

# Straight Rows



Volume 23, Issue 2 | Winter 2018

## Sustainability is building upon a strong foundation

At first glance, sustainability presents itself as a big concept that is difficult to grasp or define. On closer inspection, *sustainability* is the name for what always has been the case in agriculture: farmers caring for the resources that contribute to a thriving and profitable crop. And it only continues to get better.

Farmers know more today than they knew 50 years ago. They have better tools to make essential farm functions quicker, easier and more efficient. Those innovations and discoveries have changed the way they approach farming.

Farmers always have the goal of creating a better tomorrow for their families and their land. The increased buzz around sustainable farming helps create that future using the knowledge available today. For that reason, most farmers already are using sustainable practices and likely would call themselves sustainable.

Over the past several decades, big changes have been made in Kansas, according to the 2017 Soy Sustainability Performance Database.

- ◆ **Nutrient efficiency.** From 2000 to 2015, yields per acre increased 93 percent, but potash application per acre decreased by 44 percent and phosphate application per acre decreased by 33 percent.



From 2000 to 2017, the percentage of the total area planted in Kansas that is no-till or minimum-till has increased by 36 percent. (United Soybean Board photo)

- ◆ **Reduced tillage.** From 2000 to 2017, the percentage of the total area planted that is no-till or minimum-till has increased by 36 percent.
- ◆ **Improved water quality.** In 2005, there were almost 11,000 acres that included a grassed waterway. By 2016, that had increased to almost 37,000 acres.

Many farmers are doing their part to care for the land, air and soil, but there still is an emphasis on continuous improvement driven by end users, the companies that are buying raw goods for their products. That might seem

like an extra burden, but implementing those practices can be beneficial because of the demand for sustainable goods in the marketplace.

End users are looking to achieve big environmental goals like reducing greenhouse-gas emissions, increasing energy-use efficiency and increasing soil conservation. They want to buy sustainable, renewable and ethically raised goods that help them accomplish those goals. By implementing sustainable practices, farmers are producing what customers are seeking, ultimately driving up demand and increasing the market for U.S. soy.

Sustainable goods also are in high demand in international mar-

↳ continued on page 9

## Expo '19 will include interstate, international issues

Kansas soybean farmers and their industry partners will gather Jan. 9, 2019, in Topeka for the Kansas Soybean Expo. The Kansas Soybean Association (KSA) organizes the annual event, with checkoff funding from the Kansas Soybean Commission (KSC), to coincide with the Topeka Farm Show.

The free event returns to the Capitol Plaza Hotel's Maner Conference Center at the Kansas Expocentre. Registration and exhibits open at 8:30 a.m., with the program scheduled from 9 a.m. to 3:45 p.m. A reception with KSA and KSC leaders will follow.

The welcome will come from KSA

President Lucas Heinen, Everest, and KSC Chairman Kurt Maurath, Oakley.

The opening session will offer checkoff-partner updates. The first will be "The McClellan-Kerr Arkansas River Navigation System: What It Means to Kansas" from Thaddaeus Babb, waterways program manager for the Oklahoma Department of Transportation. Next will be Ed Anderson, Ph.D., executive director of the North Central Soybean Research



Program, with a presentation titled "Leading the Research Effort."

Promising a unique keynote address, Bob Farmer entertains, educates and motivates all types of audiences across the country. He has been called a good mix of Jerry Clower and Garrison Keillor. He is a member of the International Society of Storytellers, and Zig Ziglar sponsored his joining the prestigious National Speakers Association more than 20 years ago.

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# Let's tell our sustainability stories, find room for improvement

**S**ustainability is one of the many newer buzzwords in agriculture. To be honest, for a long time, it was my least favorite. Too often, it can be an ambiguous term that is pretty much meaningless overall.

Our biggest detractors say we are bad for the land, air, water and our communities. Marketing our product by seemingly acknowledging that premise was a big risk in my mind. It felt like we were breaking a cardinal rule of media training: Don't repeat the negative.

When our Kansas Soybean Association

(KSA) staff said we were getting a grant from the American Soybean Association (ASA) to do a sustainability-themed newsletter, I was leery. But I have been in enough meetings with our industry partners during my two years as president to understand that we farmers could use a sustainability primer.

So your Association leaders hope this special issue of *Straight Rows* conveys the messages ASA, the U.S. Soybean Export Council and the United Soybean Board wish we farmers knew well enough to share with our local influencers and coffee-shop compatriots.

It is important for us to tell our sustainability stories so consumers have a better understanding of where their food comes from and how it is produced. People need to know why we do what we do and how we are efficient with our resources.

At the same time, we need to look for areas where we can continue to improve. There always is room for improvement.

I feel my farm is sustainable, yet finding things I can improve a little bit more can help my profitability. I can start by examining one specific area so it can help me determine where the biggest opportunities for growth and savings are.

Let's give future generations the same opportunities to farm that we have had. For that to happen, we need to continue being as efficient as possible with our resources. Surely, that is a definition of *sustainability* we all can support.

*P.S.* As I finish my time as president, I must say it has been an honor to serve my fellow soybean farmers. We have extremely dedicated directors and staff at KSA, and I thank them for their support.

It has been an interesting two years, as we have maintained our outstanding relationships in D.C., ramped up our involvement at the Statehouse and been thrust into the international spotlight.

Initially, I was not sure about the term limit, but I think it will be good to have someone with a fresh perspective in the president's chair. Besides, I look forward to remaining on the Board of Directors and its executive committee as chairman.

While KSA represents our collective interests, everything it does begins with us as individuals. Please plan to attend the Annual Meeting, Jan. 9 in Topeka, so you can be part of approving the policy positions that will direct the organization next year. Your input helps the Board and staff to provide even better representation for the industry and management for the Association.

Being involved in our industry is not about the Annual Meeting alone, so plan to attend all of Kansas Soybean Expo 2019. I look forward to seeing you there.

Have a merry Christmas and happy New Year's. 🍀

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## Kansas ag opposes increased scrutiny of fertilizer facilities

**R**ep. Ron Estes met with Kansas agricultural leaders Oct. 24 in Topeka to discuss the Occupational Safety and Health Administration's proposed Region 7 emphasis program for fertilizer-grade ammonium nitrate and agricultural anhydrous ammonia facilities (Directive No. CPL 02-19-01). While committed to worker safety, the industry clearly stated its opposition to the time and costs associated with heightened inspections. 🍀



Kansas Soybean Association CEO Kenlon Johannes (left) and Dale Fjell, Ph.D., (right) director of research and stewardship for the Kansas Corn Growers Association, stand with Rep. Ron Estes after meeting to discuss an OSHA proposal. {KSA photo}

# 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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## Farmer-electrician answers call to promote agriculture

**R**aised on a farm, I rented my first piece of ground from my uncle in 1981. I started out using my dad's equipment, then we started buying equipment together. I worked for more than 27 years as both a union electrician and farmer. When my father passed away in 1998, I started farming full-time and worked as an electrician part-time.

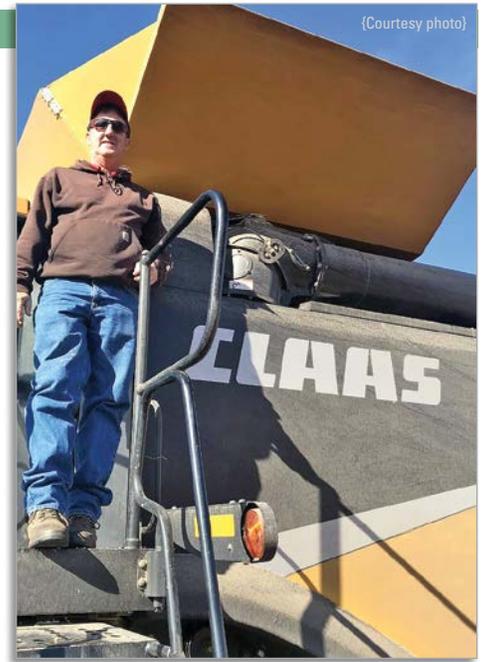
I was a Young Leader in 2003 then joined the Kansas Soybean Association (KSA) Board of Directors in 2005 as a director-at-large. I joined the Board because I was asked, and I wanted to help improve the ag industry. I think KSA works well with our politicians and helps to promote ag issues.

My other memberships include the wheat and corn growers' associations and

the board of Pottawatomie County Rural Water District No. 4. I also have been on the Emmett Fire Department board.

My wife, Kim, helps on the farm and does all the paperwork. Our son, Tanner, graduated from K-State in 2011 with an agronomy degree and is farming with me. Our daughter Kassidy is living in Memphis, Tennessee, and attending the Southern College of Optometry. She will graduate in May, and she and her husband plan to return to the area. Our daughter Stephani graduated from Fort Hays State University with a degree in business management. She is working at Brush Art, a marketing agency.

I enjoy watching Kansas City Chiefs and Royals games. 🍀



### 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.

## Expo '19

.....continued from page 1

Rich in American heritage and steeped with tradition, the *Farmers' Almanac* is one of the nation's oldest, most respected publications. Farmer brings that national treasure alive with his down-home style of humorous storytelling. Like the *Almanac*, his talks are laced with anecdotes and remedies, and his practical tips for better communication have helped businesses and individuals from coast to coast.

Tom Brand, executive director of the National Association of Farm Broadcasting, will be master of ceremonies at the luncheon. U.S. Rep. Lynn Jenkins has been invited to be the featured speaker there. KSA and KSC then will present awards and recognitions. Next, Heinen will preside over the Association's Annual Meeting, which will include the approval of policy resolutions and director elections.

Following lunch, KSA will announce the Kansas Soybean Yield and Value Contests winners. The next three updates will come from K-State Research and Extension. Bill Schapaugh, Ph.D., soybean breeder, will present "Increasing the Rate of Genetic Gain for Yield in Soybean-breeding Programs." Dallas Peterson, Ph.D., weed-science specialist, will lead "Dicamba: A Look Back and a Look Ahead." Joe Janzen, Ph.D., assistant professor of agricultural economics, will offer "Soybean Price Outlook: How Low for How Long?"

A complete, detailed agenda and the preregistration form are available at <http://KansasSoybeans.org/expo> on the web or by calling 877-KS-SOYBEAN (877-577-6923). Those who preregister by Jan. 2, 2019, will have guaranteed seats at the luncheon and be eligible for the early-bird prize drawing. 🍀

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## Soybean associations hope for farm bill

Eager to work with the new Congress next year, the soybean industry still would like to see the 115th Congress conclude with a farm bill.

The Kansas Soybean Association (KSA) and American Soybean Association (ASA) have reiterated their requests for the lame-duck session to pass a five-year bill that can provide greater certainty and long-term stability. It also is important to reaffirm the nation's commitment to conservation practices, invest in agricultural research and work to expand soybean markets.

"The farm bill is our greatest risk-management tool," said KSA First Vice President Dwight Meyer, Hiawatha, who chairs the state Association's policy committee. "Programs like crop insurance, agriculture-risk coverage and price-loss coverage are very valuable.

"Foreign-market development and market-access programs also are needed," he continued. "Some funding already has lapsed, more could expire at year's end, and those programs are critical to soybeans."

Rather than extending the 2014 farm bill, a conference report that both chambers

could approve before adjourning would be a welcome gift to the agriculture community, KSA and ASA said.

As this issue was going to print, House and Senate negotiators had reached a deal. The agreement was likely to allow for annual election between improved Price Loss Coverage (PLC) and Agricultural Risk Coverage (ARC) safety-net programs with updated yield parameters, and it was waiting on an analysis from the Congressional Budget Office (CBO) to ensure it met fiscal constraints.

"We are working to finalize legal and report language, as well as CBO scores, but we still have more work to do," said a statement attributed to agriculture committee chairmen Sen. Pat Roberts, Kansas, and Rep. Mike Conaway, Texas, and ranking members Sen. Debbie Stabenow, Michigan, and Rep. Collin Peterson, Minnesota. "We are committed to delivering a new farm bill to America as quickly as possible."

Roberts said the farm bill likely would stand alone rather than be part of an omnibus spending package that faced a Dec. 7 deadline. 📌

## Trade momentum is welcome news

Trade negotiations with the United Kingdom, the European Union and Japan officially are on the horizon, continuing the momentum generated by a bilateral deal with South Korea and a renegotiated agreement with Mexico and Canada.

The American Soybean Association (ASA) and Kansas Soybean Association (KSA) are hopeful the administration's formal notice to Congress that it will begin those talks as soon as mid-January will make a settlement with China a plausible next step.

"Success in trade negotiations could mean potential opportunities to increase U.S. soybean and meat exports to other promising markets, including the Philippines," said Roger Draeger, Galena, who chairs the KSA committee that oversees its checkoff-funded projects, including international market development.

"We also hope to add Vietnam and Indonesia to our list of potential partners," he added. 📌



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## SUSTAINABILITY NEVER GOES OUT OF SEASON

### CUSTOMERS PREFER U.S. SOY BECAUSE IT'S SUSTAINABLE.

But as demands for sustainability continue rising, meeting those demands remains a journey of continuous improvement. Which sustainable practices do you do now? Which ones could you adopt to improve your sustainable footprint? Show your commitment to sustainability with a free truck magnet available at [unitedsoybean.org/sustainability](http://unitedsoybean.org/sustainability)

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# What does sustainability mean for our food?

What does *sustainability* mean? People often ask me why there isn't a single definition. Sustainability is a framework and concept, sort of like the word *technology*.

The sustainability journey must originate within individuals' inherent commitments to stewardship. Stewardship is the sense of "doing good" for the next generation. On our farms and ranches, stewardship is foundational. Farmers are the ultimate stewards – working every day with a true commitment to leave their communities and the land in better condition for the next generation. The passion and hard work they put in, to provide for their families and communities, are reflected in each harvest.

Sustainability, which is more familiar to consumers, first requires the values of stewardship. Sustainability strives to put those values to work – "doing good business." Incorporating stewardship into day-to-day business models will help us thrive for the future and ultimately enhance our communities and planet. Sustainability is the prac-



Farmers are perfectly poised to lead the conversation about sustainability in business. (USFRA photo)

tice of continuous improvement to provide nourishing food that makes our farmers, agriculture and the earth economically, environmentally and socially better – now and for future generations.

Farmers continuously improve, innovating on their farms and ranches through enhancing soil health, minimizing water usage, precisely using fertilizer and pesticides, caring for animals, improving efficiencies, and enhancing the environment for future generations. Even during tough economic times, we see farmers' commitment to the business, while equally striving

to balance the future of their communities and the planet.

Farmers' culture of stewardship is a model for other business sectors. Our country's business models, derived from our values and culture, are deep-rooted in those of agriculture. Farmers are perfectly poised to lead the conversation about sustainability in business. Although farms are different, they all share a common goal of taking steps toward

becoming more efficient, profitable contributors to our nation's food system and enhancing our natural ecosystems.

Farmers, ranchers, environmental scientists and others can work together to provide solutions to help nourish a growing world population in a sustainable way. To create our shared future and ensure food is our greatest resource, we must stand together and help one another to reach that goal. Every farmer, every acre and every voice matter in building a sustainable future.

Join us at <http://FoodDialogues.com> on the web to learn more. 🌱

## 5 things international buyers should know about U.S. soy



(United Soybean Board photo)

American soybean farmers understand the importance of sustainable farming to protect valuable environmental resources. By doing so, they preserve and protect their farms for future generations. More than 300,000 U.S. soybean farms follow the conservation regulations and farming practices outlined in the U.S. Soy Sustainability Assurance Protocol (SSAP).

What is the SSAP? What does it mean to those who purchase U.S. soy?

- ◆ The vast majority of American soybean farmers follow guidelines for responsible farming. Theirs is a sustainably grown product.
- ◆ The SSAP includes steps for U.S. soybean farmers to improve their sustainability performance continuously. They constantly are improving to ensure an even more sustainable product in the future.
- ◆ The SSAP includes farm audits conducted by the U.S. Department of Agriculture. It also is benchmarked

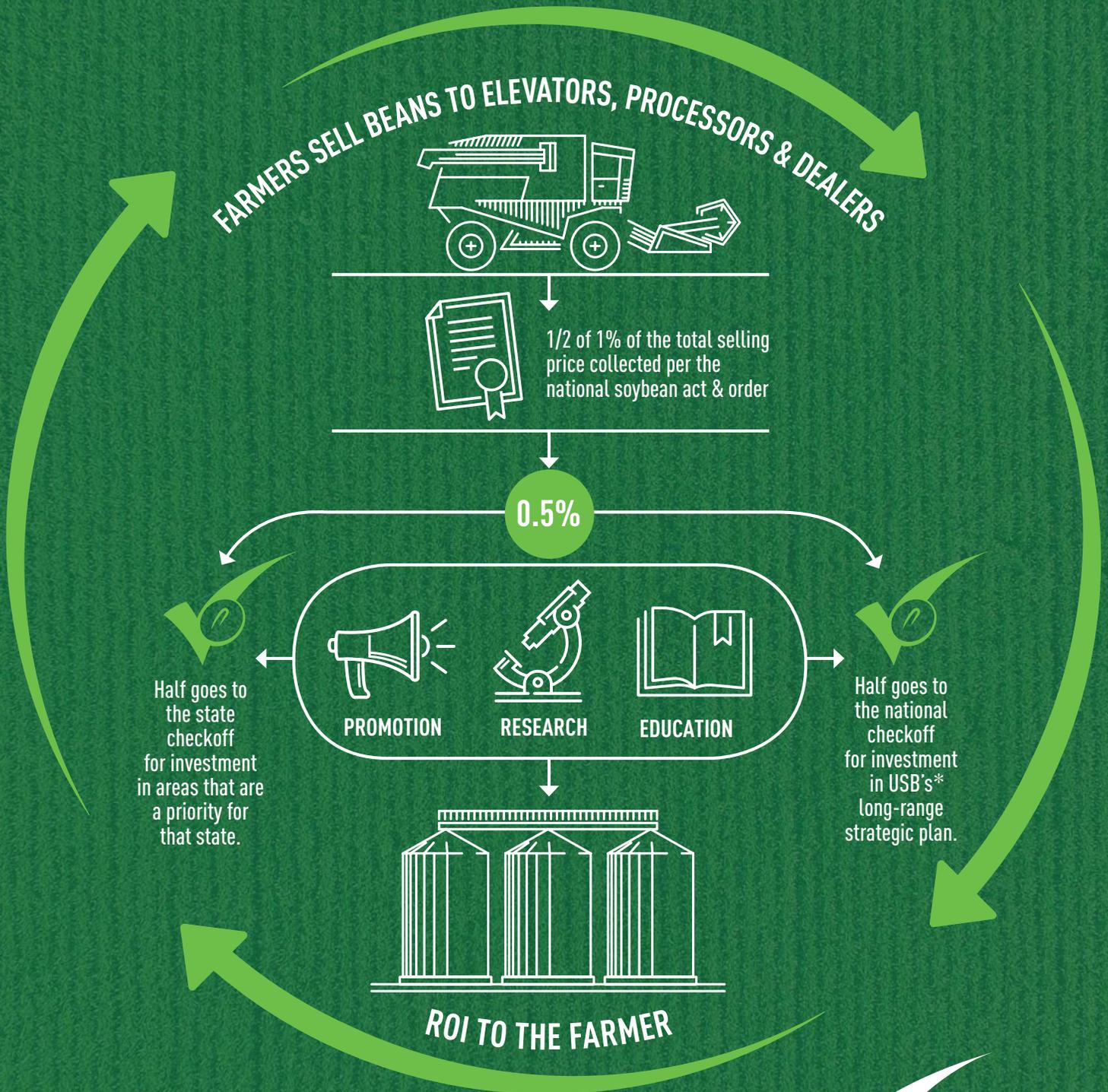
against the soy-sourcing guidelines of the European Feed Association and the International Trade Centre.

- ◆ The SSAP has a quantifiable, results-driven approach to continuous improvement, which constantly is reviewed and updated with metrics and feedback.
- ◆ Between now and 2025, U.S. soybean farmers aim to reduce land impact by 10 percent, reduce soil erosion by another 25 percent, increase energy efficiency by 10 percent and reduce total greenhouse-gas emissions by 10 percent.

The SSAP is a promise to produce U.S. soy sustainably through a certified, aggregated approach audited by third parties that assures certified soybean production on a national scale. Learn about its four key directives – biodiversity, production practices, health and welfare, and environmental protection – at <http://j.mp/ssap-video> on the web. 🌱

# FULL-CIRCLE RETURN

**HERE'S HOW THE SOY CHECKOFF WORKS.** The national soy checkoff was created as part of the 1990 Farm Bill. The Act & Order that created the soy checkoff requires that all soybean farmers pay into the soy checkoff at the first point of purchase. These funds are then used for promotion, research and education at both the state and national level.



\* Led by 73 volunteer soybean farmers, the United Soybean Board (USB) invests and leverages soy checkoff dollars to MAXIMIZE PROFIT OPPORTUNITIES for all U.S. soybean farmers.

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



# How to navigate the tug of war with food-system choices

Farmers often are frustrated – and understandably so – by decisions the food system makes that are inconsistent with what they know to be sustainable. There are increasing commitments by food-system players to “non-GMO” and “antibiotic-free” or to cage-free laying-hen housing, for example, as they face immense pressure to meet consumer demands.

Farmers know the responsible use of genetically modified seed, animal-health products and modern housing systems contributes to sustainability, making food safer and animals and the environment healthier. So, when food companies make “unsustainable” sustainability decisions, it is not uncommon for agriculture to lash out.



Farmers can have conversations with the food system to help it understand what agriculture is doing to balance the needs of people, animals and the planet. (CFI photo)

“Emotions run high when it comes to a livelihood that’s a passion – not simply a career,” said Charlie Arnot, CEO of the Center for Food Integrity (CFI). “Farmers are committed to doing what’s right, and many food-system decisions fly in the face of ‘right.’ However, the food-fight approach is not strategic or helpful in promoting true sustainability.”

Providing information, resources, tools and support to help food companies make better-informed decisions is the goal of CFI’s Optimizing Sustainability framework.

Food companies, retailers and restaurants manage hundreds of issues every day. They face dozens of competing priorities with the thousands of ingredients they purchase. They are looking for guidance.

Optimizing Sustainability offers resources, including mapping trade-offs on key issues, so the food system can evaluate the growing list of sustainability priorities and determine the effects of potential choices. It allows those in the food system to make decisions that align with their values and those of their stakeholders.

Farmers can provide support, too, by having conversations with the food system to help it understand what agriculture is doing to balance the needs of people, animals and the planet – not just to maximize productivity and profit. Being proactive, not reactive, in engaging on sustainability is the key to agriculture’s doing its part to foster positive change.

Learn more at <http://OptimizingSustainability.org> on the web. 🌱

## SOYBEAN SUSTAINABILITY TRADEOFFS CHART

SOYBEAN EXAMPLES	ENVIRONMENTAL	IMPACT	ECONOMIC	IMPACT	SOCIAL	IMPACT
	Glyphosate-resistant soybeans	Fuel use Pesticide use Soil erosion	↑ ↑ ↑	Production costs Yield Food affordability	↑ ↔ ↔	Nutritional content Consumer perception Labor
No-till/Conservation tillage	Soil health Water quality	↑ ↑	Equipment costs Yield Food affordability	↓ ↓ ↔	Nutritional content Labor	↔ ↑

↑ = POSITIVE IMPACT      ↓ = NEGATIVE IMPACT      ↔ = NO/NEUTRAL IMPACT



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# Fostering a long-term connection with the land

Justin Knopf, a fifth-generation farmer from Saline County, is working to tell his land's sustainability story. Knopf Farms Inc. manages 4,200 acres of soybeans, alfalfa, corn, grain sorghum and wheat.

A Kansas State University (K-State) graduate, Knopf served as an agronomist until he felt pulled back to the family farm. His passion for a long-term connection with the land and the day-to-day challenge of farming is evident.

"Farming is really meaningful work," Knopf shared. "A farmer captures energy from the sun through photosynthesis, using natural resources, such as soil, water and air, and transforms that energy into something we can utilize as human beings."

He is focused on the big picture and the future of farming. He is committed to imparting long-term perspective to future generations.

"We are all a small piece of a broader story that is playing out over time," Knopf noted. "To me, sustainability means staying power."

He seeks to ensure the land is in good condition to produce and is economically viable for the foreseeable future. To him, the key components of sustainability reach across economic, environmental and social aspects.

Transitioning to continuous no-till created significant benefits for Knopf Farms. It has led to reduced soil erosion, increased carbon capture and content in the soils, increased soil biological activity, and less energy use. Because the soil-plant relationship is a biological system, those changes led to increased resiliency over time. No-till also has led to additional management decisions like a diverse crop rotation and strategic incorporation of cover crops.



Justin Knopf (inset), Gypsum, is committed to imparting a long-term perspective to future generations. (Field to Market photos)

Knopf Farms collects agronomic and economic data for K-State research projects and farm-management decisions. Knopf finds value in the information collected with the Fieldprint® Platform and uses the analysis to fine-tune his management choices and monitor key metrics, such as soil carbon.

"The Fieldprint Platform takes a snapshot across time of improvements across the land," he explained.

Participating in Field to Market's Supply Chain Sustainability Program allows farmers to gather information that helps tell their stories to a public more removed generationally from the farm. The Fieldprint project gives farmers and brands opportunities to build and maintain consumer trust as they communicate and create transparency about farming practices. Knopf encourages other farmers to be open-minded about participating as more pressure builds on their resources.

"Start with a single field and study the metrics produced to find where there might be value to your operation and decision-making going forward," he advised.

The Knopf family's conservation efforts were featured in a recent book, *Rancher, Farmer, Fisherman: Conservation Heroes of the American Heartland*, by Miriam Horn. Knopf also participated in a documentary of the same title. The farm regularly hosts various groups, including international delegations, student groups, researchers and environmental groups. 🌱

## Help for farmers to increase efficiency, share their stories

The topic of sustainability is vital to Kansas farms for two important reasons. First, it's a platform that enables farmers to share their stories of conservation and stewardship with consumers. Second, it provides a lens to help ensure their practices will sustain their farms for generations to come.

The Fieldprint® Calculator is an important tool for helping identify farmers' efficiencies, continuing positive results for the environment and their bottom lines. That is a practice from which all farmers can benefit, and such an analysis can help advance sustainable outcomes, like limiting carbon footprints and improving irrigation efficiency.

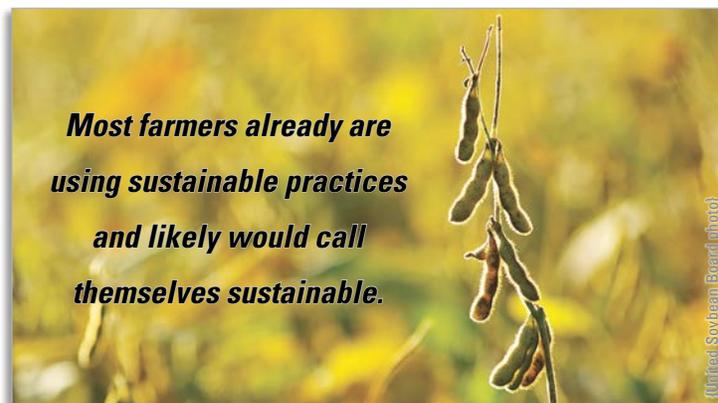
Pursuing a journey of continuous improvement is about both the current bottom line and sustaining land values for future generations.

Learn more at <http://FieldToMarket.org> on the web.

## Sustainability is ..... continued from page 1

kets. Many global markets prefer to import sustainable soy. Because farmers continue to implement sustainable practices on their farms, the soy grown today meets those global markets' qualifications, creating demand for U.S. soy around the world.

When it seems like discussions of sustainability are coming from every direction, it can be overwhelming. It is important for farmers to take a step back, identify what they already are doing to be sustainable and determine areas where improvement is possible. Building on the strong foundation of caring for farm resources can make a big difference to the environment and to farm profitability. 🌱



**Most farmers already are using sustainable practices and likely would call themselves sustainable.**

(United Soybean Board photo)



The KSA Board gathers in Topeka. (KSA photo)

### The purpose of policy resolutions

is to assist the KSA Board and staff in representing soybean farmers' interests on various issues in Topeka and Washington, D.C. Please review the resolutions posted at <http://KansasSoybeans.org/policy> on the web to acquaint yourself with KSA's existing positions. The Annual Meeting – Jan. 9, 2019, in Topeka – includes the official approval of those policies.

Policy changes and additions come from the members. A resolution can modify or delete an existing policy or add a new policy. Staff can assist as necessary in helping members draft proposed resolutions. Please submit any proposals to the Kansas Soybean office by Dec. 31.

## Board conducts November meeting

What follows are the highlights from the Kansas Soybean Association (KSA) Board of Directors meeting convened Nov. 16 in Topeka.

- ◆ Heard the auditors' report for fiscal year (FY) 2018.
- ◆ Conducted a conference call with the American Soybean Association's (ASA's) lobbyists in Washington, D.C.
- ◆ Set Jan. 7, 2019, as the policy committee's annual session for editing the KSA policy document.
- ◆ Donated two items (one in cooperation with the Nebraska Soybean Association) to ASA's SoyPAC fundraising auction.
- ◆ Contracted with Gary Reser, Topeka, for Statehouse lobbying in 2019.
- ◆ Appointed Charles Atkinson, Great Bend; Dwight Meyer, Hiawatha; and Andy Winsor, Grantville, to represent Kansas at the ASA voting delegates' session during Commodity Classic.
- ◆ Scheduled a strategic planning meeting for Feb. 9, 2019, and the spring Board meeting for March 22.
- ◆ Met Class 5 of the Kansas Soybean Emerging Leaders Academy (<http://KansasSoybeans.org/ela>).
- ◆ Approved the FY '20 checkoff-projects proposal for submission to the Kansas Soybean Commission.
- ◆ Amended the bylaws to clarify that membership counts as of the Board's annual reorganization meeting shall determine which counties have the 25 members needed to qualify for individual directors that year.
- ◆ Continued planning Kansas Soybean Expo 2019, which will be Jan. 9 in Topeka.

Association members can contact any director or Kenlon Johannes in the office (see page 2) to suggest agenda items for the next Board meeting, Jan. 8, 2019, in Topeka. 📌

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Established in 1996, Commodity Classic is America's largest farmer-led, farmer-focused agricultural and educational experience, produced by these associations: American Soybean Association, National Corn Growers Association, National Association of Wheat Growers, National Sorghum Producers and Association of Equipment Manufacturers.  
©2018 Commodity Classic

## Emerging Leaders Academy assembles fifth class

The members of Emerging Leaders Academy Class 5 completed Phase 1 of the program Nov. 15–16 at the Kansas Soybean Building in Topeka. They are (pictured below, from left, top row) Nicholas Blevins, Hiawatha; Molly Drimmel, Wakarusa; Kendall Heiniger, Fairview; Brett Manville, Valley Falls; (bottom row) James Moreland, South Haven; Adam Phelon, Lyndon; and Tanner Robbins, Havensville.

Learn more about the program at <http://KansasSoybeans.org/ela> on the web. 📌



(KSA photos)





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

# INVESTING IN NEW MARKETS FOR U.S. SOY

*From promoting the profitability of using high-quality soybean meal in India to training animal producers on nutrition in Colombia, the soy checkoff is working behind the scenes to develop more market opportunities for U.S. soy. 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)*

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# EPA announces biofuels volumes

The U.S. Environmental Protection Agency (EPA) announced Nov. 30 that the biomass-based diesel (BBD) and advanced biofuels Renewable Volume Obligations will be increased above previous-year levels, which is good news for the soybean industry.

The final rule sets the 2020 requirement for BBD volumes at 2.43 billion gallons, 330 million gallons more than the '18 and '19 levels. Total advanced biofuel volumes, which biodiesel largely fills, will increase to 4.92 billion gallons.

While the American Soybean Association (ASA) and Kansas Soybean Association (KSA) appreciated the increased BBD volumes for 2020, they emphasized additional growth. Soybean farmers and their biodiesel-industry partners have the feedstock and production capacities.

They also remained concerned that EPA had not reallocated the previous-year volumes that it had waived through its exemptions to petroleum refineries. The agency's own data show the retroactive small-refinery exemptions reduced biodiesel demand by more than 300 million gallons in '18. 🌱

CEO'S OUTLOOK by Kenlon Johannes

# Farmers were 'sustainable' before there was a word for it

Americans don't necessarily understand or appreciate how farmers grow food. As a former farmer and now the CEO of the organization that represents Kansas' 15,000 soybean farms, I see how incomplete or inaccurate information is shaping our nation's views of farming.

I've heard many presentations about how we can improve the way we farm in this country. Sometimes, I have to disagree. Some presenters do not take into account the many improvements generations of agriculturists have made in caring for our soil, air and water.

Farmers know those things are irreplaceable. Many protect them with precise methods based on sound science, education, testing and monitoring. Farmers have reduced soil erosion, energy consumption and greenhouse-gas emissions. Crops are being grown more sustainably than ever.

I've heard it said that farmers always are planning for the future, living in the present and learning from the past. Their livelihoods depend on being sustainable. 🌱

Those are the messages the Kansas Soybean Association (KSA), often with checkoff funding from the Kansas Soybean Commission, shares with our industry partners, customers and end consumers.

There often are people in government who need to hear them. Depending on the circumstances, the checkoff might not be allowed to be part of those conversations. KSA still can be, however, thanks to farmers' voluntary memberships and industry partners' sponsorships.

We hope this special sustainability-themed issue of KSA's newsletter increases your comfort level when talking to your local leaders and fellow farmers about the topic. And, if you aren't currently, please consider joining KSA as it continues its 45-year mission to be the voice and advocate for soybean farmers on local, state, national and international issues of importance. 🌱



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# GROW YOUR FARM'S FUTURE.

The Kansas Soybean Association (KSA), directed by farmer-leaders, serves as your voice from the Statehouse to Capitol Hill. In cooperation with the American Soybean Association, it works on policy and regulatory issues critical to your farm's success.

Your membership in KSA means you will have a say – year-round – in policy and regulatory issues that affect your farm's profitability and freedom to operate every day.

By law, the soybean checkoff cannot do the important farm- and trade-policy work that directly affects your bottom line. KSA can ... but only with your support!

For additional benefits and information, visit [KansasSoybeans.org/membership](http://KansasSoybeans.org/membership)



# KANSAS SOYBEAN EXPO 2019 PREREGISTRATION

KSA must receive this form by **Jan. 2, 2019**, to guarantee your seats at the luncheon and make you eligible for the early-bird prize drawing.

## FREE REGISTRATION COURTESY OF THE SOYBEAN CHECKOFF

Your name: \_\_\_\_\_ Guest's name: \_\_\_\_\_

Farm / Business representing: \_\_\_\_\_ City, state: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Cell  Work  Home  Other

Special notes? \_\_\_\_\_

Complete this preregistration form and return it to

**Kansas Soybean Expo 2019, 1000 SW Red Oaks Place, Topeka, KS 66615-1207**

Phone: 877-KS-SOYBEAN (877-577-6923) • Fax: 785-271-1302 • E-mail: [info@kansassoybeans.org](mailto:info@kansassoybeans.org)

*Kansas Soybean Expo 2019, Jan. 9 in Topeka, is a project of the Kansas Soybean Association, the voice & advocate for Kansas' 15,000 soybean farms, with checkoff funding from the Kansas Soybean Commission.*

Visit <http://KansasSoybeans.org/expo> for details.

## GROWING KANSAS SOYBEAN-CROP VALUE FROM \$240 MILLION TO **\$1.7 Billion**



The **Kansas Soybean Commission** looks beyond the elevator to identify issues that affect Kansas soybean farmers' profitability. Simply put, a **#Croppportunity** is your checkoff dollars at work — new revenue streams created, existing markets expanded or revived in new, exciting ways that open up demand and drive sales.



[KansasSoybeans.org](http://KansasSoybeans.org)  
877-KS-SOYBEAN

- **\$5 billion** of economic impact for Kansas in 2017 <sup>1</sup>
- **\$403 million** in Kansas exports in 2017 <sup>2</sup>
- From **1.9 million** acres and **\$5.55** per bushel to **5.1 million** acres and **\$8.95** per bushel (1991 to 2017) <sup>3</sup>
- **17.2 million** bushels of soybeans used by Kansas animal agriculture in 2015 <sup>4</sup>
- **63¢** more per bushel due to biodiesel <sup>5</sup>

<sup>1</sup> Kansas Department of Agriculture (farming & processing) • <sup>2</sup> U.S. Census Bureau • <sup>3</sup> National Agricultural Statistics Service • <sup>4</sup> United Soybean Board • <sup>5</sup> National Biodiesel Board

# Straight Rows



Volume 23, Issue 2 | Winter 2018

special **SUSTAINABILITY** issue

The voice and advocate for soybean-farmer-members

1000 SW Red Oaks Place  
Topeka, Kansas 66615-1207

## Calendar of industry events



Dec. 9-11	Soy Transportation Coalition meeting, New Orleans, LA
Dec. 16-19	Bioheat® tour, New York, NY
Dec. 18-20	USA Poultry & Egg Export Council meeting, Washington, DC
Jan. 7-8	Soybean Leadership College, Saint Louis, MO
Jan. 8	Kansas Soybean Association Board of Directors meeting, Topeka
Jan. 8-10	Topeka Farm Show, Topeka
Jan. 9	Kansas Soybean Expo, Topeka
Jan. 10-11	Soy Leadership Forum, North Miami, FL
Jan. 15	Wake Up to Kansas Agriculture legislative breakfast, Topeka
Jan. 15	Kansas Soybean Association legislative luncheon, Topeka
Jan. 15-16	Cover Your Acres, Oberlin
Jan. 17-19	Ag Processing Inc. (AGP) annual meeting, LaVista, NE
Jan. 21-24	National Biodiesel Conference & Expo, San Diego, CA
Jan. 24	Kansas Commodity Classic, Manhattan
Jan. 29	Kansas Day
Jan. 29-30	No-till on the Plains winter conference, Wichita
Feb. 7-8	Petroleum & Convenience Expo (PACEshow), Kansas City, MO
Feb. 7-8	Women Managing the Farm, Manhattan
Feb. 9	Kansas Soybean combined strategic planning, Overland Park
Feb. 11-13	Kansas Soybean Emerging Leaders Academy (Class 5, Phase 2)
Feb. 19-22	United Soybean Board meeting, Dallas, TX
Feb. 22-24	Western Farm Show, Kansas City, MO
Feb. 27-March 2	Commodity Classic 2019, Orlando, FL

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

## 2019 Topeka Farm Show

January 8, 9 & 10

**Kansas Expocentre**  
One Expocentre Drive, Topeka, KS

**Tuesday** 9am - 5pm  
**Wednesday** 9am - 8pm  
**Thursday** 9am - 4pm

Free Health Care Services

Free Horse Training Clinics

Kansas Soybean Expo 2019

**Grand Prize Drawing**

Free Parking / Free Admission

Visit our website for time schedules and a list of all services and clinics that will be provided at the show

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