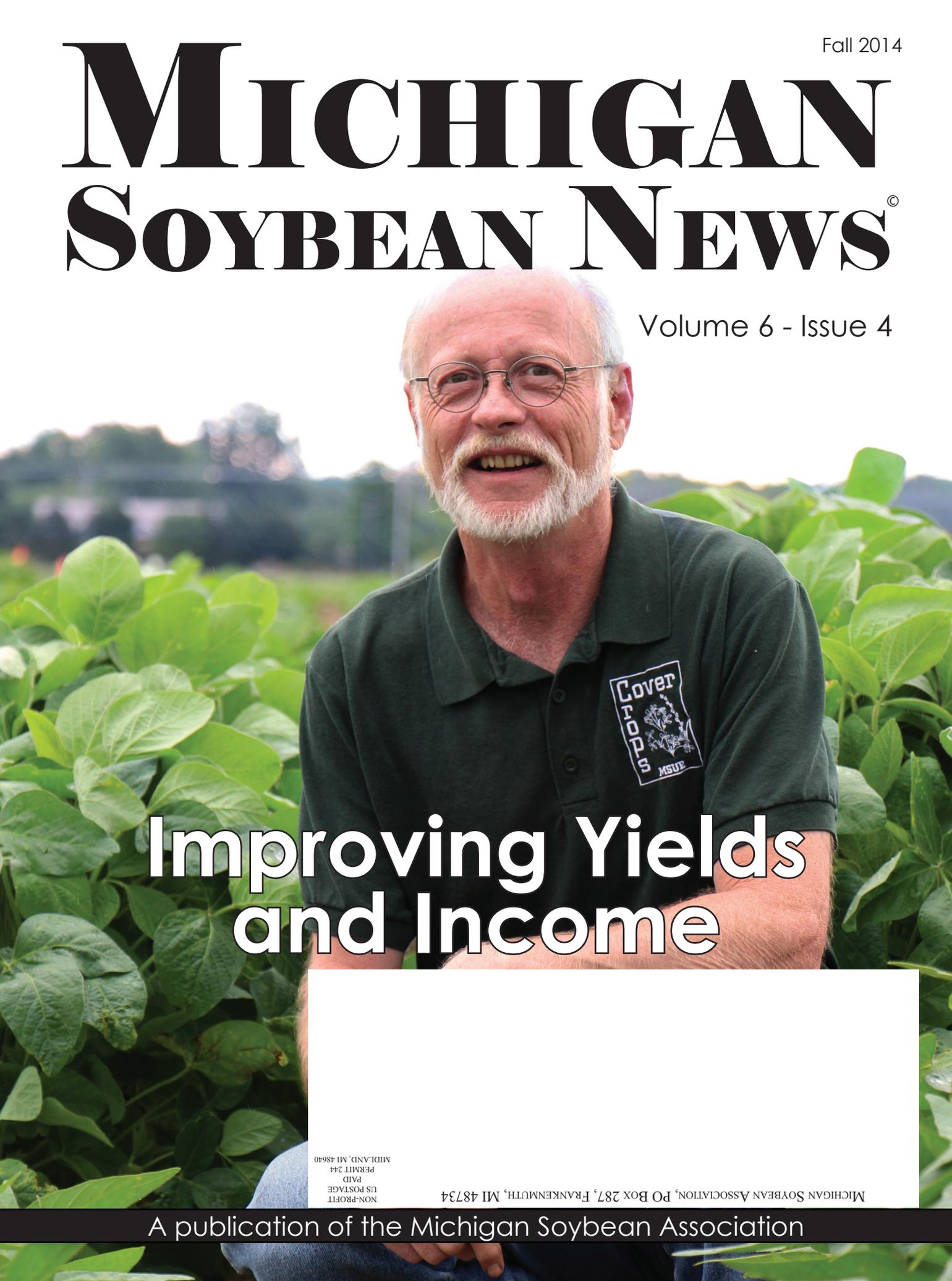


Fall 2014

# MICHIGAN SOYBEAN NEWS<sup>®</sup>

Volume 6 - Issue 4



## Improving Yields and Income

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# Michigan SOYBEAN NEWS

Fall 2014  
Volume 6 - Issue 4

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See what MSA is doing for its  
members.



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Checkoff funded project studying  
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Bridge assessment technology  
funding available.

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## Michigan Soybean Association's Mission Statement

To improve and advocate for the Michigan soybean industry.

# From the MSA President...



David Williams

## What's the Michigan Soybean Association Up To?

Your association has more going on than is readily apparent. There are a number of items that come up during the year requiring action because they affect our freedom to operate – our ability to produce our crops and deliver them to market. I'd like to share some of these items with you to provide a sense of what your Michigan Soybean Association (MSA) board of directors is doing.

**Ag Day at the Capitol** – For the past several years, MSA directors have journeyed to Lansing in March along with other ag groups to participate in this annual event. Ag Day is a time when we can talk with legislative staff, legislators and even the governor to let them know what Michigan agriculture is all about. Michigan Farm Bureau helps organize the event which includes distribution of gift baskets containing Michigan grown agricultural products.

**Feral Swine** – MSA continues to oppose allowing wild hogs for sport in Michigan. We support the Department of Natural Resource's (DNR) Invasive Species Order (ISO) banning feral swine. Earlier this year, when a court overturned the DNR rule, we joined with the Michigan Pork Producers Association and nine other agricultural groups in the filing of an Amicus Brief which is literally, friend of the court, in our opposition to feral swine.

**Biobased Products Procurement Bill** – We continue lobbying for this beneficial law which provides for government agencies to use biobased products when purchasing supplies if the biobased product is cost effective and meets the specifications for the job. This bill has passed the Senate and is awaiting House conference committee action.

**Local Roads Matter** – MSA is a member of the coalition that supports Local Roads Matter through our membership in Agricultural Leaders of Michigan. Local Roads Matter is a grassroots, public education campaign which talks about why additional funds are needed for Michigan roads and to remind people that local roads matter to economic development, to schools, to emergency response times and to agriculture.

**2014 Farm Bill Education** – The latest farm bill brings with it new and more complex programs. The MSA signed onto a letter, along with a number of local and national organizations, encouraging Secretary Vilsack to fully fund the National Coalition for Producer Education (NCPE). The NCPE proposes to develop tools for producers to assist in their individual farm-level program decisions regarding the farm bill which will help producers optimize their program decisions.

Continue to page 4

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**Capitol Hill Visits** – The American Soybean Association (ASA) schedules two board meetings annually in Washington, D.C. during March and July. One component of those meetings includes the opportunity to schedule and meet with our representatives in congress. The MSA had representatives meet with legislators during both of those meetings to discuss Michigan's legislative and regulatory priorities on many issues including: biodiesel demand, biotech and food regulations, environmental regulations, trade expansion, tax issues, risk management and farm policy, and transportation and infrastructure.

**Great Lakes River Barges** – River barges that are currently destined for Michigan ports such as Muskegon must transfer their cargo onto lake barges to cross any of our Great Lakes. This is a very time-consuming and costly process, so we have joined with the Michigan Agri-Business Association (MABA) and other commodity groups in a letter to the Army Corps of Engineers encouraging them to change this rule.

**Miss Dig** – Earlier this year, a proposed rule change would have required farmers to contact Miss Dig when they were going to do any tillage work such as chisel plowing, deep ripping, etc. We joined with many other agricultural organizations in opposition to such a rule change.

**Renewable Fuel Standard (RFS)** – Through our affiliation with ASA, we supported an increase in the 2014 RFS for biomass-based diesel (biodiesel) from its current 1.28 billion gallons. The EPA projected in 2012, production capacity of at least 2.4 billion gallons of biodiesel, and we've been working towards that goal since.

**Freedom to Operate (FTO)** – I used to equate FTO with Right to Farm, it's so much more than that. FTO is the ability to farm into the future. Many things affect our freedom to operate including:

- *Affordable energy in Michigan* – Michigan has some of the highest energy rates in the nation – and there are still areas that cannot get adequate power to run their operations – FTO.
- *Broadband* – In our increasingly connected world, high speed internet is essential for information management, education and communication. Those of us in rural areas are getting shortchanged because we don't have broadband and all it has to offer – FTO.
- *Cellular Service* – How many of you have to hang off a flag pole to make a phone call? With our continued reliance on mobile communication, we need better connections – FTO.
- *Rail* – Good and reliable rail service affects our bottom line. If one rail line that serves the thumb of Michigan didn't exist, it would increase farmers' basis by at least \$.50 and add more trucks to our deteriorating roads – FTO.
- *Roads and Bridges* – If we don't renew our infrastructure, we're going to pay more to replace it in the future. Driving an extra seven or more miles with your commodities or having your Emergency Medical Service (EMS) vehicle detour around a closed bridge isn't smart – FTO.

The Michigan Soybean Association is the organization that works to improve and advocate for the Michigan soybean industry. MSA directors volunteer their time and effort to achieve this goal. Your support of this effort by maintaining your membership and encouraging other farmer friends to become members is important to move issues such as those above forward in the best interest of soybean producers. If you are not an MSA/ASA member, please join today. An application is conveniently located on page 17. If you are already an MSA/ASA member, thank you for your support.

Thank you for your support,  
*David Williams*  
MSA president



#### District 1

Berrien, Branch, Cass, Kalamazoo, St. Joseph and Van Buren

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#### District 3

Lenawee, Livingston, Monroe, Washtenaw and Wayne

#### District 4

Huron, Macomb, Oakland, St. Clair and Sanilac

#### District 5

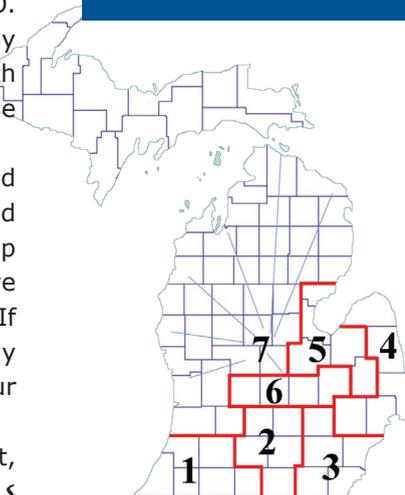
Arenac, Bay, Lapeer, Saginaw and Tuscola

#### District 6

Clinton, Genesee, Ionia and Shiawassee

#### District 7

Counties not listed above



# GET TO KNOW AN MSU SOYBEAN RESEARCHER

By: Beth Oliver, Communication Director

## *Using cover crops with wheat to improve rotational profitability*

### BACKGROUND:

**D**ean Baas earned a Bachelor of Science degree from Michigan State University, then worked at Kellogg in Battle Creek for 20 years. At age 45, he returned to MSU, where he earned his Ph.D. in Environmental Geoscience and Agriculture Engineering, while conducting research on agriculture's impact on water quality in the Kalamazoo River. Baas is currently employed as a senior research associate with MSU Extension.

***"I thoroughly enjoy working with farmers in on-farm research. They have great ideas and are active participants. That kind of enthusiasm and interest is contagious and adds tremendous value to what I do."***

Dr. Dean Baas, MSU

In 2014, Baas received funding from MSPC for his project studying crop systems; specifically, the effect of including cover crops and wheat in rotation with soybeans and corn.

### PROJECT SUMMARY:

A lack of sophisticated crop rotations has resulted in crop yield reductions, increased pest problems and poor soil quality. The University of Guelph study showed including wheat in the rotation has provided a 4-6 bushel yield benefit for soybeans in the corn-soybean-wheat rotation. Corn only, soybean only, corn/soybean and corn/soybean/wheat rotation plots will be evaluated for the economic and agronomic performance of rotations with wheat only added and wheat with and without three cover crops over three years.

### STUDY LOCATIONS:

The study is being conducted at two locations: the MSU Agronomy farm and Saginaw Valley Ag BioResearch station. This offers diversity in soil types and both locations easily host farmers for field days and demonstrations.

### BENEFITS TO THE INDUSTRY:

- Enhance soybean yields
- Decrease incidence of soybean cyst nematodes (SCN) and sudden death syndrome (SDS)
- Provides an opportunity to further diversify the rotation through the addition of cover crops
- Increase profits for soybean growers in Michigan



Photo Credit: United Soybean Board



Photo Credit: Holly Whetstone

# IMPROVE YIELDS AND INCOME BY REDUCING SOYBEAN HARVEST LOSSES

By: Mike Staton, MSU Extension Soybean Educator

**R**educing harvest losses is a simple and effective way to increase soybean yield and profitability. Harvest losses at or below 3% (1.5 bushels per acre) can be achieved with careful equipment maintenance and operation. Surveys conducted in Ohio and Arkansas found that actual harvest losses averaged around 1.5 bushels per acre. However, other surveys found that harvest losses of 6% (3 bushels per acre) were common. Reducing harvest losses by just one bushel per acre will produce more than \$10.00 per acre of additional income in 2014.

## HARVEST TIMING

Properly timing your harvest operations is critical to reducing harvest losses. Harvest operations can begin any time after the beans have initially dried to 14 to 15% moisture. Under good drying conditions, this will occur five to 10 days after 95% of the pods have reached their mature color. Try to harvest as much of your crop as possible before the moisture level falls below 11% to reduce shatter losses, split seed and cracked seed coats. Shatter losses also increase significantly when mature beans undergo multiple wetting and drying cycles.

## EQUIPMENT MAINTENANCE

Before harvest operations begin, inspect and repair the cutting parts on the head. Make sure that all knife sections are sharp and tight and that all guards are aligned and tight.

Check and adjust the gap between the hold-down clips and the knife. This gap should be about the thickness of a business card. Adjust the wear plates to the point that they lightly touch the back of the knife.

## EQUIPMENT ADJUSTMENT

Information from the University of Arkansas shows that a skilled combine operator can reduce harvest losses significantly compared to an inexperienced operator or one that is trying to hurry or cut corners. Combine operators should understand how losses happen and how to reduce them.

Nearly 80% of harvest losses occur while cutting and gathering the plants into the combine. Most of these result from shattered pods dropping soybeans on the ground. The following recommendations will reduce gathering losses:

- Operate the combine at a slight angle (about 20 degrees) to the rows. This is especially beneficial in wide rows or when the stems are tough.
- Maintain groundspeed at 3 mph or less. Higher speeds are reported to be possible with Draper heads when 1) an air system is added to the head, 2) using 1 ½ inch knife sections or 3) the field was rolled. Pods stripped from the stalks and uneven stubble are signs that the travel speed was too fast.



## Reduce Harvest Losses

At the 2013 soybean harvest equipment field day, we measured actual gathering losses occurring at 3 mph and 5 mph by counting soybeans on the ground. We found that increasing the groundspeed to 5 mph increased gathering losses by two bushels per acre. This was true even though the combine was equipped with a Draper head and 1 ½ inch knife sections, and the beans had dried down to 13% moisture for the first time.

- Set the speed of the reel to run 10% to 25% faster than the groundspeed.
- If the beans are lodged, gradually increase the reel speed to a maximum of 50% faster than the ground speed.
- Position the reel axle 6 to 12 inches ahead of the cutter bar. In most conditions, the reel should be positioned as close to the auger as possible to promote even feeding. If the soybeans are lodged, move the reel forward to pick up the plants. 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 (generally the top 1/3 of the plants). In lodged conditions, operate the reel as low as necessary to pick up the plants. Raise the reel if cut plants ride over the reel.
- Measure gathering losses after each adjustment to determine your progress. Information on measuring soybean harvest losses is available from Michigan State University Extension at: [msue.anr.msu.edu/news/measuring\\_soybean\\_harvest\\_losses](http://msue.anr.msu.edu/news/measuring_soybean_harvest_losses) and from the Michigan Soybean Checkoff at: [www.michigansoybean.org/smart-fact-sheets](http://www.michigansoybean.org/smart-fact-sheets).

## ✓ Investing Your Soybean Checkoff

### SMaRT (Soybean Management and Research Technology) HARVEST LOSS RESEARCH

Two combine groundspeeds (3 mph and 5 mph) were compared in a SMaRT on-farm research trial near Owosso in 2013. The yield monitor on a Case IH 8010 combine equipped with a 40-foot Draper head was used to collect the harvest data from four replications of each groundspeed. The 3 mph harvest speed yielded six bushels per acre more than the 5 mph harvest speed. We plan to continue this project in 2014 comparing harvest speeds of 3 mph and 4 mph. We also plan to evaluate the effect of air-assisted reels on soybean yields in multiple SMaRT on-farm research trials.

### SMaRT HARVEST FACTSHEETS

The following factsheets are available at [www.michigansoybean.org/smart-fact-sheets](http://www.michigansoybean.org/smart-fact-sheets):

- Reducing Soybean Harvest Losses
- Harvesting Lodged Soybeans
- Harvesting and Handling Frost-Damaged Soybeans

## MARK YOUR CALENDAR!

**What:** Soybean Harvest Equipment Field Day

**When:** Thursday, October 9th at Noon

**Where:** Gardner Farms near Crosswell

### 2014 SOYBEAN HARVEST EQUIPMENT FIELD DAY

A Soybean Harvest Equipment Field Day will be held at Gardner Farms near Crosswell, Thursday, October 9, 2014. Participants will learn how harvest losses occur and how to measure and reduce them. The field day will begin with a light lunch at 12:00 p.m. and conclude by 3:00 p.m. The following topics and equipment will be demonstrated: Draper heads, auger heads, air-assisted reels, harvest loss measurements and ground speed effects on harvest losses. There is no charge for the field day; however, pre-registration is requested by calling 269.673.0370 ext. 2562 before noon on Friday, October 3 as a complimentary lunch will be provided.



# NEW SCN PROGRAM

By: Mike Staton, MSU Extension Soybean Educator

The soybean cyst nematode (SCN) is the most damaging soybean pest in Michigan. Because of this, the Michigan Soybean Promotion Committee (MSPC) has offered free standard SCN analysis since 1996 to help farmers identify SCN-infested fields and develop management strategies.

The standard SCN analysis is the best way to determine the SCN population level in a given field. However, it does not identify the type of SCN population present. This information is becoming increasingly important as SCN populations have begun to shift in Michigan. Producers need to monitor SCN population shifts so that they can select varieties containing the correct source of SCN resistance for their fields.

The Michigan State University Plant Diagnostic Lab offers an SCN Type Test which measures the ability of the SCN population in your soil to develop on a susceptible variety and the three commercially available sources of SCN resistance: PI88788, PI548402 (Peking) and PI437654 (CystX or Hartwig). The MSPC is offering free SCN type testing in addition to the standard SCN analysis to Michigan soybean farmers. Additional information on SCN type testing is available online at: [www.pestid.msu.edu](http://www.pestid.msu.edu).

The SCN Type Test results are easy to interpret. A female index (FI) is calculated by dividing the number of SCN females that developed on each of the sources of resistance by those found on the susceptible variety and multiplying by 100 to get a percentage. If the FI is at least 10% for varieties with Peking resistance, the SCN population is type 1.

If the FI is at least 10% on PI88788, the population is type 2. If the FI is 10% or more on CystX or Hartwig, the population is type 4. If the FI is 10% or greater on more than one source of resistance, the types are listed and separated by periods. SCN populations are further characterized by the level of reproduction on each of the sources of resistance (Table 1).

- Soybean yields have been declining despite the use of SCN resistant varieties

- At least once every five years

The SCN Type Test is available at no cost on every standard SCN test submitted to the MSU Plant Diagnostic Lab. On the submittal form, simply circle YES indicating you wish type testing to be run on your sample if more than 2,500 SCN eggs are found.

**Table 1. Interpretation of SCN Type Test Results**

Female Index (FI)	Relative SCN Resistance Level
< 10%	Resistant
10 to 30%	Moderately resistant
30 to 60%	Moderately susceptible
> 60%	Susceptible

Michigan soybean producers should submit soil samples for SCN type testing from SCN infested fields under the following conditions:



Type testing will not delay the standard SCN diagnostic results, but will require an additional 35 days to measure soybean growth responses to SCN populations in the soil. Please provide an email address or phone number so you can be notified of the standard test results. A complete report will not be sent until the SCN Type Test is completed.

SCN sample submittal forms are available online at [www.michigansoybean.org](http://www.michigansoybean.org) by searching "SCN" or at MSU Diagnostic Services at [www.pestid.msu.edu](http://www.pestid.msu.edu) under "Submittal Forms."

Always remember to collect one to two quarts of soil for the standard SCN analysis if an SCN Type Test is desired. If not, a pint of soil is adequate for the standard test.

**Please send all SCN samples to the following address:**

**Diagnostic Services  
578 Wilson Rd, Room 107  
Michigan State University  
East Lansing, MI 48824-6469**

# SUDDEN DEATH SYNDROME

By: Dr. Martin Chilvers, MSU Assistant Professor

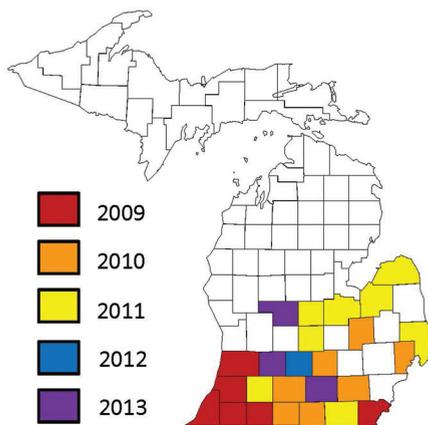
**F***usarium virguliforme* is the soil borne fungal pathogen that causes soybean sudden death syndrome, otherwise known as SDS. The SDS fungus infects the roots of the soybean plant, causing root rot, but it also produces a toxin that causes late season foliar symptoms. The disease was first discovered in Arkansas in the 1970's, and appears to have spread from there to most soybean producing states. To better understand the disease, my lab has been mapping its distribution. Although the disease has been more of an issue for soybean producers in southern Michigan, the disease has been confirmed as far north as Huron County (see map). This disease may become an issue for more producers as the amount of disease inoculum builds in the soil.

supported by MSPC and Project GREEN, has developed a DNA-based diagnostic assay which can accurately detect and quantify the SDS fungus in soybean roots and soil samples. Because the assay is quantitative, it can be used to track the growth of the SDS fungus in soybean root tissue, which provides a better picture of how the fungus invades and colonizes the plant through the season. The assay has been adopted by the MSU Plant Diagnostic Lab to determine if soybeans are positive for SDS, providing growers with rapid and accurate test results. We are also testing the assay as a potential predictive tool to be used on soil samples before planting to predict the risk of SDS development. As part of a North Central Soybean Research Program project, we are comparing our diagnostic assay to assays developed by labs in other states, and while ours appears to be the most specific and sensitive, it's important to evaluate all the potential diagnostic techniques.

The lab is also working with MSU soybean breeder, Dr. Dechun Wang, to determine if the assay may be used to identify root rot resistance genes. This is important as we know different genes are responsible for resistance to the foliar and the root rot components of SDS. The diagnostic assay is also allowing for a better understanding of potential new seed treatments for SDS, such as Bayer Crop Sciences ILeVO™, which has reduced SDS severity and increased yield under heavy SDS disease pressure.

By improving our understanding of this disease we are better placed to manage it. For now, farmers are reminded to prevent soil movement, which could introduce SDS or other soil born diseases or nematodes. If SDS is suspected, get it confirmed by sending a sample to the MSU Diagnostic Lab. Use partially resistant varieties to reduce the impact of the disease, and test and manage soybean cyst nematode which can exacerbate the disease.

## Soybean SDS – Michigan



The SDS fungus can survive in the soil where it infects the soybean root system early in the season, however, it is typically not recognized as a problem until foliar disease symptoms develop sometime in August. The latent nature of disease makes it difficult to study and diagnose. That's why we have been developing tools for rapid identification and diagnosis. Jie Wang, a Ph.D. student

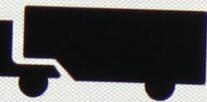


# BRIDGE ASSESSMENT TECHNOLOGY FUNDING

By: Kathy Maurer, Financial and International Marketing Director

WEIGHT  
LIMIT

 42T

 65T

 82T

On  
Bridge  
Ahead

**W**eight limits on bridges are important to community safety. Unnecessary weight limits hinder the farmer's ability to transport agricultural products cost effectively.

The Michigan Soybean Promotion Committee (MSPC) hosted a meeting for Mike Steenhoek, executive director of the Soybean Transportation Coalition (STC) on June 4, 2014. The STC is funded by 12 different state soybean checkoffs, including Michigan. The topic for discussion is a grant available from STC in an amount up to \$10,000 to purchase bridge testing technology or enhance current technology.

The meeting included representation from the governor's office, five engineers from the Michigan Department of Transportation, Saginaw County Road Commission, a contractor for bridge inspection and directors for the MSPC.

"It's not that the road commission is doing a bad job at inspecting bridges," said Mike Steenhoek. "They are doing an excellent job, but with limited funding they may not have the most up-to-date technologies to work with. It's very easy to complain about the roads, so soybean farmers are now putting their money into the issue."

Currently each county in Michigan has a different approach on how their rural bridges are

inspected and funded. The first inspection is visual. Public safety is the first concern of our county road commissions. If a bridge has started deteriorating, load testing may be done to determine safety. Many rural bridges have weight limits put on to protect the public and the bridge during different seasons of the year. These seasons also correspond with planting and harvest.

The STC would like to provide funding for bridge inspection technology to be used on the rural roads where soybean farmers are affected the most, and where the least amount of care is given due to budget constraints. If a weight limit is put on a bridge, a farmer may have to travel eight to

ten miles out of their way, or more, to access bridges that are not posted, or perhaps are of better quality. How do we make sure the weight limit is accurate without higher-level testing beyond the initial visual inspection?

Getting all the players in the room for the initial roll out of this concept was important. After a good discussion and subsequent follow-up emails and phone calls, the process is beginning.

The goal is that within the next couple of years, technologies will be in place for higher tech testing to be assured limits are not being put on the bridges unnecessarily while keeping the highest standard for public safety in mind.



# 2013 SOYBEAN HARVEST VALUED AT \$1.039 BILLION

By: Kathy Maurer, Financial and International Marketing Director

In 2013, Michigan's soybean crop was harvested on 1.89 million acres with an average of 44 bushels per acre (national average 43.3 bushels per acre) and a value of \$1.039 billion dollars. Michigan is ranked number 14 of the nation's 31 soybean-producing states for production by acreage.

Michigan currently has 12,000+ soybean growers in the state with production costs of the following per planted acre:

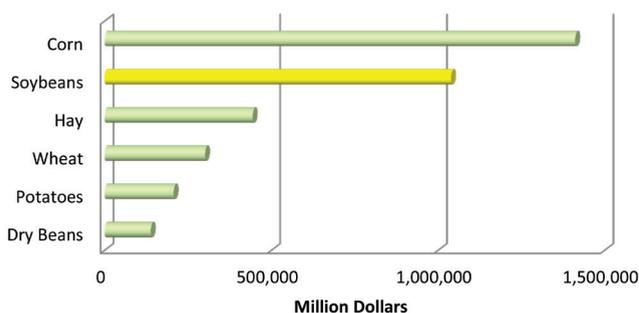
## OPERATING COSTS BY PLANTED ACRE

Seed	\$59.34
Fertilizer	\$38.18
Chemicals	\$28.18
Custom Operations	\$9.96
Fuel, Lube and Electricity	\$21.79
Repairs	\$22.78
Purchased Irrigation Water	\$0.06
Interest on Operating Capital	\$0.08
Total Operating Costs	\$180.37

Sources: USDA, ERS, Industry Estimates

Michigan is the second most diverse state, California's ranked first, for the variety of agriculture products produced. Corn is number one in Michigan at \$1.4 billion followed by soybeans at \$1.039 billion.

## Value of Production for Michigan's Field Crops in 2013



There are a few soybean fields in the upper peninsula, but the majority of Michigan soybeans grow in the bottom ¾ of the lower peninsula. Listed below are the top 10 soybean producing counties in Michigan and their number of harvested acres in 2013.

## 2013 TOP SOYBEAN PRODUCING COUNTIES

#1	Sanilac	115,000
2	Lenawee	108,900
3	Saginaw	97,500
4	Shiawassee	78,400
5	Gratiot	76,800
6	Hillsdale	74,400
7	Eaton	71,600
8	Monroe	71,200
9	Calhoun	71,100
10	Tuscola	67,000

**For every dollar invested in the soybean checkoff, \$5.20 is the amount returned on this investment.**

SOURCE: TEXAS A&M UNIVERSITY

Michigan soybeans are the number one dollar agriculture crop exported out of state based on their value, with a 2013 value of \$831.6 million dollars. The top three countries are:

Canada	\$72,371,722
Japan	\$22,181,916
Indonesia	\$21,004,022

Other countries include: China, Japan, Malaysia, Nigeria, Phillipines, Singapore, South Korea, Taiwan, Thailand, Trinidad and Tobago, United Kingdom and Vietnam.

# DEMAND FOR SOYBEAN MEAL

By: Bill Knudson, MSU Product Center

## INTRODUCTION

This brief analysis shows the demand for soybean meal by sector in the state of Michigan. The dominant species appears to be hogs. Layers and dairy cows and heifers are also major users of soybeans. Overall demand is approximately 1 billion pounds or 500,000 tons a year. Using 47.5 pounds of soybean meal per bushel of soybeans yields an annual utilization in Michigan of 21.05 million bushels.

In 2012, Michigan produced 85.57 million bushels of soybeans, and processed approximately 240,000 tons of soybean meal. Currently, it might be difficult to justify another soybean crushing plant, but if the number of animals in the state increases, a soybean crushing plant will be feasible.

The current level of consumption by species is shown in **Figure 1**.

## ONE FUTURE SCENARIO

To analyze the impact of increased animals the following was assumed. A ten percent increase in dairy animals and hogs and a 20 percent increase in layers and broilers. While these assumptions may be considered somewhat aggressive, they are consistent if not somewhat conservative given the expectations of industry leaders especially for dairy, layers and broilers.

**Figure 2** shows the level of consumption by species if the livestock numbers increase.

In this scenario consumption of soybean meal rises from 1 billion pounds to 1.11 billion pounds or 555,000 tons; an increase of 11 percent.

## METHODOLOGY USED TO GENERATE THE RESULTS

It should be noted that these figures are estimates. They are based on the assumption that feeding systems in Michigan are similar to other states. The following formula was used to generate the estimate. (U.S. soybean meal used for feed)(Percentage used by species in the U.S.)(Michigan share of the species) = Soybean meal use by species in Michigan. These figures were then added up to generate an estimate of all the soybean meal consumed in Michigan.

The soybean meal used for feed is the USDA estimate for feed use in the 2013/2014 crop year. The percentage used by species is from an Agralytica estimate carried out for the United Soybean Board. Michigan's share of the species was determined by using the 2012 Census of Agriculture. As such they may slightly underestimate the number of animals currently in the state.

## SOURCES

Agralytica: *Animal Agriculture Economic Analysis: 2002-2012*. Alexandria: Agralytica, 2013. U.S. Department of Agriculture. *2012 Census of Agriculture*. Washington: U.S. Department of Agriculture, 2014.

**Figure 1: Estimated Soybean Meal Consumption by Species in 2012 (million pounds per year)**

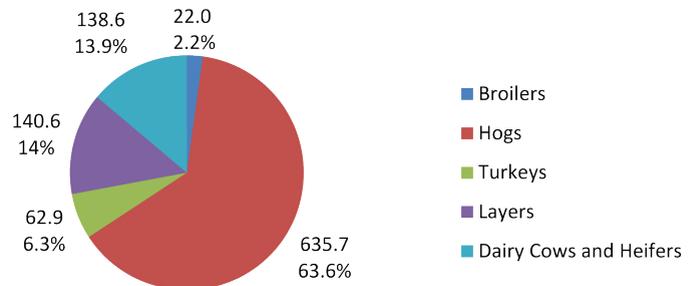
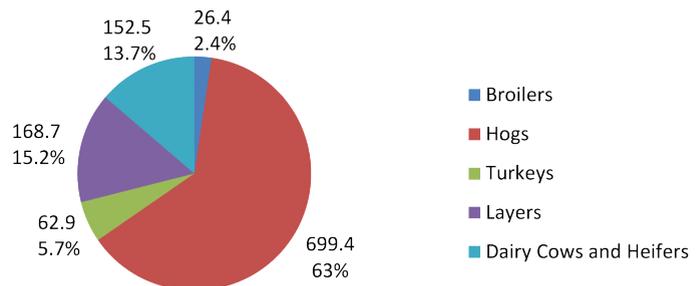


Photo Credit:  
United Soybean Board



**Figure 2: Soybean Meal Consumption by Species if Livestock Numbers Increase (million pounds per year)**



# HERBRUCK POULTRY RANCH: A MICHIGAN SOYBEAN MEAL USER

**H**erbruck Poultry Ranch, Inc. (Herbruck's) is a leading egg production and processing company that has operated in Ionia County, Michigan, since 1958. Herbruck's is a family owned and managed farm that employs over 400 workers and operates three production facilities in Ionia County. The company's roots stretch back to the late 1920s, when Harry Herbruck Sr. began an egg delivery company elsewhere in Michigan. The third and fourth generations of family members now run the business. In 2011, Herbruck's was ranked eleventh in size in the U.S. egg industry, with six million laying hens. Family member leaders Stephen, Greg and Herb manage the company with assistance from many key employees.

As a fully integrated business, Herbruck's owns and carefully manages all facets of egg production and processing. Herbrucks is a partner with Midwest Foods Hatchery in Blackstone, Virginia. Chicks are delivered to their growing farms in Michigan and raised until mature where they are transferred to one of their three egg production sites or a partner/contract farm. Many of these farms (28 in total) are small single barn sites in northern Indiana. At Herbruck's company-owned sites

and contract farms, the care of the bird is priority number one. Herbruck's trains all team members to ingrain a culture of the highest standards from caring for the birds to the quality of the eggs they produce which make their way to households throughout the state and the entire nation. A very unique aspect of their barn designs is that the bird waste is quickly dried and pelletized to be sold as a high quality



fertilizer while creating an excellent environment in the hen house. All sites' eggs are delivered to one of their three egg processing plants where eggs are washed, inspected and packaged for delivery to their retail or foodservice customers. At the Hennerly site, eggs are also broken and sold as liquid.

The company supports hundreds of independent family farms in the area by purchasing their grain as feed, or by contracting

with them to produce organic and cage-free eggs to Herbruck's high standards. Herbruck's purchases six million bushel of corn per year which equals roughly to 50,000 acres of cropland and the soybean meal production of nearly equal the same farmland acreage. Their two feed mills blend these ingredients with other ingredients, such as calcium and vitamins, which become their conventional and organic feeds.

The company supplies retail and food service customers nationwide with shell eggs, whole liquid eggs and hard-cooked peeled eggs under several brand names, including Eggland's Best®. Herbruck's has been an Eggland's Best distributor for nearly 20 years. Many of Herbruck's retail customers receive their eggs in custom packaging to fit their marketing strategies. Herbruck's fleet of trucks completes the process by delivering the eggs directly to the store door where customers choose from a variety of conventional and specialty egg brands.

Kudos to Herbruck's for their high standards in Michigan's agriculture industry, and for selecting soybean meal as part of their bird's nutritious daily diet.

**THANK YOU TO HERBRUCK'S FOR SUPPORTING THE MICHIGAN  
SOYBEAN ASSOCIATION'S JUNE BOARD MEETING**

# A golden opportunity for soybean growers

- More profit potential per acre
- A premium price per bushel
- Vistive<sup>®</sup> Gold soybeans with Genuity<sup>®</sup> Roundup Ready 2 Yield<sup>®</sup> soybean technology provide a competitive yield
- Together, premium price and competitive performance provide increased profit potential for your bottom line

Get a  Premium Price

Competitive Yield



Bottomline



## The More You Grow, the More You Earn

How much more can you earn by producing Vistive<sup>®</sup> Gold soybeans\*?

100 acres	\$2,700
200 acres	\$5,400
500 acres	\$13,500
1,000 acres	\$27,000

\*Based on 60 cents per bushel per acre at an average of 4.5 bu/acre.

## D.F. SEEDS VISTIVE GOLD PRODUCTS

Soybean Variety	Relative Maturity	Flower Color	Pubescence	Hilum Color	Pod Wall	Plant Type	SCN	PRR Gene	PRR FT	Standability	Emergence	SDS	White Mold	BSR	Soils	Row/ Drill
DF5265 NVG R2Y	2.6	P	G	IB	B	MT	R3	1C	2.8	2	1.3	1.5	1.2	1	All	Either
DF5295 NVG R2Y	2.9	P	G	IB	B	T	R3	1C	1.8	2.5	1.4	NA	NA	3	All + Marginal	Either
DF5305 NVG R2Y	3.0	P	G	IB	B	M	R3	1C	2.3	1.7	1.3	NA	NA	1	All	Either

Scale 1-5 1 = Best

**D.F. SEEDS**  
Call (517)623-6161 to purchase

# EPA WATERS OF THE U.S.

By: Julian Vail, LLC

The Environmental Protection Agency (EPA) introduced a proposal during the month of March to change the definition of what is considered a Water of the United States. Although the EPA claims that the new adjustments will not have a great effect on the agricultural industry, the American Farm Bureau Federation (AFBF) and many other agricultural organizations say otherwise. The EPA states that the new proposal would allocate 1,600 additional acres as Waters of the United States; however, the AFBF claims that implementing this new rule could affect more than 106 million acres.

Allowing this proposal to be implemented would greatly hurt the agricultural industry in allowing the EPA the opportunity to claim jurisdiction over areas such as ditches. In order to alter a Water of the United States, approval and permits must be issued to the individual. Through increasing the amount of land being considered as a Water of the United States, the proposal will prove to be very costly for many agriculturalists who will most likely need to pursue permits.

Since the introduction of the proposal, word from concerned agriculturalists and agricultural organizations such as the AFBF has resulted in the introduction of the Protecting Water and Property Rights Act of 2014. This bill would prevent the EPA from finalizing the proposal pertaining to Waters of the United States. Although the bill has been approved by the House Committee on Transportation and Infrastructure and shows positive signs of being approved by the House of Representatives, being passed by the democratic controlled Senate and approved by President Obama will prove to be the bill's greatest challenge.

For more information, visit <http://www2.epa.gov/uswaters>.



It is crucial to spread the word of the influence this bill has on the agricultural industry. It is also important to contact your local senator and representative to voice the concern of the EPA's proposal and the importance of the bill preventing the proposal to pass.

Below is an example, provided by the Michigan Farm Bureau, of an effective letter that can be used in contacting Administrator McCarthy. Communicate with the EPA by visiting their website at <http://www.regulations.gov/#!submitComment;D=EPA-HQ-OW-2011-0880-0001>

Dear Administrator McCarthy,

I oppose the Environmental Protection Agency's implementation of its proposed rule on the definition of the Waters of the United States under the Clean Water Act, Docket No. EPA-HQ-OW-2011-0880. While EPA has stated this rule will offer clarity, simplify the regulatory process and improve protection of water resources, I believe the proposed rule does none of those things. Instead, this rule will hurt the agriculture industry, as well as many other businesses. It will damage the American economy that depends on the services agriculture and other industries provide. Further, it will interfere with states' efforts to develop water protection programs that really work and which do not depend on such burdensome regulation. The rule does not benefit the environment like EPA says it will. The rule must be rescinded to fix these problems. Thank you for your time and attention.

Respectfully submitted,  
Your name

# Belong Soybean VOICE

## Membership MICHIGAN

### Lansing Seed Action Policy

#### REPRESENTATION Federal Training Benefits

**"I've met several legislators that have never set foot on a farm. We as farmers need to be at the capitol representing our land."**

Jay Ferguson,  
MSA Director

People making decisions in Washington, D.C. and Lansing 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 from the farm.

With college students making comments such as, "We don't need

farmers because the grocery stores do a good job of putting food on the shelves," or "I'm a vegetarian and I can eat chicken wings because they grow back," there is a lot of education that needs to occur to our politicians and the public.

**Protect your farm and way of life, join the Michigan Soybean Association today!**

**Are These Issues Important To You?**

- Protecting your right to farm.
- Supporting farmers' freedom to operate without oppressive regulations.
- Supporting the use of soy biobased products.
- Keeping Michigan as a livestock production friendly state.

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

**MEMBERSHIP BENEFITS:**

- 5% member discount purchase incentive on all IntelliAir equipment and free admission to grain school and workshops. New and renewing members in 2014 have a chance to win a \$5,000 IntelliAir equipment voucher! Winners will be drawn at the 2015 MSA Annual Meeting of Members - need not be present to win.
- Novozymes will provide one voucher good for the treatment of 100 units of soybean seed with Optimize® or TagTeam® LCO for all new or renewing 3-year or Lifetime memberships
- 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
- For 3-year and Lifetime memberships, a \$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

**\$5,000** 2014 new and renewing memberships will be entered into a drawing to be 1 of 2 WINNERS for a \$5,000 voucher towards an IntelliAir equipment purchase!

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

*Testify* **MICHIGAN** **CONSERVATION** *Discounts*  
**Membership** *Advocate*  
**Scholarships** *Believe*  
*Lansing* **Involvement** *Leadership*

By joining the Michigan Soybean Association, you also become a member of the American Soybean Association. Membership in these organizations allows you to have a greater impact on the soybean industry at a state and national level. Make a decision to help influence the success of soybean farmers by joining today!

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: \_\_\_\_\_

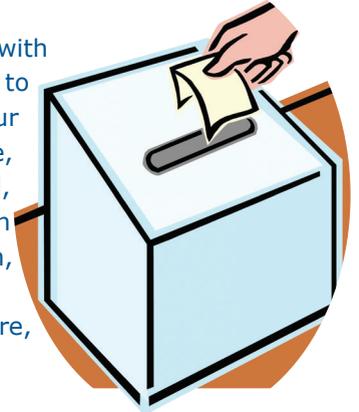
# GENERAL ELECTION 2014

By: Julian Vail, LLC

**M**ichigan registered voters will be voting on candidates for the U.S. Senate, U.S. House of Representatives, governor, attorney general, secretary of state, Michigan Senate and Michigan House of Representatives in the November election.

It is important that soybean farmers meet the candidates, establish a relationship with them and educate them on the agricultural industry along with the value of soybeans to our food and feed supply and for biobased products. Inquire of their position on your issues such as property taxes, freedom to farm, regulation of water and land use, infrastructure challenges for transportation such as roads and bridge repairs needed, energy, etc. Once you have identified candidates supportive of the industry, you can support them in a variety of ways including a financial contribution, placing a yard sign, hosting a coffee with friends and volunteering in the campaign office.

If you need any assistance in determining your district and who the candidates are, please contact the Julian Vail, LLC office at 517.372.1500 and we will assist you.



## MSA NEW AND RENEWING MEMBERS

**NEW:**

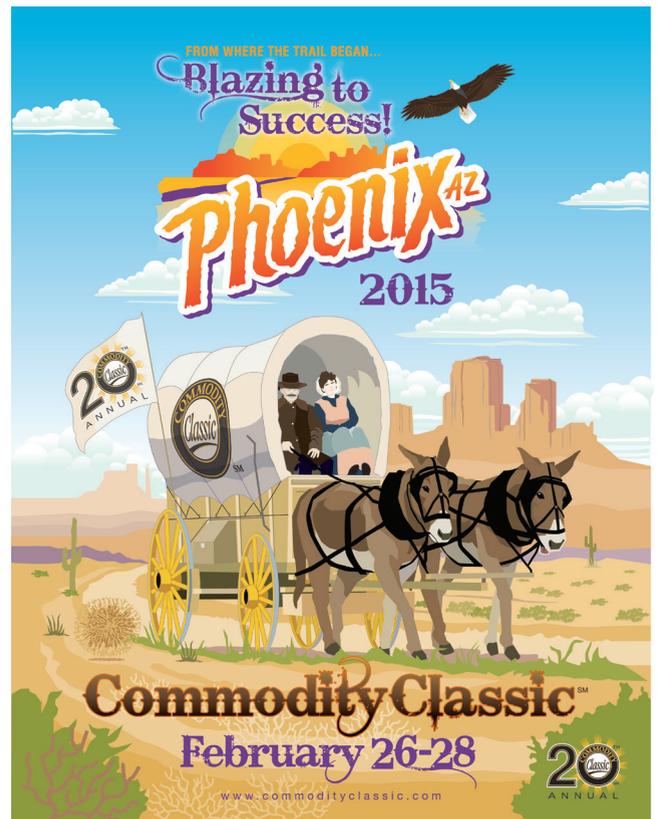
Ron Converse, Charlotte

**RENEWING:**

- Charlene Blanchett, Monroe
- Tom Durand, Crosswell
- Dwane Guthrie, Mount Pleasant
- Michael Horton, Swartz Creek
- Clark Humrich, Webberville
- Roger Huper, Freeland
- Scott Jirgens, Kalamazoo
- Ron Johnson, Birch Run
- Fred Kanicki, Bay City
- Jack Lemmermen, Portage
- Robert Lennard, Reading
- Barre Lester, Greenwood
- Curtis Mans, Zeeland
- Phillip Parrent, Sandusky
- Jeff Reinbold, Saginaw
- Tim Rumfield, Sunfield
- Patrick Sheridan, Fairgrove
- Alfred Stuever, Yale
- Gordon Thompson, Hillsdale
- Paul Wielfaert, Britton



Visit our website  
[www.michigansoybean.org/](http://www.michigansoybean.org/)  
[michigan-soybean-association](http://michigan-soybean-association)



# BE AN MSA ESSAY CONTEST WINNER OF UP TO \$500

By: Noelle Byerley, Special Projects Coordinator

The Michigan Soybean Association (MSA) invites students to write about the future of farming and the soybean industry. If you can put it in under 500 words, you could win up to \$500 dollars.

Visit MSA's website at [www.michigansoybean.org/michigan-soybean-association/membership-recruiting](http://www.michigansoybean.org/michigan-soybean-association/membership-recruiting) for information and details regarding this event. The brochure detailing the essay competition, theme, participate qualifications, essay submission timeline, submission guidelines, how the winners will be selected and prize details can be printed at this website.

Essays may be submitted now! Enter the contest today for a chance to get your essay printed in the *Michigan Soybean News* and be a winner!



DuPont  
**YOUNG  
LEADER**  
PROGRAM  
American Soybean Association



If you believe, belong.



## 2015 Grow the Leader in You

The 2015 Young Leader Program is designed to strengthen and build upon the individual's existing skills, providing them with tools, information and a strong peer network to help advance the soybean industry domestically and internationally.

Through in-depth and hands-on training Young Leaders will:

- Strengthen their leadership and communications skills
- Build relationships with other growers from across the country and Canada
- Expand their agricultural knowledge

The two-phase program is designed for actively farming couples or individuals 21 years or older. Spouses who attend are active participants in the program.

Phase I Nov. 18 – 21, 2014,  
Pioneer Headquarters, Johnston, Iowa

Phase II Feb. 24 – 28, 2015, Phoenix, Arizona  
(Held in conjunction with Commodity Classic)

For more information and to apply: [www.SoyGrowers.com](http://www.SoyGrowers.com)

**DEADLINE=SEPTEMBER 10TH!**



# WASHINGTON FARM POLICY AND LEGISLATION RUNDOWN

*By: Patrick Delaney, Communications Director,  
American Soybean Association*

**A**s Congress departs Washington for its annual summer recess, here's a look at what farm decisions await both Congress and the federal agencies once everyone returns to the capitol in September.

The industry still awaits word from the Environmental Protection Agency (EPA) on the Renewable Fuels Standard (RFS) volume levels for biodiesel for 2014 and 2015. Both the American Soybean Association (ASA) and Michigan Soybean Association (MSA) protested the initial level of 1.28 billion gallons proposed earlier in the year as insufficient and called for an increase in those levels to 1.7 billion gallons, equal to last year's production. Word out of EPA is that the agency has heard the industry's comments and criticisms, and the number will be adjusted upward to the 1.4 or 1.5 billion range for 2014. A decision is expected later in the summer or early fall.

Also in the hands of EPA is the much-ballyhooed Waters of the United States clarification of the Clean Water Act. In what was likely the most publicized and criticized piece of agricultural news in 2014, the Waters of the U.S. proposed rule set out a list of waterways to be regulated by EPA, but failed to clarify what jurisdiction the agency has over waterways not on the list. ASA has pressed EPA for more clarity, including in a July webinar made available to all members, and indications out of EPA are that the agency is attempting to provide that clarity, if slowly. Further movement on the rule is not expected before the fall.

Amid the fracas over the RFS and the Waters of the U.S., it may be easy to forget that farm groups like ASA and MSA labored for more than three years to pass the farm bill, which is now in the hands of USDA for implementation. ASA and MSA supported the allocation of funding for land grant universities including Michigan State, to produce web-based tools and resources that will help farmers choose between the various new programs in the bill. Progress on farm bill implementation can be tracked at [www.usda.gov/farmbill](http://www.usda.gov/farmbill).

Finally, the Safe and Accurate Food Labeling Act, which would guide the Food and Drug Administration's (FDA) policy on biotech food labeling, faced an uncertain future following a cancelled hearing in July and with the bill's chief sponsor, Rep. Mike Pompeo (R-Kan.), locked in a contentious primary contest. Following Pompeo's decisive victory, the bill's prospects now look better, at least as far as a hearing in the House Energy and Commerce Committee is concerned. ASA and MSA support the bill, which would direct FDA to establish guidelines for a voluntary label on GMO food products, and prevent states from enacting a confusing and conflicting patchwork of state laws and regulations.

As always, ASA will keep Michigan farmers updated on these and other issues as they move forward.



# Latest Checkoff ROI Study Results

The results of the soybean checkoff's most recent regular, independent return-on-investment (ROI) analysis found that all U.S. soybean farmers receive \$5.20 in profits for every dollar they invest in the checkoff. The study's authors, from Texas A&M University, concluded that 5 percent of all U.S. soybean farmers' revenues are due to the checkoff's research and marketing efforts. Other conclusions include:

- The soy checkoff has increased the size of the U.S. soybean industry.
- It has lifted the markets for U.S. soybeans, meal and oil, as well as U.S. soybean farmer returns.
- The checkoff has also increased U.S. soy exports and reduced the competitive threat of the South American soybean industry. As a result, U.S. soybean farmers currently enjoy a larger share of the global soy market.
- The benefits of the checkoff for U.S. soybean farmers and the industry in terms of net additional returns have far exceeded the cost of the program expenditures over time.

## Soy Checkoff Request for Referendum Results

The results of the most recent soy checkoff request for referendum balloting indicate that farmers know the value of the checkoff. The U.S. Department of Agriculture received 355 request for referendum forms from U.S. soybean farmers during May, the month designated this year for the opportunity provided every five years for U.S. soybean farmers to request that a referendum be held on the checkoff's existence. Of those, only 324 were valid, which represents 0.06 percent of all eligible U.S. soybean farmers, falling far short of the 10 percent needed to trigger a full referendum.

## Positioning the U.S. Soybean Industry at CONNECTIONS 2014

The U.S. soybean industry looks to position itself for the 21st century and beyond at CONNECTIONS 2014: Ahead of the Curve, Accelerating U.S. Soy's Future. This year's event will take place December 10 in St. Louis, Missouri. Farmers, seed companies, processors, researchers, customers and other stakeholders are invited to discuss current trends and how they impact the future direction of the U.S. soy industry.

Participants will address questions including:

- Is value-added meal a path to future success for U.S. soy?
- How should we approach research to drive innovation into the future?
- How will biotechnology acceptance impact U.S. soy's markets in the future?

Visit [www.UnitedSoybean.org/Connections2014](http://www.UnitedSoybean.org/Connections2014) for more information and registration updates. Please contact Gail Frahm, MSPC executive director, at 989.652.3294 if you would like to be considered as a participant at CONNECTIONS 2014.



# 2014 STATE PARKS GOING GREEN WITH SOY!

By: Noelle Byerley, Special Projects Coordinator

The Michigan Soybean Promotion Committee (MSPC) is helping Michigan state parks go green for the second year!

MSPC offered a soy biobased products grant opportunity for the parks and farmers to work together to demonstrate the benefits of soy biobased products such as cleaning supplies, lubricants, sealers, penetrants and building materials. Soy biobased products are renewable and environmentally friendly.



Chris Case, retired chief of facility management at Pictured Rocks National Lakeshore  
**"Biobased products are readily available, cost-competitive and perform as well or better than traditional products."**

This year's competitive grant closed in March and the grant recipients are: Baraga State Park and Field Office, Bay City State Recreation Area, Bewabic State Park, Fort Custer Recreation Area, Fort Wilkins Historic State Park, Harrisville State Park, Hartwick Pines State Park, J.W. Wells State Park, McLain State Park, Porcupine Mountains Wilderness State Park, Sleepy Hollow State Park, Tahquamenon Falls State Park and Van Riper State Park.

Parks were required to submit an application with a list of soy biobased products that they plan to use. Parks will be using products such as bar chain oil, hand cleaners and wood sealants. Also, signs will be available for placement in the parks to let visitors know that **Soybeans + Parks = Going Green**.



For more information on soy biobased products, visit [www.michigansoybean.org](http://www.michigansoybean.org).

**MICHIGAN CROP IMPROVEMENT ASSOCIATION**



*Providing foundation seed field inspection and seed testing services*

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**Phone: 517-332-3546. e-mail: info@michcrop.com**

**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.



Joel Phelps [www.SietsemaFarms.com](http://www.SietsemaFarms.com)  
 11304 Edgewater Drive, Suite A, Allendale, MI 49401  
[jphelps@sietsemafarms.com](mailto:jphelps@sietsemafarms.com) 616.895.7493





# YOUR FIELDS NEXT.

Another advancement in soybean technology is on the horizon.



## John Kohr

Roundup Ready Xtend™ Learning Experience Site Manager  
Michigan region

The next game-changer from Asgrow® brand isn't just closer to being available for your farm, it's already proving itself in field research. Hear from an Asgrow expert on the latest high-yielding approach to weed control.



**Q: What feature of Roundup Ready 2 Xtend™ soybeans, pending regulatory approvals, are you most excited about?**

A: Our Asgrow products are built on the Genuity® Roundup Ready 2 Yield® platform so farmers will still experience the same yield potential and performance they're accustomed to seeing. The Roundup Ready® Xtend Crop System will add another layer of protection against resistant weeds since it will be tolerant to dicamba in addition to glyphosate. It really gives our farmers more options for weed control.

**Q: How is the Roundup Ready® Xtend Crop System helping you achieve clean fields?**

A: Because the Roundup Ready 2 Xtend™ soybeans are tolerant to key herbicides, it will give our farmers a different mode of action to take care of the tough weeds we're encountering and protect their acres. We'll offer farmers management suggestions, such as adjustments needed for their sprayers, to help them get the most out of their acres and maximize their yield potential.

**Q: Why will this system benefit farmers in your area?**

A: The Upper Midwest region is unique because we grow a lot of specialty crops. We are unable to use some of the chemistry products available in the Corn Belt because of carryover concerns. The Roundup Ready® Xtend Crop System will really help farmers because it will be another tool they can use to combat resistant weeds. It will really benefit their overall operation.

**Q: What are you most looking forward to about this system coming to market?**

A: Adding dicamba tolerance to the Roundup Ready® system will offer more flexibility to our farmers' operations and improve performance. Our high-yielding Asgrow soybean brand combined with this additional mode of action will offer farmers more output from their acres and help to tackle the weed-resistance issue. It's just one more innovative solution that Asgrow is bringing to market to benefit farmers.

**“Our high-yielding Asgrow soybean brand combined with this additional mode of action will offer farmers more output from their acres and help to tackle the weed-resistance issue.”**



### TO START CHANGING THE GAME ON YOUR FARM, WORK WITH YOUR EXPERT ASGROW DEALER

This information is for educational purposes only and is not an offer to sell Roundup Xtend™, XtendiMax™, Bollgard II® XtendFlex™ or Roundup Ready 2 Xtend™. These products are not yet registered or approved for sale or use anywhere in the United States. Commercialization is dependent on multiple factors, including successful conclusion of the regulatory process. The information presented herein is provided for educational purposes only, and is not and shall not be construed as an offer to sell, or a recommendation to use, any unregistered pesticide for any purpose whatsoever. It is a violation of federal law to promote or offer to sell an unregistered pesticide. Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Asgrow and the A Design®, Asgrow®, Genuity®, Roundup Ready 2 Xtend™, Roundup Ready 2 Yield® and Roundup Ready® are trademarks of Monsanto Technology LLC. ©2014 Monsanto Company.

# INFORMATION SHARING AND GATHERING AT CFI

By: Laura Moser, President, Michigan Ag Council

It's no secret that modern agriculture practices are facing tougher scrutiny than ever before. Consumers want to know when, where and how their food is produced. Coupled with the scrutiny is the surge of new labels and claims put on food. It is no wonder the skepticism is increasing. For several years, the Center for Food Integrity (CFI) has worked to help bridge the knowledge and education gap between those that produce the food and those that consume it. CFI works with state organizations to help provide messaging and other materials to help those in agriculture reach across the information void to consumers. In Michigan, the Michigan Ag Council (MAC) and the Michigan Soybean Promotion Committee (MSPC) work with CFI to develop programs and educational material.

**Panel members expressed they would pay the extra money to purchase food labeled organic or natural.**



Each spring, CFI hosts the North American Leaders Session, bringing together state organizations to share ideas and learn from each other about successful activities and materials. Thanks to generous support from the United Soybean Board (USB) through the MSPC, Michigan had two representatives at this meeting: Becky Cunningham, the then program coordinator for MAC and me, Laura Moser, president of MAC.

The 2014 meeting was held at a Walt Disney World convention center in Orlando, a perfect place to spur imagination and creativity during the sessions. Because the meeting is a rather small group, there is opportunity to really talk about the issue and discuss what is working in other regions of the country. Learning what works, and at times what doesn't, is valuable information to bring home.

In addition to the information sharing, CFI invites in local consumers to participate in a panel discussion on their concerns regarding food. This discussion sheds valuable insight into the decisions these shoppers make.

This year's panel discussion focused on food labels and the decision-making triggers the panel searched for when purchasing food for their families. Many of the opinions of the panel varied, but one thing was clear – they were confused and at times misled about what terms like "natural," "organic" and "farm fresh" mean. When asked, few could accurately

define the terms, but most agreed the product must be better because of the terms. Even with the confusion on labeling, two of the panel members expressed they would pay the extra money to purchase food labeled organic or natural.



Laura Moser,  
president of  
Michigan Ag  
Council

**"The panelists' views reflected a high level of distrust and a lack of understanding of how their food is produced."**

Hearing the comments, concerns and confusion expressed by the panel, reinforces the need to keep working to inform consumers about modern agriculture practices and to take some of the unknowns out of the food supply.

In Michigan, through groups like the MAC, we are implementing programs to help fill the information void. Programs like blogger tours, social media activity and participation in events like Breakfast on the Farm (with help from USB grants), all help develop relationships with our consumers.

MAC extends its appreciation to the Michigan soybean farmers who generously support MAC's programs and activities. For more information on the Michigan Ag Council visit [www.michiganagriculture.com](http://www.michiganagriculture.com).

# ANIMAL AG SESSION

*By: Beth Oliver, Communication Director*

**A**long with representatives from several Michigan agricultural groups, I attended the Center for Food Integrity (CFI) 2014 North American Strategy Conference on Animal Agriculture.

The conference, held May 13-14 at Hamburger University, McDonald's Campus in Oak Brook, Ill., focused on industry responses to consumer misconceptions.

Following a welcome by Nancy Kavazanjian, United Soybean Board (USB) director and strategic management committee member, attendees spent the first day of the conference in sessions oriented around the concepts of mitigating social outrage and transparency in action. Speakers provided a summary of 2013 CFI research and the effects that consumer outrage may have for animal agriculture, then led case study-based discussion on how the industry should move forward.

The second and final day of the event revolved around the question, "What does it take for consumers to accept 'big food?'" Sessions focused on consumer

interactions via social media, with a special focus on how brand managers can navigate the skepticism that consumers often exhibit toward agricultural production.

It is incredibly important that representatives of the agriculture industry have the opportunity to attend events like this. By understanding the source of negative feelings toward our industry, we are better able to address the misinformation that surrounds modern production and gear our communication efforts in that direction.

The conference closed with a consumer panel comprised of millennials from the Chicago area, which offered valuable insight to the concerns that purchasers have regarding food production.

For more information regarding the Center for Food Integrity and a full list of partners, visit [www.foodintegrity.org](http://www.foodintegrity.org).

# ONLINE LEADERSHIP TRAINING AVAILABLE

*By: Hannah Brescher, Director of Education, Indiana Soybean Alliance*

**S**tate soybean organizations recognize the critical role farmers and board members play in both their organization's success and the success of the whole soybean industry. They also recognize that in today's challenging environment it is vitally important to identify and develop current and future farmer leaders.

Due to this need, the United Soybean Board along with several other state soybean checkoff organizations, including the Michigan Soybean Promotion Committee, recently funded and developed a national online training website called Ag Leader Source at [www.agleadersource.com](http://www.agleadersource.com).

Any soybean farmer can gain access to the site's training modules, which include topics like "Good Governance:

Roles and Responsibilities of a Board Member," "Parliamentary Procedures," "Financial Oversight" and "Strategic and Performance Management."

While many of the online modules are geared towards developing existing soybean board members, any soybean farmer can head online to learn more and watch the modules.

Several training sessions are currently available under the "New Board Member" section of the site, and other sections will be populated by October 2014.

Soybean farmers not on their state soybean checkoff board can register by visiting [www.agleadersource.com](http://www.agleadersource.com). For more information about the site, contact Linda Snell at [lsnell@lblstrategies.com](mailto:lsnell@lblstrategies.com) or 847.274.3061.



# MAC Hosts Aquaculture Farm Tour

By: Beth Oliver, Communication Director

**H**arrietta Hills Trout Farm is a family owned and operated fish farm nestled in Michigan's magnificent Manistee National Forest, near Harrietta, Michigan. Jim, Katherine, Susan and Dan Vogler operate the farm with the belief that hard work and doing the job right are the principles of their farm's success.

Started in the 1950's, Harrietta Hills has grown into one of Michigan's largest private trout farms. The Vogler family specializes in the production of rainbow trout, with brook trout and brown trout available seasonally.

Harrietta Hills has partnered with Superior Foods of Grand Rapids to process the trout produced by the farm in their world-class, state-of-the-art processing facility. This partnership ensures that fresh trout is processed and shipped in record time.

The Michigan Ag Council (MAC) invited bloggers to experience a tour of the farm. The tour was sponsored in part by the United Soybean Board (USB) and the Michigan Soybean Promotion Committee (MSPC).

Tour attendees received a walking tour of Harrietta's facility, where they learned more about Michigan farmed fish, including the stock's dietary needs (which includes soybean meal in their feed formulation), handling practices and healthcare.

Following the tour, attendees were treated to a lunch of fresh grilled trout, courtesy of Dan Vogler. Check out Dan's favorite recipe at right!

For more information and some great Michigan recipes, visit [www.harriettatrout.com](http://www.harriettatrout.com) or [www.michiganagriculture.com](http://www.michiganagriculture.com).

## Grilled Rainbow Trout with Lemon and Tarragon

4 rainbow trout fillets  
2 Tbs. extra virgin olive oil  
Juice of ½ lemon  
1 Tbs. fresh minced tarragon  
1 tsp. paprika  
Salt and pepper to taste

Pre-heat and oil the grill. Combine the olive oil, lemon juice and tarragon, set aside. Season the trout fillets with salt and pepper to taste. Sprinkle the meat side with paprika. Grill fillets meat side down until trout is half-done (about 3 minutes). Turn fillets and brush with lemon-tarragon oil. Grill until fillets are opaque throughout (about 3 more minutes).

Serve trout fillets immediately. Serves 4

Left to right:

Regina Sober, Ali Harwell, Heidi Meek, Dan Vogler, Barbara Wunsch and Amanda Williams

Photo Credit: Michigan Ag Council



# MSPC SUPPORTS 6TH ANNUAL MICHIGAN LIVESTOCK EXPO

*By: Beth Oliver, Communication Director*

The Michigan Soybean Promotion Committee (MSPC) proudly sponsored the 2014 Michigan Livestock Expo (MLE), held July 16-22 at the Michigan State University Livestock Pavilion.

In addition to contributing funds towards the buyer reception preceding the MLE Sale-abration, MSPC partnered with Zeeland Farm Services to purchase Jay Sweet's spotlight market lamb.

Sweet, hailing from Sturgis, is a junior at Michigan State University majoring in animal science. He plans to earn his masters degree with a specialization in animal breeding systems. Upon completing his education, Jay hopes to be employed with the Maschoffs (the country's largest family-owned commercial hog operation) in Illinois as a breeding-to-farrow manager.

"My experiences as a livestock exhibitor have had an immeasurable impact on my career goals," said Sweet. "Beyond instilling a sense of responsibility and work ethic, exhibiting livestock has fed my passion for the agriculture industry and serves as a reminder that opportunities exist for those that work for them."

Jay manages his own flock of club lambs and has been active in the club lamb industry for the past 10 years, showing lambs at state and national shows. He was active in 4-H for 12 years and held numerous leadership roles in his FFA chapter. Jay plans to utilize the money from selling his lamb to continue his education at MSU.

According to the Michigan Livestock Expo website ([www.milivestock.com](http://www.milivestock.com)), youth traditionally apply their earnings to college expenses or invest it back into their livestock project. All proceeds above a sales cap support the Michigan Youth Livestock Scholarship Fund, which provides scholarships and educational awards to youth involved in livestock exhibition.

Per the 2012 USDA National Agricultural Statistics Service report, ninety-eight percent of the soybean meal produced annually in Michigan is consumed in livestock feed.

"As the livestock industry is our largest consumer of soybean meal, and farm youth are the future of agriculture, Michigan's soybean farmers want to support both groups that are so important to our industry," says MSPC Executive Director, Gail Frahm, "In fact, approximately 500,000 tons of soybean meal are consumed by Michigan's livestock annually."

For more information about MSPC youth and livestock programs, visit [www.michigansoybean.org](http://www.michigansoybean.org).



*Dan Bailey, Beth Oliver, Tim Boring and Jay Sweet  
Photo Credit: Michigan Farm Bureau*

# SOYBEAN PRESENCE AT 2014 MICHIGAN AG EXPO

By: Tim Boring, Research Director

The 35th annual Ag Expo was held July 22-24 on the campus of Michigan State University, hosting more than 250 commercial exhibitors and 13,500 visitors. The Michigan Soybean Promotion Committee (MSPC) highlighted field research efforts this year with a number of interactive displays and management tools to take back to the farm.



Tim Boring, MSPC research director  
**"It's incredibly important that we provide our farmers with resources to better their production practices even after harvest. Farm safety is a vital component of that."**

A highlight feature at this year's show was MSPC's sponsorship of the Grain Bin Safety Training program, presented by the National Education Center for Agriculture Safety at Northeast Iowa Community College. In addition to PTO and auger safety demonstrations, the program features a grain bin engulfment simulator that provides attendees with a firsthand look at how these dangerous situations are created, extraction procedures for engulfed victims and precautions for handling victims as they make their way out of the bin.

Soybean aphid scouting guides, developed as a part of multi-state research collaborations funded by the North Central Soybean Research Program were available. MSPC research staff shared that with the lack of commercial aphid resistant varieties on the market, active field scouting and reactive insecticide treatments remain critical to controlling the outbreaks of aphids still seen across the region.

Soybean varieties developed with MSPC funding by the MSU soybean breeding program and Dr. Dechun Wang were on display, including two aphid resistant lines, several high protein non-GMO lines with disease resistance, several food grade soybean varieties, and an advanced non-GMO line with high oleic, low linoleic and low saturated fat characteristics.

Commercial high oleic soybeans were a focal point as well, with representatives on hand from the United Soybean Board discussing national efforts on that market segment and handing out potato chip samples fried with high oleic soybean oil. High oleic soybean varieties have improved oil functionality for better frying, baking and industrial uses. With a goal of eighteen million acres of high oleic soybeans by 2023, it's estimated these varieties will increase the value of each bushel by 66 cents.

Also available were free downloads of Purdue University's Corn and Soybean Field Guide mobile application. With high quality photos, specific management recommendations and annual revisions, this guide has become the preeminent scouting and diagnostic guide in the Midwest and is distributed by a number of agri-businesses and university Extension programs. Both print and smartphone app versions of the guide can be purchased online at the Purdue University Extension Store.

**MARK YOUR CALENDAR FOR NEXT YEAR'S MICHIGAN AG EXPO, SLATED FOR JULY 21-23.**



MSPC soybean plot highlights MSU varieties.

Photo Credit: Michigan Farm Radio Network



Volunteers participate in a grain engulfment rescue simulation sponsored by MSPC at the 2014 Michigan Ag Expo.



MSPC's tent offers something for all ages at the 2014 Michigan Ag Expo.



# Save the Date

## 2015 Great Lakes Crop Summit

### January 28 - 29, 2015

Soaring Eagle Casino & Resort, Mt. Pleasant  
[www.GreatLakesCropSummit.com](http://www.GreatLakesCropSummit.com)

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## CROP FAX

White Corn (Mix of Pioneer 32778 and Mycogen 761)												Waxy Corn (Mix of Beck 5166wv, 5275wv and 5322wv)											
Moisture	Oil	Starch	Protein	Cellulose	Penetration	Temperature	Moisture	Oil	Starch	Protein	Cellulose	Penetration	Temperature	Moisture	Oil	Starch	Protein	Cellulose	Penetration	Temperature			
15.2	8.8	71.2	10.2	14.1	10.1	20.0	15.1	8.9	71.1	10.1	14.0	10.0	19.9	15.0	8.7	70.9	10.0	13.9	9.9	19.8			
15.1	8.7	71.1	10.1	14.0	10.0	19.9	14.9	8.8	71.0	10.0	13.9	9.9	19.8	14.8	8.6	70.8	9.9	13.8	9.8	19.7			
15.0	8.6	70.9	10.0	13.9	9.9	19.8	14.7	8.7	70.8	9.9	13.8	9.8	19.7	14.6	8.5	70.7	9.8	13.7	9.7	19.6			
14.9	8.5	70.8	9.9	13.8	9.8	19.7	14.6	8.6	70.7	9.8	13.7	9.7	19.6	14.5	8.4	70.6	9.7	13.6	9.6	19.5			
14.8	8.4	70.7	9.8	13.7	9.7	19.6	14.5	8.5	70.6	9.7	13.6	9.6	19.5	14.4	8.3	70.5	9.6	13.5	9.5	19.4			
14.7	8.3	70.6	9.7	13.6	9.6	19.5	14.4	8.4	70.5	9.6	13.5	9.5	19.4	14.3	8.2	70.4	9.5	13.4	9.4	19.3			
14.6	8.2	70.5	9.6	13.5	9.5	19.4	14.3	8.3	70.4	9.5	13.4	9.4	19.3	14.2	8.1	70.3	9.4	13.3	9.3	19.2			
14.5	8.1	70.4	9.5	13.4	9.4	19.3	14.2	8.2	70.3	9.4	13.3	9.3	19.2	14.1	8.0	70.2	9.3	13.2	9.2	19.1			
14.4	8.0	70.3	9.4	13.3	9.3	19.2	14.1	7.9	70.2	9.3	13.2	9.2	19.1	14.0	7.8	70.1	9.2	13.1	9.1	19.0			
14.3	7.9	70.2	9.3	13.2	9.2	19.1	14.0	7.8	70.1	9.2	13.1	9.1	19.0	13.9	7.7	70.0	9.1	13.0	9.0	18.9			
14.2	7.8	70.1	9.2	13.1	9.1	19.0	13.9	7.7	70.0	9.1	13.0	9.0	18.9	13.8	7.6	69.9	9.0	12.9	8.9	18.8			
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14.0	7.6	69.9	9.0	12.9	8.9	18.8	13.7	7.5	69.8	8.8	12.8	8.8	18.7	13.6	7.4	69.7	8.8	12.7	8.7	18.6			
13.9	7.5	69.8	8.9	12.8	8.8	18.7	13.6	7.4	69.7	8.7	12.7	8.7	18.6	13.5	7.3	69.6	8.7	12.6	8.6	18.5			
13.8	7.4	69.7	8.8	12.7	8.7	18.6	13.5	7.3	69.6	8.6	12.6	8.6	18.5	13.4	7.2	69.5	8.6	12.5	8.5	18.4			
13.7	7.3	69.6	8.7	12.6	8.6	18.5	13.4	7.2	69.5	8.5	12.5	8.5	18.4	13.3	7.1	69.4	8.5	12.4	8.4	18.3			
13.6	7.2	69.5	8.6	12.5	8.5	18.4	13.3	7.1	69.4	8.4	12.4	8.4	18.3	13.2	7.0	69.3	8.4	12.3	8.3	18.2			
13.5	7.1	69.4	8.5	12.4	8.4	18.3	13.2	7.0	69.3	8.3	12.3	8.3	18.2	13.1	6.9	69.2	8.3	12.2	8.2	18.1			
13.4	7.0	69.3	8.4	12.3	8.3	18.2	13.1	6.9	69.2	8.2	12.2	8.2	18.1	13.0	6.8	69.1	8.2	12.1	8.1	18.0			
13.3	6.9	69.2	8.3	12.2	8.2	18.1	13.0	6.8	69.1	8.1	12.1	8.1	18.0	12.9	6.7	69.0	8.1	12.0	8.0	17.9			
13.2	6.8	69.1	8.2	12.1	8.1	18.0	12.9	6.7	69.0	8.0	12.0	8.0	17.9	12.8	6.6	68.9	8.0	11.9	7.9	17.8			
13.1	6.7	69.0	8.1	12.0	8.0	17.9	12.8	6.6	68.9	7.9	11.9	7.9	17.8	12.7	6.5	68.8	7.9	11.8	7.8	17.7			
13.0	6.6	68.9	8.0	11.9	7.9	17.8	12.7	6.5	68.8	7.8	11.8	7.8	17.7	12.6	6.4	68.7	7.8	11.7	7.7	17.6			
12.9	6.5	68.8	7.9	11.8	7.8	17.7	12.6	6.4	68.7	7.7	11.7	7.7	17.6	12.5	6.3	68.6	7.7	11.6	7.6	17.5			
12.8	6.4	68.7	7.8	11.7	7.7	17.6	12.5	6.3	68.6	7.6	11.6	7.6	17.5	12.4	6.2	68.5	7.6	11.5	7.5	17.4			
12.7	6.3	68.6	7.7	11.6	7.6	17.5	12.4	6.2	68.5	7.5	11.5	7.5	17.4	12.3	6.1	68.4	7.5	11.4	7.4	17.3			
12.6	6.2	68.5	7.6	11.5	7.5	17.4	12.3	6.1	68.4	7.4	11.4	7.4	17.3	12.2	6.0	68.3	7.4	11.3	7.3	17.2			
12.5	6.1	68.4	7.5	11.4	7.4	17.3	12.2	6.0	68.3	7.3	11.3	7.3	17.2	12.1	5.9	68.2	7.3	11.2	7.2	17.1			
12.4	6.0	68.3	7.4	11.3	7.3	17.2	12.1	5.9	68.2	7.2	11.2	7.2	17.1	12.0	5.8	68.1	7.2	11.1	7.1	17.0			
12.3	5.9	68.2	7.3	11.2	7.2	17.1	12.0	5.8	68.1	7.1	11.1	7.1	17.0	11.9	5.7	68.0	7.1	11.0	7.0	16.9			
12.2	5.8	68.1	7.2	11.1	7.1	17.0	11.9	5.7	68.0	7.0	11.0	7.0	16.9	11.8	5.6	67.9	7.0	10.9	6.9	16.8			
12.1	5.7	68.0	7.1	11.0	7.0	16.9	11.8	5.6	67.9	6.9	10.9	6.9	16.8	11.7	5.5	67.8	6.9	10.8	6.8	16.7			
12.0	5.6	67.9	7.0	10.9	6.9	16.8	11.7	5.5	67.8	6.8	10.8	6.8	16.7	11.6	5.4	67.7	6.8	10.7	6.7	16.6			
11.9	5.5	67.8	6.9	10.8	6.8	16.7	11.6	5.4	67.7	6.7	10.7	6.7	16.6	11.5	5.3	67.6	6.7	10.6	6.6	16.5			
11.8	5.4	67.7	6.8	10.7	6.7	16.6	11.5	5.3	67.6	6.6	10.6	6.6	16.5	11.4	5.2	67.5	6.6	10.5	6.5	16.4			
11.7	5.3	67.6	6.7	10.6	6.6	16.5	11.4	5.2	67.5	6.5	10.5	6.5	16.4	11.3	5.1	67.4	6.5	10.4	6.4	16.3			
11.6	5.2	67.5	6.6	10.5	6.5	16.4	11.3	5.1	67.4	6.4	10.4	6.4	16.3	11.2	5.0	67.3	6.4	10.3	6.3	16.2			
11.5	5.1	67.4	6.5	10.4	6.4	16.3	11.2	5.0	67.3	6.3	10.3	6.3	16.2	11.1	4.9	67.2	6.3	10.2	6.2	16.1			
11.4	5.0	67.3	6.4	10.3	6.3	16.2	11.1	4.9	67.2	6.2	10.2	6.2	16.1	11.0	4.8	67.1	6.2	10.1	6.1	16.0			
11.3	4.9	67.2	6.3	10.2	6.2	16.1	11.0	4.8	67.1	6.1	10.1	6.1	16.0	10.9	4.7	67.0	6.1	10.0	6.0	15.9			
11.2	4.8	67.1	6.2	10.1	6.1	16.0	10.9	4.7	67.0	6.0	10.0	6.0	15.9	10.8	4.6	66.9	6.0	9.9	5.9	15.8			
11.1	4.7	67.0	6.1	10.0	6.0	15.9	10.8	4.6	66.9	5.9	9.9	5.9	15.8	10.7	4.5	66.8	5.9	9.8	5.8	15.7			
11.0	4.6	66.9	6.0	9.9	5.9	15.8	10.7	4.5	66.8	5.8	9.8	5.8	15.7	10.6	4.4	66.7	5.8	9.7	5.7	15.6			
10.9	4.5	66.8	5.9	9.8	5.8	15.7	10.6	4.4	66.7	5.7	9.7	5.7	15.6	10.5	4.3	66.6	5.7	9.6	5.6	15.5			
10.8	4.4	66.7	5.8	9.7	5.7	15.6	10.5	4.3	66.6	5.6	9.6	5.6	15.5	10.4	4.2	66.5	5.6	9.5	5.5	15.4			
10.7	4.3	66.6	5.7	9.6	5.6	15.5	10.4	4.2	66.5	5.5	9.5	5.5	15.4	10.3	4.1	66.4	5.5	9.4	5.4	15.3			
10.6	4.2	66.5	5.6	9.5	5.5	15.4	10.3	4.1	66.4	5.4	9.4	5.4	15.3	10.2	4.0	66.3	5.4	9.3	5.3	15.2			
10.5	4.1	66.4	5.5	9.4	5.4	15.3	10.2	4.0	66.3	5.3	9.3	5.3	15.2	10.1	3.9	66.2	5.3	9.2	5.2	15.1			
10.4	4.0	66.3	5.4	9.3	5.3	15.2	10.1	3.9	66.2	5.2	9.2	5.2	15.1	10.0	3.8	66.1	5.2	9.1	5.1	15.0			
10.3	3.9	66.2	5.3	9.2	5.2	15.1	10.0	3.8	66.1	5.1	9.1	5.1	15.0	9.9	3.7	66.0	5.1	9.0	5.0	14.9			
10.2	3.8	66.1	5.2	9.1	5.1	15.0	9.9	3.7	66.0	5.0	9.0	5.0	14.9	9.8	3.6	65.9	5.0	8.9	4.9	14.8			
10.1	3.7	66.0	5.1	9.0	5.0	14.9	9.8	3.6	65.9	4.9	8.9	4.9	14.8	9.7	3.5	65.8	4.9	8.8	4.8	14.7			
10.0	3.6	65.9	5.0	8.9	4.9	14.8	9.7	3.5	65.8	4.8	8.8	4.8	14.7	9.6	3.4	65.7	4.8	8.7	4.7	14.6			
9.9	3.5	65.8	4.9	8.8	4.8	14.7	9.6	3.4	65.7	4.7	8.7	4.7	14.6	9.5	3.3	65.6	4.7	8.6	4.6	14.5			
9.8	3.4	65.7	4.8	8.7	4.7	14.6	9.5	3.3	65.6	4.6	8.6	4.6	14.5	9.4	3.2	65.5	4.6	8.5	4.5	14.4			
9.7	3.3	65.6	4.7	8.6	4.6	14.5	9.4	3.2	65.5	4.5	8.5	4.5	14.4	9.3	3.1	65.4	4.5	8.4	4.4	14.3			
9.6	3.2	65.5	4.6	8.5	4.5	14.4	9.3	3.1	65.4	4.4	8.4	4.4	14.3	9.2	3.0	65.3	4.4	8.3	4.3	14.2			
9.5	3.1	65.4	4.5	8.4	4.4	14.3	9.2	3.0	65.3	4.3	8.3	4.3	14.2	9.1	2.9	65.2	4.3	8.2	4.2	14.1			
9.4	3.0	65.3	4.4	8.3	4.3	14.2	9.1	2.9	65.2	4.2	8.2	4.2	14.1	9.0	2.8	65.1	4.2	8.1	4.1	14.0			
9.3	2.9	65.2	4.3	8.2	4.2	14.1	9.0	2.8	65.1	4.1	8.1	4.1	14.0	8.9	2.7	65.0	4.1	8.0	4.0	13.9			
9.2	2.8	65.1	4.2	8.1	4.1	14.0	8.9	2.7	65.0	4.0	8.0	4.0	13.9	8.8	2.6	64.9	4.0	7.9	3.9	13.8			
9.1	2.7	65.0	4.1	8.0	4.0	13.9	8.8	2.6	64.9	3.9	7.9	3.9	13.8	8.7	2.5	64.8	3.9	7.8	3.8	13.7			
9.0	2.6	64.9	4.0	7.9	3.9	13.8	8.7	2.5	64.8	3.8	7.8	3.8	13.7	8.6	2.4	64.7	3.8	7.7	3.7	13.6			
8.9	2.5	64.8	3.9	7.8	3.8	13.7	8.6	2.4	64.7	3.7	7.7	3.7	13.6	8.5	2.3	64.6	3.7	7.6	3.6	13.5			
8.8	2.4	64.7	3.8	7.7	3.7	13.6	8.5	2.3	64.6	3.6	7.6	3.6	13.5	8.4	2.2	64.5	3.6	7.5	3.5	1			

# “FARMLAND”

MICHIGAN AG COUNCIL HOSTS SCREENINGS OF FARMING DOCUMENTARY  
WITH SUPPORT FROM MSPC

By: Beth Oliver, Communication Director

The Michigan Ag Council collaborated with the U.S. Farmers and Ranchers Alliance® (USFRA) to advance the release of Academy Award®-winning filmmaker James Moll's new feature length documentary, "Farmland."

The Michigan Soybean Promotion Committee is a proud partner of the Michigan Ag Council, promoting Michigan agriculture to a non-farmer audience. Other partners include the Michigan Pork Producers Association, Michigan Milk Producers Association, Michigan Beef Industry Commission, Michigan Allied Poultry Industries and a variety of other commodity groups and retailers.

The group hosted a private screening at the AMC Star Theater in Grand Rapids April 15, before the national release of the film, which offers an intimate glimpse into the lives of six young farmers and ranchers across the U.S., chronicling their high-risk/high-reward jobs and their passion for an evolving way of life that has been passed down from generation to generation.

Eighty individuals, including media, farmers, professionals in the agriculture industry, food processors, chefs and teachers attended the private screening and a farmer panel Q&A session afterward. The film was released May 1, 2014, in theaters nationwide, showing in Michigan at the Canton and Birch Run Emagine theaters.

Surveys completed and comments shared after the screenings recognized a boost in morale for the agricultural community and a more positive perception of modern agriculture from individuals not directly tied to farming.

Those whose perception of agriculture was positively changed through the film shared comments like "I now see that there is humanity in large-scale farming." and "This brings to light how technology has had such a great impact on farming."

Jennifer Garland, a Belleville High School science teacher, awaits the day when she can share the film with her students.

"As a teacher I am excited to see a film that I can use in the future to expand the horizons of my students," said Garland. "We read Michael Pollan's book 'Omnivore's Dilemma,' and it leaves the kids with a very negative view on big farms. I love that 'Farmland' showed everything from the one-woman organic farm to the larger more industrial chicken farm. Getting food to our table is not an easy process, and I felt 'Farmland' did a great job building appreciation for today's farmer."

The film has been distributed via D&E Entertainment in more than 60 major markets. Numerous national exhibitors will be carrying the film as well as key independent theaters. It is anticipated to be available for digital viewing on platforms like Netflix and Hulu in fall 2014 and will be available on DVD sometime afterward. USFRA is developing a plan to introduce the film to high schools and college campuses in 2015.

Visit [www.farmlandfilm.com](http://www.farmlandfilm.com) to view the trailer. "Farmland" was produced by Moll's Allentown Productions, with generous support from the U.S. Farmers & Ranchers Alliance.

***"I thought the movie was great. It really focused on the emotional side of farming and some of the issues that we face every day."***

**Chris Heck,  
a young farmer  
from Monroe County**



# SOYLOCK HOLMES PRESENTS THE FREE SOYBEAN EDUCATION KIT

By: Noelle Byerley, Special Projects Coordinator

**K**ids are back to school and, once again, the Michigan Soybean Promotion Committee is offering a FREE "Soybeans Go To School" education kit to all Michigan teachers. The kit is recommended but not limited to fourth grade. The Michigan Soybean Promotion Committee reached over 6,200 students in 260 classrooms for the 2013-2014 school year with the "Soybeans Go To School" education kit in which Soylock Holmes solves the mystery of soybeans.

Mrs. Karen Ennesser's 4th grade class from Kincheloe Elementary in Dowagiac took advantage of the six week lesson plans provided by the soybean office. "We really appreciated the kit. We had a fun time," stated Mrs. Ennesser.

From Plymouth Elementary, Ms. Kelly Krause also taught the lessons to her 4th graders. She said, "I used this unit to supplement my plant and animal survival unit. We grew soybeans to study the ways in which a plant might develop in different types of environments."

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 everyday in the foods we eat and the different products we use.
- The history of the soybean and the effect on different cultures.
- About different researchers such as George Washington Carver and Percy Lavon Julian with the many discoveries they had regarding soybeans.
- The innovations of Henry Ford and the fact that, to this day, Ford vehicles still use soy.
- And, the list goes on and on.

This soybean education kit is compliments of Michigan's soybean farmers through their investment in the soybean checkoff. Product donations are provided by: Star of the West-Reese, Michigan Farm Bureau and Snyder's of Hanover. Thanks to this generous product support, we have reached over 145,000 students in 4,300 classrooms since 1998.

As we gear up for the 2014-2015 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](http://www.michigansoybean.org).





**DID YOU KNOW ...** Agriculture is much more than farming. Take a look at the ag-related careers below. Write the answers in the blank, then think about these careers for your future.

By: Noelle Byerley,  
MSPC Special Projects Coordinator



- |                        |                               |                         |
|------------------------|-------------------------------|-------------------------|
| <b>A. RANCHER</b>      | <b>E. VETERINARIAN</b>        | <b>J. METEOROLOGIST</b> |
| <b>B. AGRONOMIST</b>   | <b>F. AG JOURNALIST</b>       | <b>K. MECHANIC</b>      |
| <b>C. ECONOMIST</b>    | <b>G. BEEKEEPER</b>           | <b>L. TRUCK DRIVER</b>  |
| <b>D. ENTOMOLOGIST</b> | <b>H. ACCOUNTANT</b>          | <b>M. FORESTER</b>      |
|                        | <b>I. LANDSCAPE ARCHITECT</b> |                         |

- 1 Specializes in crop production and soil management \_\_\_\_\_
- 2 Provides a service by transporting products and materials \_\_\_\_\_
- 3 Raises livestock including horses, cattle, sheep \_\_\_\_\_
- 4 Tends hive of insects that produce honey \_\_\_\_\_
- 5 Studies the production and distribution of goods and services \_\_\_\_\_
- 6 Studies insects \_\_\_\_\_
- 7 Predicts weather conditions that help farmers plan \_\_\_\_\_
- 8 Maintains financial records \_\_\_\_\_
- 9 Specializes in the medical care of animals \_\_\_\_\_
- 10 Repairs farm machinery and equipment \_\_\_\_\_
- 11 Writes newspaper and magazine articles about agriculture \_\_\_\_\_
- 12 Manages forests to benefit wildlife, people and the environment \_\_\_\_\_
- 13 Uses plants and other natural resources to create beauty, sound barriers, energy savings and more \_\_\_\_\_



Can you also  Like the Michigan Soybean Promotion Committee on Facebook? If so, leave us a message there telling us what you like most about soybeans!



Answer Key:  
 1 B  
 2 L  
 3 A  
 4 G  
 5 C  
 6 D  
 7 J  
 8 H  
 9 E  
 10 K  
 11 F  
 12 M  
 13 I

# SUPPORTING HEALTH EDUCATION THROUGH THEATRE

By: Ali Harwell, Communication Intern

Remember back to your school lunch line. What did the cafeteria provide? Greasy pizza, fried tator tots, probably some vegetables and a choice of soda. Would it shock you to find soymilk, soy sauce and edamame (green soybeans)? More focus is being put on healthier diets and better lifestyles – starting with elementary students.

For the second year, Michigan Soybean Promotion Committee (MSPC) supported this movement by providing nutritional facts through theatre. MSPC was honored to partner with the national award-winning theatre show by FoodPlay Productions. The Celebrate Soy! FoodPlay cast toured Michigan elementary schools this spring. Their stops included: Bay City, Reese, Auburn, Alma, South Haven, Canton, Newport and Plymouth. The audience consisted of a total of 3,700 students and 167 teachers.

“Coach” and “Janey the Juggler” touched on various subjects of healthy eating. Students watched the demonstration of a seed planted, growing into a tree and eating the fresh produce. Proportions, daily nutrition requirements, ways of implementing soy products in diets and promoting exercise through sports and recess were also messages in the form of energetic involvement from the audience.



Mark Seamon, MSPC director and soybean farmer from Saginaw

***“Michigan soybean growers are proud their crop offers a healthy protein option for people and is used widely in animal diets. The FoodPlay program helps kids to understand the reasons for making smart eating choices. If only a little of the excitement of the play carries through with the elementary audience, their habits of healthy choices will benefit them for several years.”***

“The FoodPlay troupe did a great job of incorporating soyfood messaging in their script – soyfoods from soymilk, edamame, soy smoothies, soy yogurt and soynut butter were all part of their theatrical production of FoodPlay – Celebrate Soy!” responded MSPC Executive Director, Gail Frahm, after watching the play. “The kids all were engaged and took literature pieces home to their parents, some of which included soy recipes and information about soybeans.”

Overall, the educational event was appreciated by teachers, administrators, food service personnel, nutritionists and MSPC directors.

“We can’t thank the Michigan Soybean Promotion Committee enough for bringing this awesome show to our district and teaching us about the importance of the protein found in soy and the diversity of soy products. We would absolutely love to have FOODPLAY return to our district and give our remaining elementary schools an opportunity to see this awesome show,” said Joanne Randolph, nutrition coordinator for Plymouth-Canton Community Schools.

A second series of 10 schools will be visited this fall at locations across the state still being confirmed. Watch your local paper for an announcement of a production coming to your area.



# SOY GOOD FOR YOU

By: Barbara Wunsch, RD



## MYTHS AND MISINFORMATION ABOUT SOYFOODS

**M**any nutritionists, myself included, consider whole soyfoods to be beneficial to health. There are misconceptions and some common myths that have been widely circulated and presented as fact. Let's get it right! Here are three myths along with the corrections.

### MALE FEMINIZATION

**Myth: Soyfoods promote the development of breasts in men.**

This is not true. A large amount of evidence shows that soyfoods do not impair male fertility or cause feminization in men. Soybeans are rich in phytoestrogens, which are a subclass of a group of antioxidants that are known as isoflavones. The chemical structure of phytoestrogens is similar to that of the human sex hormone estrogen and these two function differently in the body. Human research shows that isoflavones do not affect testosterone levels of circulating estrogen levels. Even at levels of isoflavone exposure that is much higher than those of a typical Asian male consuming a diet that is rich in soyfoods, isoflavones have not been found to have feminizing effects.

### BREAST CANCER

**Myth: Breast cancer patients should not consume soyfoods.**

The American Cancer Society and the American Institute of Cancer Research have concluded that the consumption of soyfoods are safe for breast cancer patients. Recent clinical studies reveal the estrogen-like effects of isoflavones do not exert harmful effects on breast tissue. The human research provides evidence that soyfoods are safe and may even improve the prognosis for the survivors of breast cancer.

### HYPOTHYROIDISM

**Myth: Soyfoods can disrupt thyroid function and lead to hypothyroidism.**

Studies indicate that individuals with adequate iodine and normal thyroid function do not have adverse effects from soyfoods. It has also been noted in a recent position paper from the Pharmacy and Therapeutic Committee of the Lawson Wilkins Pediatric Endocrine Society, that older people taking medication for hypothyroidism do not need to avoid soyfoods in their diets. It is important to maintain consistency in medication administration and dietary intake.

### GOLDEN BAKED BEANS

1 cup canned navy beans  
2 cups cooked soybeans  
1 cup canned kidney beans  
½ cup chopped onion  
½ cup light molasses  
1 teaspoon dry mustard  
½ cup brown sugar  
8 slices bacon  
½ teaspoon chopped garlic  
2 tablespoons vinegar  
½ teaspoon salt

One day ahead, cover dry soybeans with water and soak overnight, drain and rinse. Cook soaked soybeans two



to three hours covered in water, over medium heat. Drain water, but save ½ cup of the cooking liquid. Combine all ingredients, including reserved liquid. Bake uncovered at 325°F oven for one hour, stirring occasionally.

Soybean quick soak method: place soybeans in a large pot. Add 6 to 8 cups of water per pound of dry beans. Heat water to boiling and cook for 20 minutes. Turn off heat, cover pot and let stand for 2 hours. Drain and rinse beans.

Yield: 8 to 10 servings. Per ½ cup serving: 250 calories, 6.5 g fat (1.5 g sat fat), 12 g protein (5.5 g soy protein), 39 g carbohydrate, 453 mg sodium, 5 mg cholesterol, 5.5 g dietary fiber.

Source: *Put A Little SOY In Your Life!*



★  
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 NUMBERS  
 COMING  
 THIS FALL  
 TO A  
 SCREEN  
 NEAR YOU**  
 ★

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