



# Soybean Sampler

*Annual Report Edition - February 2013*

*Inside:*

*Brown Marmorated Stink Bug Update*

*Double Trouble for SCN*

*A Closer Look at Farming's Image*

*Annual Financial Report*

*“Success for soybean farmers in today’s market takes more than just a good harvest. Increasing demand for soybeans is an essential part of the equation. The soybean checkoff helps facilitate market growth and creation by funding and directing marketing, research and commercialization programs.”*

**B**y building demand both at home and abroad, the soybean checkoff helps ensure a strong and profitable future for U.S. soybean farmers.

The Maryland Soybean Board administers soybean checkoff funds collected in the state for programs and projects that benefit Maryland’s soybean farmers and industry. It is directed by Maryland farmers. The current board of directors is shown in the green box on Page 11.

Like producers of other commodities, such as beef, dairy and eggs, soybean farmers collectively invest a portion of their product revenue to fund research and promotion efforts. This collective investment is called a checkoff.

The soybean checkoff is supported entirely by soybean farmers with individual contributions of 0.5 percent of the market price per bushel sold each season.

On a national level, the efforts of the checkoff are directed by the United Soybean Board, composed of 69 volunteer farmer-leaders often nominated by their state-level checkoff organizations, called Qualified State Soybean Boards (QSSBs). The Maryland Soybean Board is a QSSB.



# Hot on the trail

*As the region's entomologists track the brown marmorated stink bug, new clues emerge for potential controls*



**A** weather phenomenon known as sudden stratospheric warming may impact populations of the Brown Marmorated Stink Bug in 2013.

The survival of the pest over the winter is hinged to winter temperatures. And weather forecasters are looking for cold.

Dr. Galen Dively, retired - but still on the job - as University of Maryland entomologist, reported that in 2012, overall BMSB infestations in soybean fields in western and central Maryland, northwestern Virginia and the panhandle of West Virginia, were lower than levels during the past two years.

“However,” Dively reported, “fall activity reflecting movement of adults out of fields to overwintering sites was higher than previous years based on trap captures.

“The potential exists for a higher population in 2013 if the winter is favorable for stink bug survival,” Dively said.

AccuWeather had reported that, after much of the nation had experienced higher-than-average temperatures into mid-January, a series of cold waves would be on the way. As of this writing, it appears to be the case.

Sudden stratospheric warming occurred in the arctic region during the early days of the new year.

The stratosphere is located between six and 30 miles above the ground. Often when this area warms suddenly, it forces cold air to build in the lowest layer of the atmosphere, then to drive south.

AccuWeather said it is possible the cold push will arrive in one big blast. However, it is more likely the cold will advance along in waves of progressively colder air with each wave driving farther south and east.

Expert Senior Meteorologist Brett Anderson stated, “Initially, the cold may seem to be run-of-the-mill or even delayed, but once the cold air engine starts, it may run for quite a while with progressively colder and colder waves of air.”

The BMSB, even though holed up in some overwintering hangout, may find a sudden stratospheric warming too much to handle.

Entomologists hope so. In the meantime, research funded in large part by the Maryland Soybean Board continues on several fronts.

In Maryland, Dively reported, several research studies are under way to determine whether natural enemies of the native stink bug species will shift to BMSB and if natural control is significant and varies with different soybean/farmscapes.

One field study tests four experimental treatments to ascertain whether different soybean field habitat features impact native and exotic stink bug including BMSB mortality differently.

In this study, Dively continued, “treatment plots are naturally colonized by local and exotic stink bug eggs and other life stages.

“A second experiment consists of two treatments and is being conducted concurrently in two research farm locations. This study is aimed to determine the species composition of parasitoids inflicting mortality of BMSB and whether farmscape features, such as flowering plants, impact parasitoid attack rate differently.

“For this study, each block was placed in a separate location and we are using sentinel (laboratory reared) BMSB egg masses to ensure that we have enough stink bug eggs for treatment comparison.”

Dr. Cerutti Hooks, who stepped in as University of Maryland entomologist at Dively’s retirement, is in the second year of a two-

## *How it looks in the fields: Dr. Cerruti Hooks observes causes of BMSB mortalities*

*Editor’s Note -- In their soy checkoff-funded research into the mysteries of the Brown Marmorated Stink Bug, what are Dr. Cerruti Hooks and his entomology staffers and graduate students both finding out - and, at the same time, looking for? Here are portions of a mid-project report filed by Dr. Hooks at the request of the editors.*

...

**B**asically, this year, I found that the local stink bug, Brown Stink Bug (BSB) is suffering significantly greater mortality from parasitoids/parasitism than the Brown Marmorated Stink Bug (BMSB).

I remind you these are egg parasitoids that are inflicting mortality on the stink bug - wasps that lay their eggs inside of stink bug eggs.

There was high mortality among BMSB eggs but most of this appears to be due to the activity of predators and possibly some unknown cause. There were high percentages of collapsed or sunken BMSB eggs in the various treatment plots similar as last year. Stink bug eggs will sink in or collapse a bit when preyed upon by sucking predators; but I’m not certain that sucking predators were responsible for all the collapsed

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# *Farm Stewardship program continues to grow*

## *Voluntary FSCAP certification documents farmers' commitments to conservation, good management of Maryland farmlands*

**I**ts acronym is FSCAP and under the direction of Gerald Talbert, it boldly powers ahead on its mission into 2013. The Farm Stewardship Certification and Assessment Program (FSCAP) was established by the Maryland Association of Soil Conservation Districts “to acknowledge those farmers who are good stewards of their natural resources and to encourage and reward farmers to put more conservation best management practices (BMPs) on the land.”

With major funding from the Maryland Soybean Board, the Maryland Grain Producers Association, the Chesapeake Bay Foundation and the Bay Trust, FSCAP has conducted 68 evaluations on 56 farms and certified 39 agricultural conservation stewards protecting 13,465 acres.

Of the 39 stewards, according to Talbert, 13 were certified on the second visit after some improvements were made, the majority of which were nutrient management issues.

Talbert added, parenthetically, that “with few exceptions, the farms we visited have never been inspected by MDA; consequently, many were unaware of some of the state requirements for nutrient management.”

Talbert continued: “Almost all of the 56 farms would pass the conservation standard on owned and leased land, because they came to our attention from the soil conservation districts, which have a long-standing relationship with their best farms.

“Of the 17 farms that are currently not certified on the first visit, we anticipate that most of them will be after nutrient application is completed next spring.”

As of the departure of 2012, FSCAP evaluations had been conducted in 13 counties. “Our goal,” said Talbert, “is to visit 100 farms in 2013 and expand our presence on the Eastern Shore counties beyond Kent, Queen Anne's and Dorchester.”

## *Doe Harvest Challenge a tribute to Bill Susen*

**T**he Maryland Doe Harvest Challenge is part of the legacy of the late William Susen. Susen, a retired Ohio textile company executive who, in his latter years, bought and operated a grain and soybean farm in the Kennedyville area, died in December, 2011. At the time he was a director of the Maryland Soybean Board, which he had joined six years earlier.

The Doe Harvest Challenge had caught the attention of Susen, a passionate supporter of the agricultural industry.

The program, launched by the Maryland Farm Bureau and Farmers and Hunters Feeding the Hungry, was being funded principally by the Maryland Grain Producers Utilization Board.

Susen noted that the doe harvest could expand to additional counties if the money was available to enlist more processors.

So, quietly, at one Soybean Board meeting, he proposed that the soybean growers of the state join their colleagues, the grain producers, in the funding of the program.

There was ready agreement and since then, the doe harvest has benefited from a \$25,000 a year checkoff grant and several more counties and a new region have been added to the hunt. The program is run in five cycles in three regions through the deer season, beginning in September and ending in the last days of December.

Final figures on the kill were not to be available until March but the Maryland Farm Bureau did report that hunters killed fewer deer during this year's two-week firearm season than last year.

State officials confirmed that there was a 13 percent drop in the number of deer that were killed during this year's firearm season, which ended Dec. 8.

Brian Eyler, who is the DNR deer project leader, said that he was not surprised by the numbers. He said various factors may have caused the decrease. “We had a real good acorn crop this year,” he said. “Deer rely heavily on acorns and anytime we have a good crop like that, they don't have to move as much for food. This makes hunting a little harder.”

In addition, Eyler noted that the year's overall warmer weather as well as bad weather on key hunting days may have also contributed to the decrease.

According to state officials, hunters reported killing about 36,000 deer statewide from Nov. 24 through Dec. 8. That's about 5,000 fewer than the number taken during last year's firearm hunt.

## *Animal ag is soy's top customer*

A study commissioned by the United Soybean Board looked at the benefits of the production of broilers, eggs, turkeys, hogs, beef cattle, dairy and aquaculture between 2001 and 2011. Nationally, in 2011, these benefits included:

Support for 1.7 million jobs

\$333 billion in total economic output

A \$58 billion impact on household incomes

\$18 billion in income and property taxes paid

For U.S. soybean farmers, U.S. animal ag remains their most important customer. Overall, poultry, livestock and fish farmers in 2011 used almost 30 million tons of soy meal, or the meal from 1.27 billion bushels of U.S. soybeans. Broiler chickens lead the way, eating meal from about 480 million bushels of U.S. soybeans.

# Checkoff research spells ‘trouble’ for SCN

When it comes to soybean cyst nematode (SCN), which costs U.S. soybean farmers \$1 billion annually in crop losses, farmers can never have enough potential solutions. Twice recently, research funded by the United Soybean Board (USB) and soy checkoff has yielded potential breakthroughs in fighting off this devastating disease.

In a paper titled “A Soybean Cyst Nematode Resistance Gene Points to a New Mechanism of Plant Resistance to Pathogens,” scientists reveal that they identified and validated the gene at the *Rhg4* locus, a major driver in a soybean plant’s resistance to SCN.

“The checkoff has a number of projects that aim to identify the genes in a soybean plant that can effectively control SCN,” says USB Production Program Chairman Jim Schriver, a soybean farmer from Bluffton, Ind. “Even though there are different types of SCN, if we could take advantage of those genes that control resistance, it would be effective for all types of SCN.”

The study, published recently in the online journal *Nature*, is the first to identify the gene and its mechanism for creating resistance, according to the article’s lead authors, Khalid Meksem, Ph.D., of Southern Illinois University Carbondale (SIUC) and Melissa Goellner Mitchum, Ph.D., of the University of Missouri at Columbia.

“Funding and support from USB and the soy checkoff have been crucial to this new discovery of disease resistance, which will be used to develop products that will benefit U.S. soybean

farmers,” says Meksem, associate professor of plant, soil science and agricultural systems at SIUC. “This discovery comes at a time when farmers need new solutions, as the nematodes adapt and find ways through the soybeans’ defenses.”

The team hopes their research will lead to a better understanding of how the resistant genes work and to improved crop yields.

*Funding and support from USB and the soy checkoff have been crucial to this new discovery ... which will be used to develop products that will benefit U.S. soybean farmers. This discovery comes at a time when farmers need new solutions, as the nematodes adapt and find ways through the soybeans’ defenses.*

**Khalid Meksem, Ph.D.**  
Southern Illinois University Carbondale

A separate checkoff-funded project recently found that soybean plants with multiple copies of a multi-gene block known as *Rhg1* also show better resistance to SCN. Both projects allow researchers to focus on these gene structures – *Rhg1* and *Rhg4* – to help them develop SCN-resistant U.S. soybean varieties.

The 69 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers.

# Herbicide resistance requires patience, management

Herbicide-resistant weeds are not a new phenomenon. Weeds and other pests have always adapted to the ever-changing environment, and farmers continue to find ways to fight them.

Jeffrey Gunsolus, Ph.D., University of Minnesota professor and Extension weed specialist, has five recommendations for farmers when fighting weeds:

**Diversification:** Ultimately, diversification is the key, he said. Instead of focusing on one method of pest control, it is important for farmers to use a variety of agronomic principles to best protect their crops.

**Pre-emergence herbicide:** Starting with a pre-emergence herbicide introduces new chemistry to the soil and hinders weed growth from the beginning. This gives the crop a better chance to establish itself without fighting weeds for nutrients. Once established, the crop’s canopy prevents the weeds from receiving sunlight.

**Post-emergence herbicide:** Delayed weed growth due to the pre-emergence herbicide makes a post-emergence herbicide more effective. The slower growth gives a farmer a larger window to spray the weeds when they are smaller and more susceptible to herbicides.

**Rotate, rotate, rotate:** Crop rotation is undoubtedly important but so is herbicide rotation. Some herbicides can be used for weed

control for a variety of crops. Even if a farmer practices crop rotation, using the same herbicide repeatedly on the same field encourages resistance to that herbicide.

**Patience:** When trying different weed-management options, “farmers may not see immediate gains when using a variety of techniques,” he said. “But they will see improved conditions in the longer term.”



# Faces of farming in Maryland

A dining placemat, produced by the Maryland Soybean Board and distributed for the past decade for use in restaurants and organizational dinners and banquets, has been redesigned -- with a message.

The placemat, on one side, retains its informative -- and for the younger generation, educational -- listing of some 100 uses of soybeans or soybean by-product, under the title, "The Many Uses of Soybeans."

The flip side, however, is devoted to an introduction -- in words and pictures -- of the members of the Maryland Soybean Board and their families.

It declares, "We are Maryland farmers" and challenges the current cultural ignorance of farms and farming, spawned by enviro-activists, and a societal fear of food.

No, the placemat message, says, we farmers do not operate "factories."

But we are businessmen and women, often working from the back of a pickup truck.

We conserve our land and soil. It's our livelihood. And we know our food is safe. We eat it too.

Featured with their families are the nine members of the Soybean Board at the time it was produced. Since then, it has seated its 10<sup>th</sup> member, Jeff Griffith of Anne Arundel County. He will be added at the first republication of the placemat.

The placemats are free. They come in packages of about 250. To order, contact MSB executive director Sandy Davis at [sdavis26@verizon.net](mailto:sdavis26@verizon.net) or call 410-742-9500. They will be shipped free of charge.

It is the board's hope, according to its president Hans Schmidt of Sudlersville, that the placemats will find distribution before dining audiences not linked or aligned primarily with farming, farmers or the agricultural industry.

"We want the message," Schmidt said, "to go beyond the choir, to the men and women and families for whom we grow food, to Mr. and Mrs. John Doe. They need to know who we are. We need them to be our friends."

The photos were taken by Walter Bowie of Loblolly.biz, Amy Blades Steward of Easton and Marguerite Guare of Annapolis.

We



**The Burriers...** Dave and Linda Burrier share the responsibilities -- and the joys -- of life on Linganore Farm in Frederick County. Dedicated conservationists, they crop about 1,000 acres in corn, soybeans and wheat -- all under no-till. In September 2012, Dave completed nine years' service on the Maryland Soybean Board. He was succeeded -- you guessed it! -- by Linda, a major spokesperson for CommonCause and the first woman member in the 30-year history of the checkoff board.



**The Harrisons...** Mike Harrison was one of the first farmers in Maryland to receive a coveted ag conservation stewardship award for his seven-generation, 600-acre grain and beef farm in Carroll County. Farm stewardship, he says, combines "a love of country, our love of our church and the land, the soil, the air and the water. They are part of every decision a farmer makes." The best thing about farming? "The family comes together, in work and play."



**The Hutchisons...** Travis and his cousin Kyle are the third generation of a large family which tills 3,600 acres in Talbot County. Travis - with wife, Tresa, and children Cara and Hayden -- said his proudest moment was when the Hutchisons, as an entire family, were inducted in 2011 into the Maryland Agricultural Hall of Fame. "Because of farmers," he says, "U.S. consumers have the cheapest food in the world."



**The Langenfelders...** This mother and son combo typifies the commitment which family farms make to the industry of agriculture. Son Bill Langenfelder is a member of the family team which manages the operation of the Langenfelder's 3,000-acre Kent County grain and 600-sow swine farm, is a member of the Maryland Soybean Board. Mother Patricia Langenfelder, whose husband Dutch, continues intricately involved in the farm operation, is the president of the Maryland Farm Bureau.

Photos by:  
Walter Bowie, loblolly.biz  
Amy Blades Steward  
Marguerite Guare

**Faces of Maryland's farmers:** Clockwise from top left: Dave and Linda Burrier with daughter Allison in Kennedyville; Lee and Sid Richardson and family of Vienna; Bill Langenfelder and family of Kent County; and Travis and Kyle Hutchison with family of Talbot County.

# Are Maryland Farmers

PROOF 5

**Our farms are not factories,  
But we are businessmen.**

**We and our families are engaged in a  
business called farming.**

**We grow food. We know it's safe.  
We eat it, too.**

**The farm office is often  
the tailgate of the pickup truck.  
Not fancy, but it works.**

**We love our country, our kids,  
our church, and the land, the soil, and  
the air and water which sustain us.**

**They are a part of  
every decision we make.  
So are you.**

**You are the consumers.  
We farmers are the providers.  
We need each other.**

**Think about that — and us  
— when you sit down to dinner  
this evening.**

**We are Maryland farmers.**



**The Laytons...** The character of the Layton family's 1,300-acre Lazy Days Farms in Dorchester County changed when son William returned after a stint in the business world and urged the family to diversify. Now, in addition to the traditional corn-wheat-soybean production, the farm is home of Layton's Chance Vineyards that is open seven days a week, manufactures 12,000 gallons a year, bottles 10 wines for sale and employs 15 people. The elder Layton, Joe, continues traditional production on the farm.



**The McDonalds...** One of the joys of farming is the 'country things' farmers do as hobbies. Bryan McDonald enjoys weekend truck pulls. Here, with his wife Denise and 14-year-old daughter, Allison, is "Sufferin' Sanity," a 1941 souped-up Willys pickup which travels regularly to those truck pulls here and in neighboring states. McDonald crops 1,200 acres in Kent County in corn, soybeans and small grain. "That's one of the joys of farming," he said, "to look out and see a pretty crop. It's a reward for all the hard work."



**The Saathoffs...** Danny Saathoff says he never imagined being anything but a farmer. The roots of the Saathoff family farm grow deep in the Caroline County soil near Denton where the seed was planted by his great grandfather when he came from Germany. Danny and his wife Beverly, while raising three children — Paul, Caroline and David — remain true to the farming heritage, working 2,400 acres. "It's more than just driving a tractor and planting crops," he said.



**The Richardsons...** Sid Richardson and son, Lee, have been teamed up for 20 years at the Richardson family spread in Wicomico County, producing small grains and, individually, Perdue broilers. Sidney raises some 54,000 a year, his son twice that. Neither man would willingly engage in another occupation. When Lee returned to the Willards homestead after college, he made it clear that "I just want to farm." Sidney is uncomfortable at farm meetings. "I get cold in meetings," he said, "I am an outdoors person."



**The Schmidts...** Diversity is apparent across the some 2,000 acres of the Queen Anne's County farm of Schmidt family — its founders Walter and Nancy and sons, Alan and Hans. Corn, soybeans, small grains, hay, green beans, tomatoes and then 21 acres of grapes occupy the crop land. Hans, pictured here with Jennie and their offspring, Zachary and Katrina, is chairman of the Maryland Soybean Board. Jennie is recognized as one of America's top "farm moms" and a national spokesperson for agriculture. "Farming is a way of life for all of us," said Hans.



*Dave and Linda Burrier of Union Bridge; Mike and Ann Harrison and family of Woodbine; Bryan and Denise McDonald of Willards; Hans and Jennie Schmidt and family of Sudlersville; Danny and Beverly Saathoff and family of Denton; and Travis and Tresa Hutchison's family in Talbot County.*

# Soy lecture series to return to College Park

Dr. Angus Murphy, newly appointed chairman of the Department of Plant Science and Landscape Architecture at the University of Maryland, has unveiled plans for a series of on-campus seminars on soybean research and production.

The seminars will be funded in their first year by a checkoff grant of \$2,200 from the Maryland Soybean Board.

Two seminars are envisioned per year. The first, Murphy reported, will be on soybean research. The guest lecturer will be Dr. Gary Stacey, a professor in the Division of Plant Sciences at the University of Missouri among whose specialties is soybean genomic research.

## Hooks: Stink Bugs...

*Continued from Page 1*

eggs we saw in the soybean plots.

Rate of BMSB egg parasitism was low overall but there is evidence that some of the same parasitoids attacking local stink bugs are also attacking BMSB eggs.

I should also note that another local stink bug, the green stink bug (GSB) had the highest survival rate among the stink bugs we found in the soybean plots. Though some of the GSB eggs did get parasitized their rate of survival from egg to first instar nymph was much greater than that of BSB and BMSB.

Other stink bugs that showed up in low numbers included the Rice stink bug, red-shouldered stink bug and spine-soldier bug (predaceous stink bug). Their eggs also were being parasitized.

Some good news is that some of the same parasitoids that are attacking local stink bugs are also attacking the BMSB. We need to continue to monitor rates of parasitism to determine if the number goes up over time and continue to compare natural enemies attacking local stink bugs with those attacking the BMSB.

We also need to determine if the way farmers manage their cover crops in the spring has an impact on BMSB survival. I would like to focus my attention on grass cover crops because some of my 2011 data seem to suggest that rates of BMSB parasitism is greater when soybean and corn is planted in grass cover crops.

I need to determine whether this was just an anomaly and whether these grass cover crops can be better manipulated for greater BMSB suppression.

One other point, there was a high number of BMSB eggs that simply did not hatch and we were wondering whether some of these eggs were parasitized but the parasitoids did not fully develop inside. Thus, we would like to develop a method through molecular technique to be able to know when a parasitoid is inside the egg and know which species of parasitoid is inside. The rationale is mortality of BMSB eggs due to parasitism could be higher than what we are detecting in the field. However, our rates are based on the number of parasitoids that egress out of the BMSB egg masses. If the parasitoid is inside but does not come out we may not count the egg as being parasitized.

The second seminar will focus on soybean production and utilization.

“What we have done,” Murphy explained, “is to reinstate the weekly seminar series for outside speakers that was discontinued a number of years ago.” The seminar lecture is at 4 p.m. on Wednesdays, and the speaker meets with individual faculty members during the day. Graduate students have a lunch with the speaker where they get a chance to discuss research and career opportunities.

“The seminar lecture is open to everyone in the university and folks affiliated with the Plant Science Department, including ARS folks, soybean producers, and researchers from other federal agencies,” said Murphy.

Explaining the need and justification for the seminars, Murphy noted that the consolidation of all University of Maryland plant science programs into the Department of Plant Science and Landscape Architecture (PSLA) “produced a department characterized by diverse interests and research activities.

“In such an environment,” he continued, “it is essential that student and faculty be regularly exposed to presentations that highlight soybean research and technology. It is also important to emphasize the role of soybean production in Maryland agriculture and in the Maryland economy as a whole.”

## Weather affects stink bugs...

*Continued from Page 1*

year Soybean Board-funded project exploring the impact of cover crops or ground cover on populations of the pest.

(See his report, which begins on Page 1 and continues on this page.)

In the fall of 2011, he said, 16 research plots were established at the Beltsville Research and Education Facility.

The cover crops Austrian winter pea, barley and an Austrian winter pea/barley mix was planted in four plots each (12 total). The remaining four check plots did not receive a cover crop.

“We have been monitoring the percent predation and parasitism rate or green stink bug, brown stink bug, red-shouldered stink bug, rice stink bug and brown marmorated stink bug eggs in the 16 treatment plots.

“This will continue until the stink bugs discontinue laying eggs in the soybean plots.”



*Murphy*



# Improving consumer relations is a checkoff goal

With animal agriculture consuming 98 percent of domestic soybean meal, it's easy to see that when it comes to markets for their product, soybean farmers have a lot of eggs in just one basket.

And keeping that market safe and thriving is a priority of the soybean checkoff, which has been working on consumer relations to improve the image of farmers and farming in Maryland.

After last year's successful "Farmers Feed Us" sweepstakes, the checkoff authorized a second phase of that program in December. Four lucky winners each received \$200 gift cards in a "mini-sweepstakes" designed to boost the electronic mailing list and "likers" for the Mid-Atlantic Farmers Feed Us program.

The winners were:

Mary Theresa Simonetta, of Lexington Park, Md.;

Dawn Tomeski, of Bridgeville, Del.;

Carla Black, Sharon, Pa.; and

Eileen Whitehead, of Halethorpe, Md.

The two-week sweeps, held prior to the Christmas holidays, added 1,530 new "likers" to the program's Facebook page and 170 new people to the e-newsletter list. Currently, about 16,000 people are registered to receive the e-newsletters, and more than 4,300 people "like" the Facebook page.

"It's important to constantly cultivate new fans, followers and likers so that we make up for attrition," says Susanne Zilberfarb, the local manager of the program. "We also want to continue growing our fan base so that we can communicate with more and more Mid-Atlantic consumers about their food and how it is produced. Research has shown that the Farmers Feed Us program increases consumer confidence in farmers and farming. That's our goal."

Nineteen farm organizations supported the original Mid-Atlantic Farmers Feed Us sweepstakes, which ended last year. The current promotion includes mini-sweepstakes, quarterly e-newsletters, updates to Facebook and Twitter at least three times per week, and the opportunity to attend two on-farm dinner events each



*Jennie Schmidt of Sudlersville addresses the power of social media in reconnecting farmers and consumer at the LEAD Maryland "Image of Ag" Symposium held Dec. 12 at the Maritime Institute in Linthicum. Schmidt is a volunteer with CommonGround, a program that encourages farm women to reach out to their non-farm peers to discuss food and food production.*

## Glycine Max: One little sprout on a big mission

Glycine Max continues to win the attention – and the friendship – of fourth and fifth grade students across the country.

Max is the soybean character created for the Maryland Soybean Board to inform elementary school pupils about the "magic bean" and all of its uses.

As of early January, more than 125,000 copies of the booklet had been distributed in Maryland and 16 other states and the District of Columbia.

Laser Letters and Agri-Media Services, both of Easton, which created the book for the Soybean Board, said they "are constantly receiving new interest from Extension instructors, Farm Bureau representatives, public and parochial elementary teachers, youth groups—such as Boy Scouts of America— and after-school programs."

year. The first event is slated for June 8 in New Castle County, Del. Farmer volunteers are needed to attend the dinners. For more information, contact Zilberfarb at (703) 437-0995 or [Susanne@hammondmedia.com](mailto:Susanne@hammondmedia.com)

Because one-on-one interactions with farmers are highly effective at reducing consumer anxiety and confusion about their food, the region's CommonGround volunteers will do outreach in Baltimore Feb. 23-24 during the B'More Healthy Expo at the Baltimore Convention Center.

The B'More Healthy Expo offers health screenings, information, activities, exhibits, and lots of opportunities to promote health and wellness while teaching consumers about how their food is produced. Hannah Amoss, Linda Burrier, Jen Debnam, Jennie Schmidt and Mary Archer Stewart are Maryland's CommonGround volunteer spokeswomen.

The majority of booklet requests are repeat orders and a great majority of booklet orders come via the [www.maxthesprout.com](http://www.maxthesprout.com) web site.

In addition to an online order form, the website offers classroom resources, including a flash video—starring Max—which introduces the program to students.

The website averages over 1,600 hits per month. Every email, every box that is shipped, every promotional letter and phone call refers to the Maryland Soybean Board and the national soybean checkoff program administered by the board.

"In 2013, we intend to complete what will be the third edition of the booklet revising both the story and the activities," its creators said.



## Griffith joins Maryland Soybean Board

Jeff Griffith, a fourth generation Anne Arundel County farmer, has been named a director of the Maryland Soybean Board.

He succeeds the late William Susen of Kent County and officially joined the board at its annual winter meeting Dec. 11 in Easton.

The board of 10 soybean producers administers the national soybean checkoff program in Maryland. Under that program, farmers contribute 50 cents on every \$100 they get for their soybeans at the first point of sale to fund and/or support soybean research, education and market development.

With Earl, his father, Griffith, who is 52, tills 700 acres near Lothian in soybeans, corn, small grains and hay - "lots of hay," he stressed, "horse hay ... we have a lot of horses in the area."

The younger Griffith, following in the footsteps of his father, also serves as president of the Anne Arundel County Farm Bureau.

Griffith and his wife, Chris, have two grown offspring - Kayla, soon to get her master's in agronomy from Iowa State, and Jeff, studying toward a degree in environmental law at Mt. St. Mary's University.



Griffith

## USB, industry team to promote high-oleic

The demand for U.S. soy oil constantly changes. So to help farmers meet the evolving needs of the food industry, the largest user of U.S. soy oil, the soy checkoff created a partnership to accelerate the availability of new high oleic soybean varieties.

"This is what the soy checkoff is all about - maximizing profit opportunities for all U.S. soybean farmers," says Vanessa Kummer, a former chairwoman of the United Soybean Board (USB) and soybean farmer from North Dakota. "We have an opportunity to expand the acreage for high oleic soybeans and strengthen U.S. soy's competitive position in the food and industrial sectors."

The checkoff teamed up with DuPont Pioneer and Monsanto to expand their existing high oleic varieties into more maturity groups. The partnership aims to make high oleic soybeans available to grow on 80 percent of U.S. soybean acres by 2020. Without the partnership, current industry projections say high oleic soybeans would be available on only 5 to 10 percent of acres by 2020.

Food companies prefer high oleic oil because it provides a healthier, more stable food oil that has no trans fats as well as less saturated fats and a longer fry life than conventional soy oil.

High oleic varieties yield as well as or even better than traditional soybean types, says John Motter, USB director and soybean farmer from Jenera, Ohio, who has grown high oleic varieties for the last two years. "High oleic was my second-highest-yielding bean out of about five different varieties," he said. "As growers we have to look beyond the elevator. We need to understand what our customers need and fulfill that need."

## Marketing, Production College planned

Successful growers are constantly seeking the latest knowledge and best practices when it comes to agriculture marketing and production information. The American Soybean Association (ASA), through the support of the Maryland Soybean Board and other state Qualified State Soybean Boards is announcing its first annual Soybean Marketing and Production College (SMPC) taking place Monday, July 29 through Wednesday, July 31, 2013 in Minneapolis.

The ASA Soybean Marketing and Production College is open to all ASA members and will provide in-depth training and educational information on a multitude of soybean marketing and production issues. The SMPC program will feature keynote speakers focusing on agri-marketing. The College will also have three education tracks focusing on meeting global sustainability needs in soybeans, specialty crop marketing and IP production systems, weed and herbicide resistance management and using precision agriculture to produce more with less.

The four education tracks will be offered to attendees in three education sessions. Attendees will be able to participate in three of the education tracks.

The weed resistance management education track is sponsored by Bayer CropScience and the precision agriculture education track is sponsored by AGCO. In addition there will be a special presentation for all attendees on succession planning for your farming operation.

Registration will open in April and is limited to the first 80 people who register. Sponsoring QSSB organizations will be guaranteed registrations based on the amount of sponsorship.

If you are interested in attending, please contact Sandy Davis, executive director, Maryland Soybean Board, at (410) 742-9500 or [sdavis26@verizon.net](mailto:sdavis26@verizon.net).

For more information about the ASA Soybean Marketing and Production College, all questions can be directed to Byron Keelin, Member Education and Project Development Manager at 314-754-1355 or [bkeelin@soy.org](mailto:bkeelin@soy.org).

## "See for Yourself" tour seeks applicants

USB is now accepting applications for its 2013 See for Yourself (SfY) program. Sponsored by the Audit & Evaluation committee, SfY gives 10 U.S. soybean farmers from across the country the opportunity to see the checkoff in action and evaluate a wide range of checkoff activities.

The 2013 SfY program will take place July 21-27. Selected farmer-participants will visit several domestic and international sites that demonstrate the soy checkoff's efforts to improve the value of U.S. soy meal and oil; ensure soybean farmers and their customers have the freedom and infrastructure to operate; and meet the needs of U.S. soy customers.

In addition, participants will have the opportunity to meet industry representatives and checkoff leaders while they gain knowledge of how their checkoff investments help ensure all U.S. farmers see a return on their soy checkoff investment.

Please apply online at [www.UnitedSoybean.org](http://www.UnitedSoybean.org), now through April 1.

# Financial Report

The Maryland Soybean Board is funded through the national soybean checkoff program, under which one-half of one percent of the net market value of soybeans sold is set aside for research, marketing and education. The board's activities are administered by the volunteer farmer-directors shown at right.

## Fiscal Year 2012 - October 1, 2011 through September 30, 2012

Total FY12 Assessments	\$1,011,405
50% to United Soybean Board	<u>503,206</u>
Maryland Soybean Board	508,199
Interest & FY11 Project Funding Carryover	472,740
Miscellaneous	<u>3,480</u>
Total Revenues FY12	984,419
 <u>DISBURSEMENTS</u>	
Administration, Collection, Compliance, Board Operating Costs & Elevator Audits	72,546
Special Projects	90,290
Communication	120,847
Promotion	113,135
In-State Research	<u>117,921</u>
Total Disbursements FY12	514,739
Ongoing Project Funding FY13	\$469,680

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## United Soybean Board completes reorganization

After 20 years of steady successes, the national soybean checkoff has reaffirmed its mission to effectively invest and leverage soybean checkoff resources to maximize profit opportunities for U.S. soybean farmers.

In a reorganization which was completed last year, the United Soybean Board is now focusing on these Strategic Objectives:

Meal: Increase the value of U.S. soybean meal to the entire value chain.

Oil: Increase the value of U.S. soy oil to the entire value chain.

Freedom to Operate: Ensure that our industry and its customers have the freedom and infrastructure to operate.

Customer Focus: Meet our customers' needs with quality soy products and services to enhance and expand our markets.

Priority issues include protecting and supporting the U.S. animal agriculture industry, and investing in transportation infrastructure.

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