

Spring 2022

# MICHIGAN Soybean NEWS<sup>®</sup>

Volume 14 - Issue 2



NON-PROFIT  
US POSTAGE  
PAID  
PERMIT 20  
FRANKENMUTH, MI

MICHIGAN SOYBEAN ASSOCIATION, 3055 W M-21, ST. JOHNS, MI 48879

A publication of the Michigan Soybean Association



[unitedsoybean.org](http://unitedsoybean.org)

# KEEPING THE FUTURE OF SOYBEANS BRIGHT

*From researching new uses for soybeans to identifying new markets for U.S. soy, the soy checkoff is working behind the scenes to create new opportunities and increase profits for soybean farmers. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.*

*See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at [unitedsoybean.org](http://unitedsoybean.org)*

Brought to you by the soy checkoff. 

© 2018 United Soybean Board. Our Soy Checkoff and the Our Soy Checkoff mark are trademarks of United Soybean Board. All other trademarks are property of their respective owners.

## IN THIS ISSUE OF:

# MICHIGAN Soybean NEWS

Volume 14 - Issue 2

### Soybean Staff

Janna Fritz  
Chief Executive Officer  
[jfritz@michigansoybean.org](mailto:jfritz@michigansoybean.org)

Kathy Maurer  
Financial Director  
[kmaurer@michigansoybean.org](mailto:kmaurer@michigansoybean.org)

Mark Seamon  
Research Director  
[mseamon@michigansoybean.org](mailto:mseamon@michigansoybean.org)

Sonja Lapak  
Communication Director  
[slapak@michigansoybean.org](mailto:slapak@michigansoybean.org)

Katlin Fusilier  
Outreach Specialist  
[kfusilier@michigansoybean.org](mailto:kfusilier@michigansoybean.org)

Hannah Lange  
Demand Specialist  
[hlange@michigansoybean.org](mailto:hlange@michigansoybean.org)

Michigan Soybean Association  
3055 W M-21  
St. Johns, MI 48879  
Phone: 989.652.3294  
[soyinfo@michigansoybean.org](mailto:soyinfo@michigansoybean.org)

Ad Sales  
Janna Fritz  
[jfritz@michigansoybean.org](mailto:jfritz@michigansoybean.org)

J.L. Farmakis Inc. - National  
Phone: 203.834.8832  
[bill@jlfarmakis.com](mailto:bill@jlfarmakis.com)

Copyright 2022 by Michigan Soybean Association; all rights reserved.

Magazine Circulation: 19,000  
Michigan Soybean News is published quarterly.

Photo credits: United Soybean Board



## 14

### MSA Yield Contest Winners



## 18

### Are Soybean Seed Treatments Profitable?



## 28

### Tires Drive Demand for U.S. Soy



### Michigan Soybean Association Mission: To improve and advocate for the Michigan soybean industry.

#### Disclaimer:

Advertisements within this publication contain the opinions and information of the advertisers and do not necessarily reflect the opinions or views of the Michigan Soybean Association or affiliated groups. The United Soybean Board/soybean checkoff neither recommends nor discourages the implementation of any advice contained herein, and is not liable for the use or misuse of the information provided.



## Michigan Soybean Leadership

### Michigan Soybean Association Board of Directors

Larry Phelps, Vicksburg  
Gary Parr, Charlotte  
Tom Woelmer, Monroe  
Nick Stone, Sandusky  
Allison Morse, Birch Run  
PJ Feldpausch, St. Johns  
Kyle Crumbaugh, St. Louis  
Rob Howland, Brown City  
Heather Feuerstein, Belding

### Michigan Soybean Committee Board of Directors

Dan Rajzer, Decatur  
Pete Crawford, Dansville  
Laurie Isley, Palmyra  
Scott Wilson, Lexington  
John Burk, Bay City  
Mark Senk, Owosso  
Steve Koeman, Hamilton

### American Soybean Association

Matt Stutzman, Adrian

### United Soybean Board

David Williams, Elsie  
Jim Domagalski, Columbus  
Laurie Isley, Palmyra

### North Central Soybean Research Program

Ed Cagney, Scotts

### United States Soybean Export Council

Laurie Isley, Palmyra

### National Biodiesel Board

Matt Stutzman, Adrian

### Soy Aquaculture Alliance

Alan Moore, Bannister

### Soy Transportation Coalition

Dan Rajzer, Decatur

### World Initiative for Soy in Human Health

Doug Darling, Maybee

# New & Outgoing Leadership

The 48th Michigan Soybean Association Annual Meeting of Members was held January 26, 2022 at the Great Lakes Crop Summit in Mt. Pleasant, MI, in conjunction with the Michigan Corn Growers Association Annual Meeting.

During the meeting, results of the board of director's election were announced and outgoing board members were recognized for their service.

Districts 3 and 6, along with an at-large seat were up for election. Tom Woelmer from Monroe was elected to the District 3 seat, PJ Feldpausch from St. Johns was elected in District 6 and Rob Howland of Brown City won the at-large seat.

Matt Stutzman from Adrian termed off as the District 3 director after serving for nine years. At-Large Director Scott Wilson from Lexington and District 6 Director Samantha Krhovsky from Corunna each served one three-year term.

The board and staff appreciate Matt, Scott and Samantha's service and leadership and look forward to working with the newly-elected board members.



Matt Stutzman



Samantha Krhovsky



Scott Wilson



Tom Woelmer



PJ Feldpausch



Rob Howland



**MICHIGAN**  
**SOYBEAN**  
ASSOCIATION

## Executive Update



**H**appy Spring Michigan soybean farmers! By the time this magazine hits your mailbox, hopefully the weather has warmed, and you find yourself ready for another successful growing season. Do you have your planting plan ready? What is your acreage split across commodities? How has the supply chain impacted your acreage this year? These are all questions weighing on the minds of farmers at this time of year.

I do not think there is a single person out there who could say they haven't been affected in some way, over the last year, by supply chain problems. Whether it is toilet paper, microchips or agricultural inputs, numerous factors have impacted how we receive goods. Those factors impacting agricultural inputs, namely herbicides, started way back in 2019 with the excessive prevented planting acres, which lowered demand for herbicide products and increased available supply, overloading warehouses.

More recently, the supply chain has been impacted by gulf hurricanes, COVID-19, the freeze in Texas, the China energy crisis, the cargo ship jam in the Suez Canal and even the Winter Olympics. Whatever factors led us to this spot, farmers are faced with limited availability of critical crop protection tools like glyphosate and glufosinate. As if the challenges in the supply chain were not problematic enough, there are lingering concerns that the EPA could add further restrictions or even eliminate the label for dicamba. The options in the toolbox could be further limited if those actions move forward.

What can a farmer do in these challenging circumstances? Look to Michigan Soybean for help. The Michigan Soybean Committee, your soybean checkoff, offered three meetings this winter on how to address this issue, offering herbicide management options from Dr. Christy Sprague along with input from suppliers and retailers from across the state. If you missed those meetings, check out our website and YouTube channel for a video recording. The Michigan Soybean Association has also worked on behalf of its members to contact EPA, Senator Stabenow and USDA to express how important all the herbicide options are for farmers.

Through agronomic research and legislative advocacy, the Michigan Soybean Committee and Michigan Soybean Association are both looking out for farmers during these challenging times. Two organizations working on your behalf - let us know how we can help.



Janna Fritz,  
Chief Executive Officer  
[jfritz@michigansoybean.org](mailto:jfritz@michigansoybean.org)



# When the world relies on you for healthy food choices, rely on **SOYLEIC**<sup>®</sup>

**SOYLEIC**<sup>®</sup> is a non-GMO, high-oleic option for today's soybean farmers — and those they serve.

- Maturity Groups for Your Area
- Competitive Yields
- Added Value for Culinary and Livestock Markets

That means the future of a healthier food system isn't manufactured — it's grown.

See why soybean farmers are embracing SOYLEIC<sup>®</sup>.

[soyleic.com](http://soyleic.com)

**SOYLEIC**<sup>®</sup>



**MISSOURI SOYBEANS**

(573) 635-3819



734 S. Country Club Drive  
Jefferson City, MO 65109



**MICHIGAN SOYBEAN COMMITTEE**



# MEMBERSHIP APPLICATION

First Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_

Number of Soybean Acres: \_\_\_\_\_

Address: \_\_\_\_\_

Total Farm Acres: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Occupation (circle one):

Phone: \_\_\_\_\_

Farmer    Retired    Other

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Dues are not tax deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense.

1-yr: \$75     3-yr: \$190

18% of member dues are allocated to lobbying activities and are not deductible.

Young Farmer (18-24): \$20     Non-Farmer Individual: \$100

Payment Amount & Method:

Mail application with payment to:  
Michigan Soybean Association  
3055 W M-21, St. Johns, MI 48879

Check (Payable to MSA) or Credit Card

Credit Card Type: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Signature: \_\_\_\_\_



**Paying the soybean checkoff does not make you an MSA member. Checkoff dollars cannot be used for lobbying. Your membership is critical to our efforts on behalf of Michigan soybean farmers!**

**For more information on member benefits, visit [www.misoy.org/member-benefits/](http://www.misoy.org/member-benefits/).  
Member benefits include:**

- Scholarship opportunities for your children and grandchildren
- Preferred vehicle pricing opportunities
- Cabela's gift card purchase discount
- Discounted registration to Commodity Classic
- Annual \$75 seed coupon for renewing members to use with our partnering seed companies
- The MOST IMPORTANT MSA member benefit: Having a voice in Lansing and Washington, D.C.!





**Home-Field**



**Advantage.**

# DYNAGRO<sup>®</sup>

SEED

Knowing the conditions and working in familiar surroundings with local support; it's a fact, the home team wins more often - and we've got the stats to prove it.



CORN



SOYBEAN



WHEAT



ALFALFA

Localized trial results and regional expertise, Dyna-Gro offers over 30 years of experience producing innovative seed solutions designed to maximize the local acre and help you make the best decision for your farm.

Learn more at [DynaGroSeed.com](https://DynaGroSeed.com)

Available through: **Nutrien**  
Ag Solutions<sup>™</sup>



# Herbicide Supply Chain: A Big Pain in the Wallet

Kyle Kunkler, Director of Government Affairs,  
American Soybean Association

I have spoken with growers recently who have reported feeling serious pain in their wallets when placing input orders for next growing season. Fertilizer, herbicides, machine parts you name it – these needed inputs are in short supply and prices are up significantly. As policy staff, we look at these challenges in frustration. Many are caused by natural or market forces, which leaves us few policy responses. When a hurricane disables port facilities, COVID strains a factory workforce, or major exporters decide to shutter factories to improve air quality ahead of the Olympics, there are few quick fixes.

To be clear, we do not just throw our hands up in the face of these challenges - we work to identify and implement meaningful solutions where they exist, even if they are, at times, slow to materialize. Few have described the federal government as “nimble” or “adaptive” to rapidly developing circumstances, so the most fruitful first step is often urging them to “first do no harm,” which is where much advocacy on pesticides has recently focused.

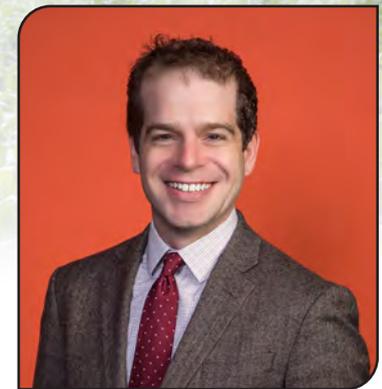
Anyone tracking pesticide policy knows EPA has recently considered or carried out actions that risk further aggravating herbicide supply chains. Since last September, EPA has contemplated putting in place significant new restrictions on dicamba for over-the-top use. Dicamba is used on more than 60 million acres of dicamba-tolerant soybeans and cotton. If new restrictions that significantly undermine the product’s agronomic viability are put in place just ahead of spring planting, growers producing on millions of crop acres may transition to alternatives where few viable options exist. This would greatly worsen price spikes and shortages.

The recent seven-year reregistration of Enlist is a mixed blessing for growers. The registration was slated to lapse in January, but a new

long-term Enlist registration has granted certainty to many producers that this tool will continue to be available for 2022 and beyond. However, growers in some states—Oklahoma, Nebraska and others—received significant county-level use prohibitions due to Endangered Species Act (ESA) concerns. Growers in these counties have experienced significant operation disruptions. Many already took delivery of seed and herbicide they can no longer use, and potential alternatives are few and far between.

ASA has worked with the Michigan Soybean Association and other state and national allies to get in front of these potential disruptions. We have sent multiple letters and met with EPA, USDA, the White House and members of Congress, urging them to avoid new restrictions or otherwise disrupt pesticide access, especially so close to spring planting and while supply chains are stressed. We have also urged regulators to consider new data that may lift county-level prohibitions and avoid sweeping ESA restrictions moving forward.

We may not be able to solve all the woes facing input supply chains. Yet, with some thoughtful advocacy, we can successfully reduce some of the pain in the wallet for soybean growers in the short-term and address long-term challenges needed to restore affordable access to much-needed inputs.



# Join WISHH in the business of untapped protein potential.



**NEW MARKET EXPLORATION  
AND DEVELOPMENT**



**DIVERSIFIED STRATEGIC  
PARTNERSHIPS**



**GLOBAL FOOD SECURITY**

WISHH connects trade and development across global market systems, improves food security, and brings the power of strategic partnerships to our unique market-systems approach.

**Connect with WISHH**  
**wishh.org**



*WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.*

# March is Grain Elevator Appreciation Month!

The Michigan soybean checkoff is assessed at the rate of one-half of one percent (.005) of the net market value of soybeans sold by the producer to the first purchaser.

Checkoff assessments collected by Michigan first purchasers must be remitted to the Michigan Soybean Committee. The funds are used for production research, market development and outreach efforts on behalf of Michigan's 12,000+ soybean farmers.

Thank you to the first purchasers who collect the checkoff each month!

Acres Cooperative	Gavilon	Ottawa Lake Coop
ADM Edible Bean Specialties, Inc.	Great Lakes Grain and Transportation	Ovid Elevator Company
ADM Grain Co.	Harrington Seeds Inc.	Peaceful Road Farm Products, Inc.
American Soy Products Inc.	Harvest Mills, Inc.	Penn Acres
Armada Grain Co.	Hauck Seed Farm	Prattville Fertilizer & Grain, Inc.
Battle Creek Farm Bureau Assn.	Hirschman Grain, LLC	Quality Roasting, LLC
Bierlein Seed, Inc.	Hoffman Ag Service, LTD	Shaffer Farms
Brown Milling, Inc.	Ida Farmer's Co-op	Simons, E. R. Co.
Caledonia Farmers Elevator	Ionia Grain, LLC	Springport Elevator
Cargill	Ittner Bean & Grain, Inc.	Star of the West Milling Co.
Ceres Solutions	John Marion, Inc.	Stop Loss Trading, LLC
Citizens, LLC	Jorgensen Farm Elevator	Sunrise Food International, Inc.
Commodity Exchange Inc.	Kimerer Farms	The Andersons
Community Mills, Inc.	Lapeer Grain - Imlay City	Turner Bean & Grain
Cooperative Elevator Co.	Litchfield Grain Co.	Vershum R & Sons, Inc.
Cremer Farm Center	M & W Seeds	Vita Plus
DF Seeds, LLC	MAC	Vogelsberg Grain Co.
Durand Feed & Grain	Masserant's Feed & Grain	Voyces Elevator, Inc.
Eaton Farm Bureau Co-op	Mathews Elevator	Waldron Grain & Fuel Co.
Endeavor Ag & Energy LLP	Maybee Farmers, Inc.	Westphalia Milling Co.
Esper Grain, LLC	Millington Elevator & Supply	Witt Seed Farm
Farmer's Coop Elevator	Moline Coop	Wittstock Bros.
Farmer's Coop Grain Co - Kinde	Morning Star Grain, LLC	Zeeland Farm Service, Inc.
Freeland Bean & Grain	Musgrove Grain, LLC	ZFS Ithaca, LLC
Gallagher Farms		Zmitko Farms





# Michigan Soybean Association New & Renewing Members

Thank you for your support of the Michigan Soybean Association. Your membership allows us to advocate for you and your farm in Lansing and Washington, D.C.

## NEW

Morgan Beattie, Marshall  
 Lynn CoVile, Vicksburg  
 PJ Feldpausch, St. Johns  
 James Gratz, Dorr  
 Tonya Hawken, Reese  
 Robert Howland Jr., Brown City  
 Heidi Kowalski, Saginaw  
 Anne Leen, Fairgrove  
 Michael Leen, Carsonville  
 Kurt Marvel, Fowler  
 David McCalla, Dexter  
 Carson Rose, Bronson  
 Robert Rosenow, Whittemore  
 Thomas Svrcek, Corunna  
 Lyn Uphaus, Manchester  
 Robert Wasmiller, Burt

## RENEWING

Harold Anderson, Fowlerville  
 Ron Balowski, Climax  
 Scott Bartz, Dorr  
 Ron Beier, China  
 Josh Bieber, Dorr  
 Todd Bieber, Dorr  
 Raymon Birchmeier, New Lothrop  
 John Brendel, North Branch  
 David Brink, Holland  
 Broadview Farms, Milan  
 Doug Brya, St. Johns  
 Peter Crawford, Dansville  
 Larry Dolegowski, Dorr  
 Dave Dyer, Richland  
 Robert Elston, Melvin  
 Brian Frederick, Hemlock  
 Jeff Fromm, Owosso  
 Luke Gentz, Leonidas

Ronald Gerstenberger, Sandusky  
 Girbach Farms, Saline  
 Don Girdman, Hillsdale  
 Dean Haubenstricker, Frankenmuth  
 William Hayward, Hillsdale  
 Ron and Mark Helmreich, Freeland  
 Thomas Hinterman, Durand  
 Vaughn Hoffman, Marshall  
 James Isley, Palmyra  
 Richard Jacobs Sr., New Lothrop  
 Donald Johnson, Camden  
 Marlo Johnson, East Lansing  
 Mary Kelpinski, East Lansing  
 Cade Klein, Marcellus  
 Steve Koroleski, Kinde  
 Heidi Kowalski, Saginaw  
 Samantha Krhovsky, Corunna  
 Raymond Krieger, Belding  
 Joe Kwiatkowski, Dorr  
 Darin LaBar, Union City  
 Larry LaPointe, Temperance  
 Charlie Lewis, North Street  
 Robert Letterman, Birch Run  
 Ryan Loew, Byron Center  
 Gregory Mahoney, St. Charles  
 Frank Marcello, Hemlock  
 David McConnachie, Deckerville  
 Larry McCrackin, Carson City  
 Allison Morse, Birch Run  
 Abraham Nemcik, St. Johns  
 Bruce Noel, Leslie  
 Gerald Opificius, Mussey  
 Michael Opificius, Yale  
 Clay Ottoni, Waterford

Larry Palmreuter, Frankenmuth  
 Keith Pohl, Coldwater  
 Dennis Quandt, Peck  
 Dan Rajzer, Decatur  
 Rob Richardson, Vicksburg  
 Rick Ries, Sand Creek  
 Jamie Robson, Milan  
 Michael Sahr, Saginaw  
 Carla Schultz, Mayville  
 Richard Sopha, St. Clair  
 Snider Farms LLC, Hart  
 John Sulkowski, Goodells

Paul Taylor, Ottawa Lake  
 Gene Vandressche, Bay City  
 Steven Wayne, Turner  
 Stuart Welden, Jonesville  
 Michael Wildner, Unionville  
 Ted Wilk, Alma  
 David Williams, Elsie  
 Dan Wonders, Pittsford  
 Jim Zook, Lansing



## Get Your Seed Tested at MCIA!

UNSURE OF YOUR SEED QUALITY?  
WANT TO PLANT INTO COLDER SOIL TEMPERATURES?

**GET A STANDARD WARM GERMINATION AND/OR VIGOR TEST.**

*(Vigor Test consists of Cold Germination and/or Accelerated Aging)*

MCIA offers a full service seed testing laboratory. To learn about available tests and download the lab order sheet, visit:

[WWW.MICHCROP.COM/LAB-TESTING/](http://WWW.MICHCROP.COM/LAB-TESTING/)

# 517.332.3546

# Michigan Farmers Attend Soybean Leadership Academy

As we change the calendar year, we welcome new soybean leaders in Michigan. As we welcome new directors to both boards, it is necessary to provide education to help build the leadership skills of our involved farmers. The American Soybean Association (ASA) partners with states to offer just such an opportunity.

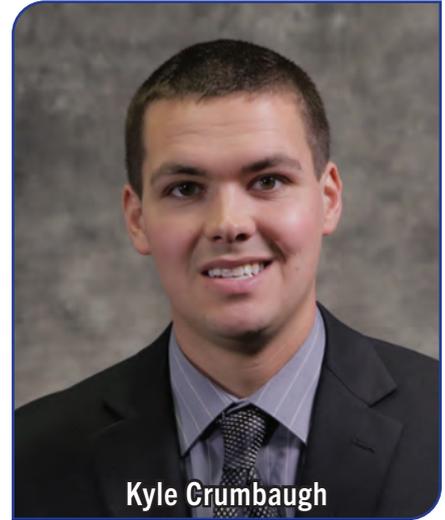
The ASA Soybean Leadership Academy offered breakout sessions and keynote speakers with the objective of providing leadership development tools for farmers. This year five individuals participated from Michigan including Kyle Crumbaugh, Robert Howland, Dan Rajzer, PJ Feldpausch and Tom Woelmer.

"I think the Soybean Leadership Academy was very well put together. It had a wide range of speakers. It was one of the best leadership trainings I have been to," noted Howland. He continued, saying, "One of the best parts of these conferences is talking to people from other states."

"The Soybean Leadership Academy was a great learning experience. The speakers were knowledgeable and enthusiastic in their topics, and provided valuable information to the attendees that will be taken back to state boards and farms across the country," said Crumbaugh. He notes further, "Some of the highlights included the future of fuel and soybean's place in powering industry, a discussion of ag policy on a national level, personnel management skills, and key points to help improve the effectiveness of boards and their members. I would highly recommend the opportunity to participate and learn at this meeting to others," said Crumbaugh.

As a new board member, Feldpausch notes, "The most valuable component of the Leadership Academy for me was the networking with other board members from our state and other states. It was great hearing their issues and how they are planning to resolve them." He ended by saying, "I believe the event helped prepare me for service by giving me a good understanding of how a board should work, what the purpose of the board is, and how we should facilitate decisions for the organization."

If you are interested in building your leadership skills, getting more involved, or want more information about the 2023 Leadership Academy, please contact Janna Fritz, at 989-550-6245 or [jfritz@michigansoybean.org](mailto:jfritz@michigansoybean.org).



**Kyle Crumbaugh**



**Robert Howland**



**Tom Woelmer**



**PJ Feldpausch**



**Dan Rajzer**



# 2021 Michigan Soybean Association Yield Contest Winners Announced

The winners of the 2021 Michigan Soybean Association (MSA) yield contest were announced at the MSA Annual Meeting of Members on January 26, 2022 during the Great Lakes Crop Summit. 2021 was the second year MSA facilitated the contest. Prior to MSA taking on administration of the contest, it was facilitated for 14 years by MSA's partner organization, the Michigan Soybean Committee (MSC).

In 2021, there were 105 entries from soybean farmers across Michigan. The contest was sponsored by MSC, Asgrow, Dairyland Seed, Dyna-Gro, Golden Harvest, Pioneer, LG Seeds, NK, DF Seeds, Credenz, Rupp, Renk Seed and ZFSelect. MSA would like to thank the sponsors of this year's contest for their generous support. Without it, the contest would not be possible.

Outstanding yields were entered by farmers around the state in each of the six categories. The winners each received a plaque and a \$1,000 cash prize. Additional information about the contest and harvested entry data can be found at <https://www.misoy.org/yield-contest>. Details about the 2023 contest will be posted on the website and social media, and will be included in future issues of the *Michigan Soybean News* magazine.



## Forecast calls for coverage.

The next growing season may hold some surprises, but when you book your crop insurance through GreenStone, you can be confident in your coverage! Contact your local GreenStone crop insurance team to get started.

**800-444-FARM**



[www.greenstonefcs.com](http://www.greenstonefcs.com)



## Have an article suggestion?

Email comments, suggestions or article ideas for the *Michigan Soybean News* magazine to [soyinfo@michigansoybean.org](mailto:soyinfo@michigansoybean.org).

## No longer wish to receive the *Michigan Soybean News*?

Email your name and mailing address to [slapak@michigansoybean.org](mailto:slapak@michigansoybean.org).



 **MICHIGAN  
SOYBEAN  
ASSOCIATION**  
**YIELD CONTEST**

# 2021 WINNERS

Congratulations to this year's winners and thank you to all contest participants and sponsors!

Category	Winner	Yield	Seed Company	Variety
Late Maturity Non-Irrigated	John Burk, Bay County	78.82 bu/a	LG Seeds	2888RX
Late Maturity Irrigated	Don Stall, Eaton County	127.64 bu/a	Pioneer	P28A97L
Mid Maturity Non-Irrigated	JLJ Parr, Sanilac County	85.07 bu/a	Asgrow	AG21XF1
Mid Maturity Irrigated	Scott Jirgens, Kalamazoo County	92.5 bu/a	Golden Harvest	GH2279E3
Early Maturity	Larry Lenhart, Kent County	78.9 bu/a	Golden Harvest	GH1557E3
Non-GMO	Luke Gentz, St. Joseph County	90.3 bu/a	DF Seeds	DF260

 **MICHIGAN  
SOYBEAN  
ASSOCIATION**  
**YIELD CONTEST**

## 2021 SPONSORS



DAIRYLAND SEED



SEE WHAT GOOD YIELDS<sup>®</sup>



# MSU Students Attend National Collegiate Crops Contest

The Michigan Soybean Committee sponsored a group of students from the Michigan State University Agronomy club as they competed against other ag students from colleges around the country at the National Collegiate Crops Contest in Ames, Iowa this past November.

Team members included:

- Megan Carter, Breckenridge, MI - Crop and Soil Sciences
- Madelyn Cary, Alma, MI - Agribusiness Management
- Megan Gawne, Reed City, MI - Crop and Soil Sciences
- Larissa Lapak, Birch Run, MI - Crop and Soil Sciences
- Claudia Walz, Manchester, MI - Crop and Soil Sciences
- Emma Woller, Montague, MI - Crop and Soil Sciences

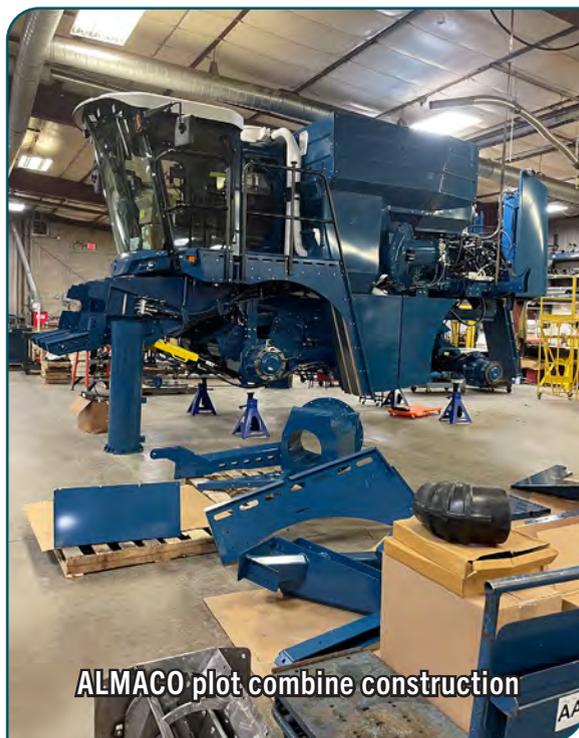
Collegiate crops competitions consist of three parts: grain grading, seed and plant identification and seed analysis. These components require students to grade grain samples, identify 200 seed and plant samples and analyze seed samples for contaminants, which they also must identify and classify. The Crops Judging Contest provides an opportunity for undergraduate students to practice tangible agronomic skills used by crop science and management professionals.

While in Iowa, teams from across the midwest also got to tour ALMACO, a custom farm equipment supplier, as well as visit Syngenta's seed facilities. "It was really neat to see the entire process at Syngenta. We got to see how corn becomes commercially available from the very beginning of sorting through rounds and flats, germination trials and the seed treatment process, until it is finally bagged to be sold to the farmer," shared Megan Carter.

"It was an unforgettable experience getting to travel to another school heavily involved in agriculture and interact with other students in the same career field as us," said Megan Gawne.



Megan Gawne, Larissa Lapak, Madelyn Cary, Emma Woller, Claudia Walz, Megan Carter



ALMACO plot combine construction

Team members will next travel to the NACTA (North American Colleges and Teachers of Agriculture) Crops Contest, which will be held at the Nebraska College of Technical Agriculture in Curtis, Nebraska at the end of March.

# Soybean Shoptalk Video Series

After a long winter, spring is finally on the way. Is your planter ready? Are you ready to plant soybeans? If not, we have some videos on our YouTube channel that might help you get ready to go. Specifically, check out a few of last year's Soybean Shoptalk episodes for some planting tips and tricks. In our Soybean Shoptalk series, MSC CEO Janna Fritz spoke with numerous Michigan farmers about their soybean production practices. A few of the videos involved conversations about planting and tillage equipment.

The first segment last year focused on ultra-early soybean planting. If you are interested in moving up your soybean planting date to maximize yields, check out the segment with Jake Isley. After planting soybeans in early April for a few years, Jake notes that field conditions are the most important aspect to determine if you can successfully plant early in the season. Check out his video to hear his experiences with ultra early planting on their farm.

If you are considering changes to your planter or seeder, check out the segments with PJ Feldpausch or Jeff Krohn. Each of these videos offers views of new planter technology and even combines tillage at the time of planting with the same machine. Also, if you are looking to get into more strip tillage, check out the video with the Ryan and Melissa Shaw. Their experience with the Soil Warrior tillage tool may offer new ideas or information for growers.

As we move through this next growing season, we will again be hosting our Soybean Shoptalk Series. If you or a neighbor is doing something innovative with soybeans, give us a call. We would love to feature you on an upcoming segment.



# Are Soybean Seed Treatments Profitable?



Mike Staton, MSU Extension Soybean Educator, Dr. Martin Chilvers, MSU Extension Field Crop Pathologist, Dr. Manni Singh, MSU Extension Cropping Systems Agronomist

Michigan soybean producers want to know if seed treatments are consistently profitable. To address the issue, four on-farm research projects and two intensive small-plot research projects were conducted in Michigan to evaluate the yield and income benefits of seed treatments available for soybeans. This article summarizes the results from each of these projects and provides recommendations for maximizing the potential for a profitable response to seed treatments.

## On-Farm Research Results:

The first project ran from 2014 to 2018 and compared a base fungicide/insecticide seed treatment with and without Clariva<sup>®</sup> pn as it is not marketed as a stand-alone treatment. Clariva pn contains a naturally occurring soil bacteria (*Pasturia nishizawae*) having a direct mode of action on soybean cyst nematodes (SCN). The goals were to determine how the product affected (SCN) population development and soybean yields. The Clariva pn did not suppress SCN development at the four locations infested with SCN and it did not increase soybean yields in any of the seven trial locations.

ILeVO<sup>®</sup> and Saltro<sup>®</sup>, two seed treatments marketed as having activity on Sudden Death Syndrome (SDS) were also evaluated in on-farm trials. ILeVO was tested in 19 trials from 2016 to 2018 and Saltro was evaluated in five trials in 2020 and 2021. Like Clariva pn, neither of these products is marketed as a stand-alone seed treatment. Trials compared a base fungicide/insecticide seed treatment with and without ILeVO from 2016-2018 and with and without Saltro in 2020 and 2021. ILeVO increased soybean yields by 1.9 bushels per acre when all 19 sites were combined, despite very low levels of above-ground symptoms of SDS in any of the trials. Saltro increased soybean yield by 2.6 bushels per acre when all five locations were combined. The largest yield

increases occurred at two sites in 2020 that displayed foliar SDS symptoms. Because ILeVO is marketed as suppressing SCN population development, its effect on SCN population development was evaluated. No significant SCN suppression was found.

The purpose of the fourth on-farm research project evaluating seed treatments was to provide an opportunity for cooperators to evaluate the performance of the base seed treatment of their choice on their farms in 2017, 2018, 2019 and 2020. This trial compared two treatments (a base seed treatment including multiple fungicides plus an insecticide vs. untreated seed from the same seed lot).

The base seed treatments increased soybean yields at 10 of the 31 locations with the yield increases ranging from 1.5 to 10 bushels per acre. However, the seed treatments were profitable at only five of the locations. When all 31 sites were combined, the seed treatment increased yields by 1.4 bushels per acre. This is slightly more than the 1.3 bushels per acre required to recover the cost of a basic fungicide plus insecticide seed treatment costing \$14.00 per acre. The base seed treatments also increased final plant stands by 4,800 plants per acre when all sites were combined.

## Intensive Small-Plot Research Conducted at the MSU Soybean Performance Trial Locations:

From 2013 to 2015, trials were conducted to investigate the profitability of commercially available seed treatments across seven Michigan counties: Allegan, Hillsdale, Ingham, Lenawee, Saginaw, Sanilac and St. Joseph. Soybean fields were planted from early May to early June at a seeding rate of 160,000 seeds per acre. Seed treatment formulations and soybean varieties from two major seed companies were used for evaluations, which included a non-treated control, fungicide only, fungicide and insecticide, and a full package containing fungicide and the insect-nematode

package, Poncho/VOTiVO.

Responses to seed treatments were variable across locations and years. Plant stand was improved at some sites each year. Field sites in Allegan County were the most responsive to seed treatments in terms of improved yield compared to the non-treated control. Where positive responses were observed, treatments including an insecticide often outperformed those containing fungicide only. Aphid pressure was extremely low and does not explain the response to the insecticide treatment. It is possible that insect pressure outside the scope of monitoring efforts was present, or the insecticide affected plant growth. Nematode pressure was negligible across field sites except at Saginaw in 2015, where resistant soybean varieties were more effective in limiting SCN populations than seed treatment.

**Intensive Small-Plot Research Evaluating Planting Date and Planting Rate Effects on Seed Treatment Performance:**

Field experiments were conducted at Michigan State University research stations (Mason Research Farm in Mason and Saginaw Valley Research and Extension Center in Frankenmuth) in 2018 and 2019.

Treatments consisted of four planting dates targeted for late-April, mid-May, early-June and late-June. A maturity group 2.0 soybean variety was planted at five seeding rates ranging from 50,000 to 210,000 seeds per acre, in increments of 40,000 seeds, with (treated) or without (control) a complete seed treatment (fungicide, insecticide and nematicide).

Using a complete seed treatment did not result in improved yields in these studies, regardless of planting date or seeding rate. However, the seed treatment increased plant stands by 6.7 percent at Mason compared to the control. The stand improvement from the seed treatment at Mason was similar across all planting dates. However, this improvement in plant stand did not increase seed yield or net returns compared to the control.

There was little pest pressure in the fields where this research was conducted. When planting early in the growing season, some growers might increase their seeding rate in addition to using a seed treatment in anticipation of potential stand losses due to cool, wet field conditions. However, the lack of interaction between seeding rate and seed treatment in our studies suggests that both practices may not be necessary.

Depending on specific field conditions, using a seed

*continued on following page...*



**WISHING  
YOU A  
SAFE AND  
PRODUCTIVE  
PLANTING  
SEASON**

  
**AMERICAN**  
OWNED AND OPERATED

**Amy Allen** District Manager  
Dowling, MI • 269-720-3150

**Henry Buiting** District Manager  
Applegate, MI • 989-284-6799

**ROOTED IN TECHNOLOGY**  
FROM RESEARCH TO RESULTS



## **Your Soybean Checkoff**

...continued from previous page

treatment OR a higher seeding rate might result in improved economic returns compared to utilizing both management practices.

### **Summary and Recommendations:**

In summary, Clariva pn, ILeVO and VOTiVO seed treatments are not the most effective tool for managing SCN, as they did not significantly suppress SCN development. More effective SCN management strategies are available including prevention, early SCN detection through regular soil sampling and testing, rotating with non-host crops, and carefully selecting and utilizing SCN-resistant varieties based on field-specific SCN type testing.

The potential for a profitable response to seed treatments is increased under the following conditions:

- Using a base seed treatment with ILeVO or Salto in fields having a history of moderate SDS pressure
- Planting early into fine-textured soils that are cool and wet
- Planting into grass sods or when manure or green plant material has been incorporated within two weeks of planting
- Planting into fields having a history of poor emergence and reduced stands
- Planting less than 100,000 seeds per acre
- Planting varieties having low to average disease resistance/tolerance
- Planting soybeans two or more years consecutively ■



# Congratulations

Luke Gentz from St. Joseph County

**Wins the MSA Yield Contest non-GMO category at 90.3 bu/a with DF260 N**



**MICHIGAN PROVEN  
MICHIGAN GROWN  
EXPORTED TO THE WORLD**





# MAINTAINING OUR REPUTATION TO DELIVER

*Whether shipping by river, road or rail, the soy checkoff is committed to ensuring America's infrastructure is a significant advantage for U.S. soybean farmers. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And it's helping make a valuable impact for soybean farmers like you.*

*See more ways the soy checkoff is maximizing profit opportunities for soybean farmers at [unitedsoybean.org](http://unitedsoybean.org)*





# Biodiesel vs. Renewable Diesel and the Growing Demand for Both

**S**ustainability and lowering carbon emissions are all the rage right now and seem to be a major topic of news and conversation. Surely you can name a few companies that have recently announced new standards to reduce their environmental impact. These corporate pledges have helped to create a new buzz around biodiesel and renewable diesel.

When discussing biodiesel and renewable diesel, people often have a lot of questions. They often want to know what the difference is between the two, whether one better than the other, if one of them is cheaper, whether they

gel in cold weather, didn't we already go through all of this with ethanol, aren't they both renewable and lastly, what difference does it make to me? These are all great questions, and the Michigan Soybean Committee, in partnership with other state soybean organizations, the United Soybean Board and Clean Fuels Alliance America (formerly the National Biodiesel Board) are all working to help answer questions and clear up any confusion surrounding these

### Guide to Bio-Based Fuels

RENEWABLE DIESEL	BIODIESEL	SUSTAINABLE AVIATION FUEL
<b>Renewable fuel that is chemically the same as petroleum diesel.</b>	<b>Renewable, biodegradable fuel that must be blended with petroleum diesel.</b>	<b>The common term for non-petroleum jet fuel.</b>
<div style="display: flex; justify-content: space-between;"> <div style="background-color: #fff9c4; padding: 5px; text-align: center;"> <b>RENEWABLE DIESEL</b> 100% FUEL                 </div> <div style="border: 1px solid #fff; padding: 5px; font-size: small;">                     Can be used in existing petroleum pipelines, storage tanks and diesel engines.                 </div> </div>	<div style="display: flex; justify-content: space-between; font-size: small;"> <div style="background-color: #fff9c4; padding: 5px; text-align: center;"> <b>BIODIESEL</b> </div> <div>↔ BETWEEN 2% AND 20%</div> </div> <div style="display: flex; justify-content: space-between; font-size: small;"> <div style="background-color: #fff9c4; padding: 5px; text-align: center;"> <b>PETROLEUM DIESEL</b> </div> <div>↔ BETWEEN 98% AND 80%</div> </div>	<div style="display: flex; justify-content: space-between; font-size: small;"> <div style="background-color: #fff9c4; padding: 5px; text-align: center;"> <b>SAF</b> </div> <div>↔ BETWEEN 10% AND 50%</div> </div> <div style="display: flex; justify-content: space-between; font-size: small;"> <div style="background-color: #fff9c4; padding: 5px; text-align: center;"> <b>JET FUEL</b> </div> <div>↔ BETWEEN 90% AND 50%</div> </div>
<b>MADE FROM:</b> <ul style="list-style-type: none"> <li>▶ vegetable oils</li> <li>▶ animal fats</li> <li>▶ recycled restaurant grease</li> </ul>	<b>MADE FROM:</b> <ul style="list-style-type: none"> <li>▶ vegetable oils</li> <li>▶ animal fats</li> <li>▶ recycled restaurant grease</li> </ul>	<b>MADE FROM:</b> <ul style="list-style-type: none"> <li>▶ wood residue</li> <li>▶ animal fats</li> <li>▶ algae</li> <li>▶ cooking/vegetable oil</li> <li>▶ sugars/alcohol</li> <li>▶ ethanol</li> <li>▶ greases</li> </ul>

biobased fuel options.

Worth mentioning first, both renewable diesel and biodiesel help replace the use of petroleum. Lowering the use of fossil fuels leads to fewer carbon emissions and less of an impact on the global climate. The organic feedstocks that make up both fuels are the same, but differences stem from the production process, cleanliness, storage, transportation and quality of the two products.

### Biodiesel

Biodiesel is a domestically manufactured fuel that is both biodegradable and renewable. It is made from many types of feedstocks including vegetable oils, animal fats and recycled restaurant grease. These feedstocks go through a process called transesterification to create the product we know as biodiesel. Cold weather can cloud and gel any diesel fuel, however, biodiesel has a higher cloudpoint than traditional diesel, so it must be blended. There are many practices that have prevailed in combating cold weather, and because of these, B20 has been successfully used in climates as low as

-20°F. Another benefit of biodiesel is the byproduct, glycerin, which can be sold as a component for plastics, as a fuel for generators and as a carbon source to produce omega-3 fatty acids.

Biodiesel has had an incredible impact on sustainability efforts across our nation. Between 2004 and 2020, the use of biodiesel reduced carbon emissions by 143 million metric tons, which is equivalent to removing 30.6 million cars from the roadways. For reference, there are currently about five million registered vehicles just in the state of Michigan.

### Renewable Diesel

Renewable diesel (RD) is comprised of the same feedstocks as biodiesel, but unlike biodiesel, RD is chemically the same as petroleum diesel. This means that there is no need to blend this product before utilizing it in a diesel engine. It can also be run through any petroleum diesel pipelines or storage tanks. RD is created by going through various thermochemical processes that are very different from biodiesel manufacturing. This

*continued on following page...*



**BRAGGING RIGHTS  
ALL YIELD LONG**

**YIELD  
WINNER  
CONTEST**

**JOHN BURK**  
MICHIGAN SOYBEAN ASSOCIATION  
YIELD CONTEST

**LG2888RX**  
LATE-MATURITY, NON-IRRIGATED



LG Seeds® and Design® is a registered trademark of AgReliant Genetics, LLC. © 2022 LG Seeds.

...continued from previous page

fuel can also be used in jet engines and is called Sustainable Aviation Fuel (SAF).

Renewable diesel plants produce byproducts such as renewable naphtha and renewable propane; these can be used during the production process to reduce the overall carbon footprint of the fuel. These products can also be sold as byproducts on the market, and they are eligible for RINs (Renewable Identification Numbers - a credit granted for every gallon of renewable fuel produced). These plants can also allocate up to 15 percent of their feedstocks to produce SAF without a lot of additional investment in their processing technology.

### Implications for Farmers

What does this mean for soybean growers? There are multiple government policies driving an increase in RD production and additional projects continue to be announced. This could lead to a hefty increase in demand for soybeans. To give a very high-level summary, USDA’s Economic Research Service and Rabobank have both recently projected a higher demand for soybean oil, and a larger crush capacity.

To meet the demand driven by renewable diesel, soybean and other vegetable oil production would need to double by 2030, according to Rabobank.

In further predictions from both Rabobank and the USDA Economic Research Service, we will need an additional 47.1 billion pounds of soybean oil (equivalent to 3.6 billion bushels of soybeans) to satisfy the growing market for RD. If every bushel of soybeans that we export were to be crushed domestically, we would still need more than 1.5 billion bushels. To put that into context, if we don’t want our exports to be affected, U.S. soybean growers would need to plant nearly 12 million additional acres to support the expanded crush demand.

It is clear that biodiesel and renewable diesel are sustainable alternatives to petroleum diesel fuel. The ever-growing demand for environmental preservation from consumers, tightening of emission standards and an increased amount of government policies regarding sustainability will continue to positively impact the value of soybeans. The future looks bright for our growers. ■

## LET’S HEAR IT FOR OUR WINNERS

When we listen first, the results speak for themselves.



PLACE	NAME	VARIETY	CATEGORY	YIELD (BU/A)
1st	Larry Lenhart	GH1557E3	Early Maturity (1.9 and below)	78.9
3rd	Scott Jirgens	GH2727GT27	Late Maturity (2.7 and above)	89.9
1st	Scott Jirgens	GH2279E2	Mid-Maturity, Irrigated (2.0-2.6)	92.5
2nd	Nick Suwyn	GH2279E3		89.6
4th	Chris Compagner	GH2279E3		86.0
2nd	Dale Suwyn	GH2011E3	Mid-Maturity, Non-Irrigated (2.0-2.6)	84.8
8th	Jim Gratz	GH2279E3		78.5
12th	Luke Swaggerman	GH2279E3		75.1
14th	Nate Pyle	GH2011E3		73.7
15th	Riley Schipper	GH2279E3		72.7



THIS IS HOW WE LISTEN

© 2022 Syngenta. Golden Harvest® is a trademark of a Syngenta Group Company.

# WISHH works with international associations to build lasting potential for **U.S. soy** trade.



**Connect with WISHH**  
**wishh.org**



*WISHH is a program of the American Soybean Association and is funded in part by the United Soybean Board and state soybean board checkoff programs.*



FOUNDED  
IN FAITH



FORGED IN  
AMERICA<sup>TM</sup>

SINCE OUR FOUNDING IN 1937, WE HAVE BELIEVED IN THE INTEGRITY OF BEING AN INDEPENDENT, FAMILY-OWNED SEED COMPANY. WE STAND UP FOR THE THINGS THAT MATTER MOST; OUR FAITH, FREEDOM, AND HELPING FARMERS SUCCEED.

# Seedcorn Maggot in Soybeans - How to Avoid a Repeat of 2021

Dr. Chris DiFonzo, MSU Field Crops Entomologist

Seedcorn maggot (SCM) feeding on emerging soybeans shows up in some fields every season, and is visually identified as scars on cotyledons (Figure 1). Plants typically grow out of injury and, even if a few are lost, nearby plants compensate for them. However, in the spring of 2021, there were reports of soybean fields, especially in southern Michigan, with significant stand loss from SCM.

SCM overwinters as pupae in the soil. Adult flies emerge early, typically in mid-April. In fact, the degree day model for SCM is based on accumulating heat units from March 1 based on a chilly 39°F. Peak flight and egg laying of the overwintered generation occurs ~ 340 degree days after March 1. To avoid planting close to peak adult flight and egg laying, the MSU EnviroWeather website has an SCM prediction tool that gives a date when peak egg laying is expected or already happened at a given location. Planting should be delayed until maggot risk is past, and soils are warmer and more favorable for quick plant emergence.

Females prefer to lay eggs in fields with fresh, decaying material. Many years ago, I was given some 'SCM wisdom' by Dr. Ron Hammond, a now-retired Ohio State University entomologist who did many SCM efficacy trials throughout his long career. Dr. Hammond determined that the highest risk of infestation comes from tilling the following shortly before planting (in descending order): alfalfa and other legumes, living green grass, or heavy weed growth. When significant stand loss is seen, it almost always occurs in these situations. Moderate risk comes from tilling heavy corn or soybean residue. There is low risk from tilling bare soil. Finally, there is virtually no risk of SCM in no-till.



Figure 1

In fact, Dr. Hammond stated, “No-till anything, I have NEVER seen a problem, PERIOD!”

If you use treated seed, what level of control should you expect? It turns out that many of the SCM-damaged fields in 2021 were treated. Under normal planting conditions and timings, neonics appear effective against SCM because there are few maggots in the first place. If the maggot infestation is huge, I expect it's a numbers game and a matter of time before maggots break through the seed's defenses. And another wrinkle - some growers commented that they had maggot issues in soybeans in 2021 but not in corn planted at the same time. They asked if the seed treatment rate was different. Yes! For example, the Cruiser label has a base rate per acre. That rate gets divided PER SEED, so the Cruiser rate per seed is 0.085 mg per soybean and 0.25 mg per kernel, because the seeding rate for soybean is much higher than for corn.

Finally, if stand loss is so great that a field is replanted, a seed treatment is NOT recommended. Remember, the maggot infestation was due to a combination of attractive decay and delayed emergence in cool soil. At replanting, the decaying cover crop or weeds is typically gone. The soil should be warmer so beans will pop out of the ground fast.

To summarize, SCM problems occur with tillage (even light tillage) of a maggot food source (the greener and fresher the better), just before planting, under cool, wet weather. This combines attractive conditions for egg laying with slow emergence, giving a large population of maggots plenty of time to attack seed under the ground. Neonicotinoid seed treatments give the illusion of control when SCM populations are low and may be overcome when populations are high. There is virtually no risk of SCM in no-till production. Where there is spring tillage, the best advice is to avoid SCM by waiting two to three weeks to plant.



# Goodyear and United Soybean Board Drive Demand for U.S. Soy

It is incredibly exciting to see soybean growers' checkoff dollars be invested in the research and development of new soy uses that increase demand, create new markets, add value and shed a positive light on sustainability efforts in agriculture.

One example of this innovative research is a partnership between the Goodyear Tire and Rubber Company and the United Soybean Board. Through

this partnership, Goodyear was able to develop a soybean oil-based rubber that replaces conventional petroleum-based rubber. Through the development of this soy-based rubber, they were able to produce a product that is high-performing, weather-ready and more durable.

They have commercialized this soy innovation in four different tire lines over the last four years. These

lines of product are called Assurance WeatherReady, Eagle Enforcer All Weather, Eagle Exhilarate and Goodyear Assurance ComfortDrive.

Their chief engineer, Bob Woloszynek, has said "soybean oil brought a performance benefit that we couldn't get without it, that's what got it into its first product. Each year over the last four years, there's been a new product containing soybean oil and I expect that to continue into the future."

Speaking of the future, Goodyear has committed to a goal of full petroleum oil

## WHERE THE RUBBER MEETS THE ROW

COLLABORATION

 <p>Build preference for U.S. soybean oil in the food and industrial markets differentiating U.S. Soybean oil through promotion, as well as research</p> <ul style="list-style-type: none"> <li style="width: 25%; text-align: center; font-size: 0.8em;">Over 500,000 Farmers</li> <li style="width: 25%; text-align: center; font-size: 0.8em;">88M Acres Planted Annually</li> <li style="width: 25%; text-align: center; font-size: 0.8em;">Surplus Available: only 65% Used in Food Applications</li> <li style="width: 25%; text-align: center; font-size: 0.8em;">2<sup>nd</sup> Largest Cash Crop</li> </ul>	 <p>Goodyear is committed to responsibly sourcing more sustainable materials that deliver best-in-class quality and performance</p> <ul style="list-style-type: none"> <li style="width: 50%; text-align: center; font-size: 0.8em;">40M Tires Sold in US/Canada (2019)</li> <li style="width: 50%; text-align: center; font-size: 0.8em;">8% Of a Typical Tire Weight is Oil</li> </ul>
---	---

STRATEGY Create and enhance collaborations that increase product performance, value and preference

BENEFITS

<p>Using soybean oil <b>reduces</b> use of petroleum-based oil</p> <p><b>Increases</b> manufacturing efficiencies</p> <p><b>Reduces</b> energy consumption and uses surplus bio-based, renewable material</p> 	<p>Soybean oil <b>improves</b> tire flexibility at low temperatures, helping the rubber to remain pliable in cold weather and <b>enhancing</b> traction in rain and snow</p> 
---	--

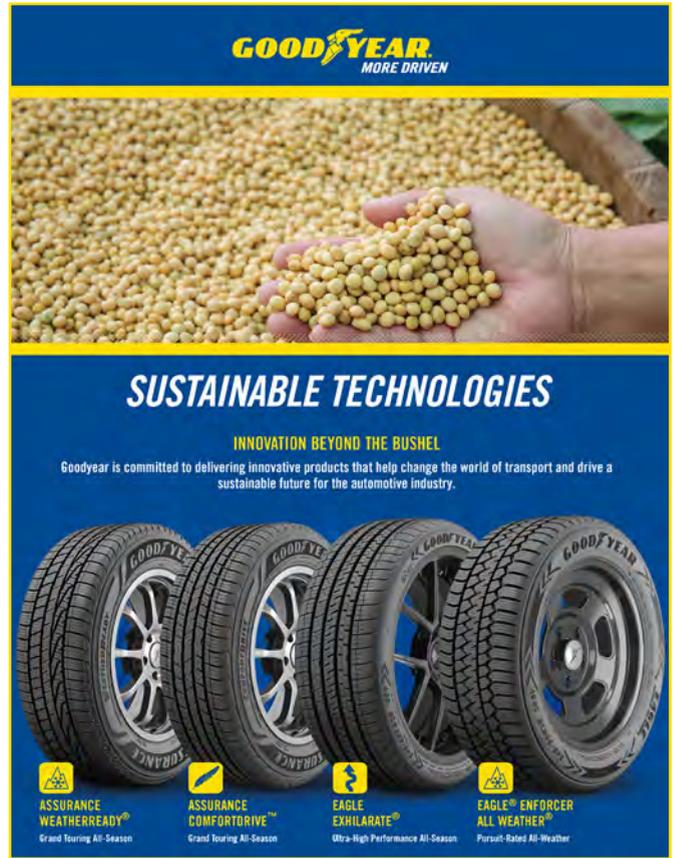
PRODUCTS

replacement in its products by 2040. The company has made great strides toward that effort by increasing their soybean oil usage by 73 percent in the past two years.

“Goodyear’s use of soybean oil is growing, and we want our actions to make a difference in the lives of soybean farmers and others in the supply chain,” said Maureen Thune, vice president and chief procurement officer of The Goodyear Tire and Rubber Company.

Consumers continue to look for sustainable practices and materials when choosing products they use. By creating new uses for soy-based products in fuel, feed and fiber we can continue to increase demand for Michigan soybeans while also meeting the demands of the end-user.

Goodyear continues to serve and appreciate U.S. soybean growers and is offering a 15 percent discount on all their tire lines. A link to the coupon can be found on our website at [michigansoybean.org/soy-uses](http://michigansoybean.org/soy-uses).



**GOODYEAR**  
MORE DRIVEN

**SUSTAINABLE TECHNOLOGIES**

**INNOVATION BEYOND THE BUSHEL**

Goodyear is committed to delivering innovative products that help change the world of transport and drive a sustainable future for the automotive industry.

**ASSURANCE WEATHERREADY®**  
Grand Touring All-Season

**ASSURANCE COMFORTORIVE™**  
Grand Touring All-Season

**EAGLE EXHILARATE®**  
Ultra-High Performance All-Season

**EAGLE® ENFORCER ALL WEATHER™**  
Pursuit-Rated All-Weather

# STATE CHAMPION



## JLJ PARR FARMS

MID-MATURITY, NON-IRRIGATED • AG21XF1 BRAND

# 85.07 Bu/A



**LEADING THE WAY IN MICHIGAN.**



ALWAYS READ AND FOLLOW GRAIN MARKETING AND ALL OTHER STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS. Asgrow and the A Design®, Bayer and Bayer Cross are registered trademarks of Bayer Group. ©2022 Bayer Group. All Rights Reserved.

# Michigan Ag Council: Connecting with Consumers

Noelle Nachreiner, Michigan Ag Council Executive Director

The Michigan Ag Council strives to connect farmers and producers with consumers by promoting Michigan's rich agriculture industry and the more than 300 commodities grown across the state. Whether it's chatting about the benefits of buying local produce at a farmers' market or sharing information about sustainability on the farm, the Ag Council wants to bridge the gap between the field and the fork in 2022.

Meeting consumers where they are takes passionate agriculture advocates who are willing to have meaningful conversations about where food and products come from. That's why the Ag Council enlists agriculture enthusiasts to serve as Michigan GROWN, Michigan GREAT Ambassadors. These ambassadors will engage with consumers both face-to-face and virtually throughout the year. They will visit farmers' markets, county fairs and other events to share farmers' stories and bust myths about Michigan agriculture. They will meet with farmers in the field to share a behind-the-scenes look at how they care for their animals, the land and their communities. In its third year, the ambassador program looks to expand its reach by engaging with farmers and consumers in every corner of the state and online.

We want consumers to trust that the food they eat and the products they use are grown in Michigan by farmers who care. Even more, we want to share the breadth of commodities grown here which make Michigan the second most diverse agriculture state. An upcoming video series will showcase a diverse group of farmers from across the state to demonstrate that the diversity of Michigan ag doesn't end with the commodities we grow but includes the people who grow them too.

Our recently rebranded podcast, Michigan Agriculture and Food, has set out to tell the



story of Michigan food through those who grow it, sell it, prepare it and eat it. We want to talk to any and every one committed to supporting the sector – from producers to manufacturers and restaurateurs. To listen and learn more, visit [michiganaf.org](http://michiganaf.org).

Finally, throughout 2022 and 2023, we'll be touring Michigan's largest festivals teaching people how to prepare healthy meals through live cooking demonstrations. We're partnering with chefs around the state to showcase the health benefits of eating Michigan-grown food and using locally sourced ingredients to prepare meals.

We'd be remiss if we didn't highlight the important role soybean farmers play in these outreach efforts. From feeding livestock to food preparation and industrial uses, soybean products



**Ambassadors Maddie Cary and Michael Ceja at the Farmers Market at the Capitol in September.**

touch consumers' everyday lives and we must weave that into our messaging. Promoting the positive impact that soybean farmers have on the entire industry is of utmost importance to the Michigan Ag Council.

If you don't already, be sure to follow our efforts on Facebook, Instagram and Twitter and support our work to build trust among consumers about Michigan's food system.



Ambassadors Dan Hale and Ben Zaleski at the Vantage Point Farmers Market in Port Huron.

# 2021 SOYBEAN YIELD CONTEST WINNER

**Don Stall**  
Charlotte, MI

Pioneer® variety 28A97L™ brand

**127.64** bu/a

Contact your local Pioneer Representative to learn about our Pioneer® brand A-series soybeans.



Always follow stewardship practices in accordance with the Product Use Guide (PUG) or other product-specific stewardship requirements including grain marketing and pesticide label directions. Varieties with the LibertyLink® (LL) gene are resistant to Liberty® herbicide.

Liberty®, LibertyLink® and the Water Droplet Design are registered trademarks of BASF. Pioneer® brand products are provided subject to the terms and conditions of purchase which are part of the labeling and purchase documents.

™ & © Trademarks of Corteva Agriscience and its affiliated companies. © 2022 Corteva. 22D-1066

**MORE  
BUSHELS  
ARE OUT  
THERE.**



**ASGROW.COM**

ALWAYS READ AND FOLLOW GRAIN MARKETING AND ALL OTHER STEWARDSHIP PRACTICES AND PESTICIDE LABEL DIRECTIONS.  
Asgrow and the A Design®, Bayer and Bayer Cross are registered trademarks of Bayer Group. ©2022 Bayer Group. All Rights Reserved.

