

# Straight Rows



Volume 23, Issue 1 | Fall 2018

## Farmers to receive payments to help counter China's tariffs

U.S. soybean farmers reacted positively to the U.S. Department of Agriculture (USDA) plan to offset the short-term effects of tariffs on U.S. agricultural exports, including the 25 percent duty China imposed on soybeans. The package includes a Market Facilitation Program that will pay farmers to help offset lower prices for their 2018 production, a program to increase USDA purchases of various commodities and a Trade Promotion Program to develop foreign markets.

"Since the current trade war with China began affecting markets in June, we have seen soybean prices fall from roughly \$10 to \$7.50 per bushel," explained Kansas Soybean Association (KSA) President Lucas Heinen, Everest. "That federal as-

sistance will be helpful to farmers who didn't forward-contract their crops earlier this year and need to arrange financing for next year's planting."

The expected value of the 2018 soybean crop has been under increasing pressure ever since the back-and-forth tariffs began July 6.

China purchased 60 percent of U.S. soybean exports in 2017, which was 31 percent of total production.



Kansas farm groups meet with U.S. Farm Service Agency Administrator Richard Fordyce and Kansas FSA Executive Director David Schemm about the Market Facilitation Program. KSA CEO Kenlon Johannes (center) and Director of Field Services Dennis Hupe (far left) attended Sept. 17. (KSA photo)

Also, in the last three months, USDA has raised its estimate for this year's soybean

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## Kansas contests bring friendly competition on soybean yield, value

As fall harvest ramps up, farmers should think about the annual Kansas Soybean Yield and Value Contests. Entries must be post-marked no later than Dec. 1.

Kansas State University (K-State) Extension personnel or a designee must witness the harvest. A designee may be anyone not involved with the farm enterprise. For example, a family member or input supplier may not serve as the witness.

Pertaining to harvest, some of the contest rules' highlights include the following.

- ♦ An entry shall consist of one field of at least five contiguous acres. Farm Service Agency measurements will serve to verify a field's size if entered in its entirety. If not, the harvest witness must take measurements with a measuring wheel, GPS device or smartphone app. If using an electronic method, a color printout must accompany the entry.
- ♦ Contestants should notify their Extension county offices of when harvest is to begin as early as possible.
- ♦ The harvest witness must inspect the combine's grain hopper and verify it is empty before harvest begins.
- ♦ Only official elevator-scale tickets shall ver-

ify the soybeans' weight. While a minimum of 5 acres must be checked, the entire field's weight may be taken.

Thanks to the Kansas Soybean Commission (KSC), the highest dryland and irrigated yields in the contest each will receive a \$1,000 award. In each district, first place will win \$300, second will earn \$200, and third will receive \$100. A winner could earn an additional \$1,000 for achieving or surpassing 100 bushels per acre.

The No-till on the Plains organization will supply additional prizes in the no-till categories.

Managed by the Kansas Soybean Association (KSA), the contests are free to all Kansas farmers. There is a limit of one entry per field. One person may enter multiple categories – conventional or no-till, dryland or irrigated.

Farmers may enter the value contest, which evaluates protein and oil contents, without entering the yield contest and *vice versa*.

The complete rules are available at <http://KansasSoybeans.org/contests> on the web, from the Kansas Soybean office (877-KS-SOYBEAN, 877-577-6923 or [info@kansassoybeans.org](mailto:info@kansassoybeans.org)) and in K-State Extension offices across the state.

Doug Shoup, Ph.D., Scranton, a former K-State

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Verify the combine's grain hopper is empty before harvest begins.

(United Soybean Board photo)



# Face time – not FaceTime – still matters in a digital world

You can do just about anything virtually these days. In fact, most communication now happens online.

It's true: Digital offers convenience and speed. But is it the best way to connect with people?

The more technology evolves, and the more time we spend communicating through plastic, silicon, polycarbonates and glass, the better we will come to understand how screens literally separate people.

I believe there is no substitute for face-to-face interaction. It boosts the power of

our convictions and reduces the chances of being misinterpreted. It also creates a physical space for tough, timely decision-making and more strategic thinking.

Be it a presentation, debate, social event or friendly chat between longtime associates, eye contact and body language support our words and messages. They convey nuance and can help us better understand how people feel about us and our ideas.

In-person interactions provide a sense of camaraderie, connection and empathy that is difficult to replicate when we rely on text, voice only or video. Think about a relationship begun over a meal or other form of relaxation after a long day of work. Consider the level of trust in both the message and the messenger that results from a casual conversation.

Did you know shaking hands activates the part of the brain associated with reward? That physically and physiologically promotes cooperation.

Being "live" is the best way to cut through

our multitasking tendencies and capture someone's full attention, then those interactions stick in our minds more than a phone call or video chat. Further, I've read that face-to-face requests are 34 times more effective than those sent by e-mail.

Associations, in particular, ultimately are in the people business. A fundamental difference between mere conversations and deeper, more meaningful relationships is that such bonds are forged when people spend time talking about things that matter to them. That's a big part of what KSA does.

Whether we are advocating a policy position, encouraging someone to join our Association or become a corporate partner, or explaining to our city cousins why we do what we do on our farms, let's engage people in a way that gets them to look up from their screens for a while and actually affects their views of the world. 🍀

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# Directors complete summer agenda

What follows are highlights from the Kansas Soybean Association Board of Directors meeting convened July 21 in Wichita.

- ◆ Reviewed the financial statements for fiscal year (FY) 2018, which ended June 30, and filed them for audit.
- ◆ Heard from Steve Watkins and a representative of Paul Davis about their congressional campaigns and from Josh Svaty about his gubernatorial campaign.
- ◆ Met the summer interns, Jessica Freeman, Alma, and Noah Scrimsher, Perry.
- ◆ Continued planning for Kansas Soybean Expo 2019.
- ◆ Instituted a new employee handbook.
- ◆ Proposed an amendment to the bylaws concerning how counties qualify for individual directors.
- ◆ Concurred to scheduling changes to the Emerging Leaders Program.
- ◆ Adopted a media policy so staff can coordinate and track the interview requests directors receive.
- ◆ Approved the IRS Form 990 for FY '17.
- ◆ Acknowledged President Heinen's many interviews and meetings already this year.
- ◆ Modified the rules and entry form for the 2018 yield and value contests.

Association members can contact any director or Kenlon Johannes in the office to suggest agenda items for the next Board meeting, Nov. 16 in Topeka. 🍀



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# Thank you, corporate partners

Corporate partners and advertisers are extremely important to the overall effort of the Kansas Soybean Association. They provide the Association with financial support and are links to the allied industries that provide soybean farmers with inputs and capital to manage our enterprises. KSA also relies on corporate partners to keep us up-to-date with the latest breakthroughs in production technologies, and we all work together to create and implement environmental and trade policies that benefit the soybean industry.



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## Cooperation, involvement important to Commission chairman

For 12 years now, I have represented the 31 westernmost counties on the Kansas Soybean Commission. When I became Commission chairman in 2016, I automatically became a member of the Kansas Soybean Association (KSA) Board of Directors.

KSA is the Commission's primary, administrative contractor and executes about \$2 million worth of checkoff projects each year. It's extremely important that the Commission and Association maintain their outstanding relationship, and my presence on the Board is part of that.

As farmers, we must keep our eyes and ears on what our elected representatives are doing in both Topeka and Washington, D.C. When it comes to legislation and regulations that might affect us, we must be at the table to tell our stories and explain what works for us on the farm. KSA facilitates that.

Having a voice in the corridors of power is important. We must be advocates for farming, or our livelihoods could be lost. I also feel it's important for all our farm groups to work together for the common goal of pro-

tecting our freedom to farm. We need all farmers to be involved in the process.

Besides KSA and KSC, I currently serve on the World Initiative for Soy in Human Health (WISHH) committee for the American Soybean Association. I'm an elder at the Oakley Christian Church. My hobbies are traveling and fishing.

I am a past president of the Logan County Farm Bureau, served on the Young Farmers and Ranchers committee in Farm Bureau, served two years as chairman of the oilseeds advisory committee in Farm Bureau, and am a past member of the Golden Prairie Extension District board. I'm also a past secretary of the Heartland Christian School board.

While I've been involved in agriculture my whole life, I first became an owner-operator after graduating from K-State in 1987 with a bachelor's degree in agriculture. That's when my brother and I rented 800 acres. After several years, we were able to purchase that land and develop its irrigation capabilities.

I live in Logan County, and I also farm

in Thomas and Gove counties. We grow soybeans, wheat, corn and sunflowers and have a cow-calf herd. For the last two years, we have been experimenting with "twin-row, 20-inch" corn.

Julie and I have been married 30 years, and we have three grown children. Adam is an aerospace engineer for Boeing in Oklahoma. Leigh Ann is a training and education coordinator and statehouse lobbyist for Kansas Farm Bureau. Michael is studying family ministry at Manhattan Christian College.

If you have questions, comments, suggestions or requests regarding the checkoff or the Association, don't hesitate to contact me. 📧



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## House, Senate conferees conduct 1st farm-bill meeting

The farm-bill conference committee conducted its first public meeting Sept. 5. Watch the video at <http://j.mp/farmbill18conf> on the web. From Kansas, Sen. Pat Roberts is among the nine Senate conferees, and Rep. Roger Marshall is one of 47 from the House.

"Nobody in this room is going to get everything he or she wants," the House agriculture committee's ranking member, Collin Peterson of Minnesota, said during the discussion. "This process is about compromise."

According to *Politico*, consensus on the Supplemental Nutrition Assistance Program (SNAP) is a major obstacle, along with differences regarding conservation and subsidies.

With soybean farmers facing tough economic times and uncertainty in trade, key farm-bill programs – including crop insurance, farm support and export promotion – are even more critical. The Kansas Soybean Association (KSA) and American Soybean Association (ASA) have been urging Congress to pass a new farm bill before the current one expires Sept. 30.

"We hope the conferees find consensus on a bill that provides a farm safety net, improves conservation, values exports, and spans the farm-food continuum," said First Vice President Dwight Meyer, Hiawatha, who chairs the KSA policy committee. "Our state and national associations continue to push for an on-time, budget-conscious farm bill that provides some stability and certainty to rural America."

ASA's farm-bill positions are at <http://SoyGrowers.com/farm-bill>, and KSA's policies are at <http://KansasSoybeans.org/policy>. 📧



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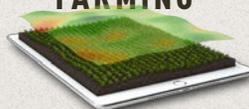
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**PEST  
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## Farmers to receive payments

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production to a record 4.6 billion bushels, reduced its estimate for soybean exports in marketing year 2019 by 230 million bushels and projected an 82 percent increase in soybean stocks by this time next year.

“KSA particularly appreciates the additional \$200 million to develop foreign markets,” Heinen said. “International market development is the third-largest area of investment for the Kansas soybean checkoff, and it always has been a top policy priority for our Association. Those efforts are

even more critical given the current situation with China, and we’ll keep encouraging the administration and our friends in Congress to address our trade deficits by increasing exports.”

Meanwhile, renewal of the North American Free Trade Agreement (NAFTA) was looking more promising after the president announced Aug. 27 that the United States and Mexico had reached an “understanding” regarding sensitive bilateral issues. That news also opened the

door for Canada to return to the table and move the trilateral agreement one step closer to ratification.

“That was exciting news for soybean farmers,” Heinen said. “We need some certainty in our soybean and livestock export markets. Approving NAFTA would be a big step in the right direction.”



### Notice of Annual Meeting • Kansas Soybean Association

Notice is hereby given that the regular Annual Meeting of the members of the Kansas Soybean Association will be at 11:30 a.m. Wednesday, Jan. 9, 2019, at Heritage Hall, 1 Expocentre Drive, Topeka.

#### Agenda

- ◆ Call to order
- ◆ Consideration of the 2018 Annual Meeting minutes
- ◆ Officer reports
- ◆ Election of directors for districts 1 and 7 and the first director-at-large (<http://KansasSoybeans.org/directors>)
- ◆ Approval of 2019 policy resolutions (<http://KansasSoybeans.org/policy>)
- ◆ Such other business as may come before the meeting
- ◆ Adjournment

Only current Association members may vote at the Annual Meeting.

## Kansas contests

.....continued from page 1

crops specialist, coordinates the project for the KSA Board of Directors.

“This is an incentive for farmers to maximize soybean yield and protein and oil contents and an opportunity to share the production practices that achieve those high levels of yield and value,” he said.

Winners will receive their plaques, certificates and monetary awards during the Kansas Soybean Expo, Jan. 9, 2019, in Topeka.

## TURNING YOUR DOLLARS INTO FUTURE DEMAND

**THE KANSAS SOYBEAN COMMISSION** is an organization of active soybean farmers that works to grow the soy industry in our state – and nationwide. As soybean farmers, we’re focused on farmers’ priorities and make checkoff decisions that help to grow farmers’ bottom lines.

[www.KansasSoybeans.org](http://www.KansasSoybeans.org)  
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### BREEDING, CROPPING AND ENVIRONMENTAL PROGRAMS

Researching efficient cropping systems and management practices that have minimal effect on the environment helps soybean farmers to meet consumers’ needs.

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Increasing the utilization of soy in livestock feed and finding innovative uses for soy in human nutrition ensure future success.

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*From the first sale of U.S. soy to China to the release of the first soybean oil-based tire, the soy checkoff has been behind the scenes, growing new opportunities and customers for the soybeans you produce. We're looking inside the bean, beyond the bushel and around the world to keep preference for U.S. soy strong. And for U.S. soybean farmers like you, the impact is invaluable.*

*See more ways the soy checkoff brings value to farmers at [unitedsoybean.org](http://unitedsoybean.org)*



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The voice and advocate for soybean-farmer-members

1000 SW Red Oaks Place  
Topeka, Kansas 66615-1207

## Calendar of industry events



Oct. 1-4	State executives' meeting, Frankenmuth, MI
Oct. 4	Butler County agriculture day, Leon
Oct. 4	Miami County agriculture day, Paola
Oct. 9-11	#RealPigFarming tour, Fair Oaks, IN
Oct. 11	Ellsworth County kids' agriculture day, Wilson
Oct. 11-12	Kansas Energy Conference, Manhattan
Oct. 15-17	Kansas Association of Counties annual conference, Overland Park
Oct. 16-17	State-staff meeting, Saint Charles, MO
Oct. 23-24	Biodiesel technical workshop, Kansas City, MO
Nov. 6	Election Day
Nov. 6-8	U.S. Meat Export Federation strategic planning, Long Beach, CA
Nov. 8-10	Wichita Farm & Ranch Show, Mulvane
Nov. 9-10	Kansas Cattlemen's Association annual convention, Newton
Nov. 12-14	National Biodiesel Board meeting, Saint Louis, MO
Nov. 13-14	Governor's water conference, Manhattan
Nov. 15-16	Kansas Soybean Emerging Leaders Academy (Class 5, Phase 1), Topeka
Nov. 16	Kansas Soybean Association Board of Directors meeting, Topeka
Nov. 18-20	Kansas Association of Conservation Districts annual convention, Wichita
Nov. 27-30	Young Leader Program Phase 1, Johnston, IA
Nov. 28-30	Kansas Livestock Association annual convention, Wichita
Nov. 29-30	Monarch conservation partners' meeting, Nebraska City, NE
Nov. 29-Dec. 1	Kansas Soybean Commission meeting, Topeka
Nov. 30-Dec. 2	Kansas Association of School Boards annual conference, Overland Park
Dec. 2-4	Kansas Farm Bureau 100th annual meeting, Manhattan

See more at <http://KansasSoybeans.org/events>



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