Animal ag is your bread and butter. In fact, domestic livestock and poultry eat 98 percent of U.S. soybean meal. That’s why animal ag is your No. 1 customer.

**MISSION STATEMENT**
To improve profitability, increase demand and build a strong future for all Kansas soybean farmers.

**THE IMPACT OF ANIMAL AG IN KANSAS**

<table>
<thead>
<tr>
<th>Output: Total Value of Animal Ag on the Kansas Economy</th>
<th>$14,107,819,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings: Estimated Household Income Generated from Poultry and Livestock</td>
<td>$2,239,621,000</td>
</tr>
<tr>
<td>Employment: Total Employed in Animal Agriculture at the Farm, Processing and Manufacturing Levels</td>
<td>59,947</td>
</tr>
<tr>
<td>Income Tax: Funds Received by Local, State and Federal Governments from Taxes Imposed on Income from Poultry and Livestock Operations</td>
<td>$599,770,000</td>
</tr>
<tr>
<td>Property Tax: Funds Received by Local, State and Federal Governments from Taxes Imposed on Property Related to Poultry and Livestock Operations</td>
<td>$191,132,000</td>
</tr>
</tbody>
</table>

Learn more at www.BEYONDtheELEVATOR.com

Source: USB Market View Database

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**THE KANSAS FOCUS**

**Q&A WITH JERRY JESCHKE, KSC CHAIRMAN FROM ROBINSON, KS**

**What is an example of an innovative project that the Kansas Soybean Commission (KSC) supports?** The KSC supports the International Grains Program (IGP) at Kansas State University. IGP provides education and training in many courses, such as feed manufacturing, grain processing, grain marketing and risk management, for our global customers. In 2012, IGP hosted 855 participants from 42 countries in 47 courses. KSC recognizes the importance of IGP in the soybean industry, and it continues to help fund those programs.

**What do you enjoy about serving the soy checkoff?** I have the opportunity to meet and work with people who have common goals for the soybean industry. It is rewarding to work together and see positive results for Kansas soybean growers’ checkoff investments.

**What is something interesting that you have learned about the checkoff since you began serving on the KSC that you would like to share with others?** I have recognized the need to invest time and money to create markets for what we grow. Serving on the KSC has opened my eyes to what happens to our soybeans after they leave our farms. We need to be proactive in this process.

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Kenton Johannes

Source: Animal Agriculture Impact Analysis: 2011
In 2012, about 80 percent of farmland experienced drought, according to the U.S. Department of Agriculture (USDA) Economic Research Service, making this drought worse than any since the 1950s. Even during such a difficult year, U.S. farmers produced better soybean yields than expected. Although some areas received timely rains near the end of the growing season, scientific advancements, including biotechnology, played a role in helping soybean crops withstand drought conditions better than they could have in the 1950s.

More and more, nonfarm consumers are interested in biotechnology, which they may refer to as GMOs (genetically modified organisms). Here are some key points and facts farmers can use in discussions about biotechnology:

- Biotechnology improves seeds available to farmers, providing them with new ways to combat weeds, insects and other agronomic challenges and produce more food, feed and fuel to better meet customer needs.
- Biotechnology helps make agriculture more sustainable — both economically and environmentally. Continued advancements, such as increased yield, help soybean farmers meet the growing global demand for protein and oil using less land and fewer inputs.
- The most prominent example of biotech in soybeans is the herbicide-resistant trait available in most of today’s varieties. This allows many farmers to almost completely eliminate plowing on their fields, resulting in better soil health, improved water retention and decreased herbicide runoff, which improves water quality, according to the United Soybean Board’s The Benefits of Biotechnology report. The USDA National Agricultural Statistics Service found that 93 percent of U.S. soybean acreage was planted with biotech-enhanced varieties in 2012.
- Before a farmer plants a biotech seed in the ground, it undergoes many tests in the lab and regulatory approvals to ensure it’s safe. Creating a new biotech trait, bringing it to market and obtaining global approvals is a process that usually takes between seven and 10 years from start to finish.