

# NJ Soybean Board News

Keeping you up to date on your checkoff investment

Fall 2012

## Welcome to the Fall 2012 Issue of NJ Soybean Board News

Your soybean checkoff created this newsletter to keep you informed about what's happening at the state and national levels. Covering the latest issues in the soybean industry, NJ Soybean Board News serves as just one more way your checkoff works for you.

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## Letter From Your Chairman

Hello, New Jersey soybean farmers! I hope you and your families had an enjoyable summer and are preparing for a prosperous harvest this fall. I would like to take this chance to give you a brief update on some of the projects the New Jersey Soybean Board (NJSB) has been busily working on over the past year.

Research remains an important area of focus for checkoff dollars within the state. The NJSB approved a number of research projects for the year, including:

- A Soybean Science for Youth Agriculture in Print through the Rutgers Cooperative Extension.
- A project from the New Jersey Department of Agriculture to study and research the Mexican bean beetle.
- A partnership with the New Jersey FFA to hold a Soybean Yield Contest with awards for 1st, 2nd and 3rd place.

With funding assistance from United Soybean Board's Tech Transfer program, the NJSB and Rutgers University created a blog to provide soybean farmers across the state with up-to-date soybean research results and technology. And approximately 60 soybean farmers attended our meeting in February, providing us with some very helpful feedback.

I wish you a safe harvest and encourage you to contact the NJSB with any questions or comments. We also invite you to consider involvement with the NJSB; please call Executive Director Debbie Hart at NJSB Headquarters for more information.

BRIAN PALMER  
Chairman, New Jersey Soybean Board



## From Your Rows to the Road: Biodiesel Billboards Raise Awareness

Soy biodiesel can meet your diesel fuel needs, powering everything from your tractors to your diesel-powered trucks. But soy biodiesel can also meet the needs of diesel users off the farm, which is why the NJSB continued its biodiesel advertising campaign for a fourth year.

Observant commuters on the New Jersey Turnpike and other well-traveled New Jersey highways might have noticed biodiesel advertisements displayed on billboards around the state. Approximately 85,000 people per day see each billboard. The advertising campaign raises

*continued* ▶



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## FOCUS ON SOYBEAN WEBCASTS

**A new webcast is available the last Monday of each month.**

Webcasts showcase management topics on critical issues such as:

- Entering the 100-bushel club
- Controlling cyst nematode
- Irrigation management
- Many, many more!



The United Soybean Board neither recommends nor discourages the implementation of any advice contained herein, and is not liable for the use or misuse of the information provided.

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# FOCUS ON SOYBEAN WEBCASTS

**STEP 1 :** Visit [www.UnitedSoybean.org](http://www.UnitedSoybean.org)

**STEP 2 :** Go to “Focus on Soybean Webcast” in upper-right-hand corner

**STEP 3 :** Click on “Watch Now”

awareness of biodiesel and the sources for purchasing the fuel in New Jersey. NJSB provides the campaign’s funding with support from USB and the soy checkoff.

Biodiesel is the only domestically produced, commercially available product in the United States to meet the Environmental Protection Agency’s definition of an advanced biofuel. Biodiesel’s availability continues to grow, with nine retail locations in the state now offering biodiesel. The NJSB encourages farmers, truckers and other diesel users alike to ask their suppliers to offer it and to use it in all diesel-powered vehicles.



## Full Steam Ahead: Soy Exports to China Have Strong Future

Next time you’re out in the soybean field, just think, one out of every four of those rows will travel halfway around the globe to China. Importing 895 million bushels of whole U.S. soybeans last year, China represents the largest international market for U.S. soy. But it hasn’t always been that way. For the past 30 years, U.S. soybean farmers have been investing in activities and programs to help develop this important relationship.

It all started in 1982 with the American Soybean Association and several state soybean checkoffs investing in opening an international marketing development office in Beijing. Since then, the national soy checkoff has been created, and it made expanding and developing international markets one of its top priorities.

Those efforts led to China surpassing the European Union as the largest international market for U.S. soy in 2003. As exports to China have grown, U.S. soybean farmers have been a committed partner in the effort to achieve China’s long-term goal of sustainable food security. This partnership collaborates with the goals China outlined in its 12th Five-Year Plan.

A Chinese delegation highlighted the bright future for this relationship by committing to buy \$6 billion worth of U.S. soy during signing ceremonies in the United States. The commitments total more than 492.3 million bushels of U.S. soy and set a new record for U.S. soybean purchase commitments made in one signing trip.

## U.S. SOY AND CHINA

30 Years of Partnership

### Timeline of Accomplishments

- '82 • American Soybean Association opens international marketing development office in China.
- '91 • Creation of national soy checkoff helps expand and build international markets.
- '94 • China begins importing U.S. soybeans.
- '03 • China becomes top importer of U.S. soybeans.
- '11 • China approves 12th Five-Year Plan outlining goals for animal production and food security.
- '12 • China sets new record for U.S. soybean purchase commitments.

Source: United Soybean Board

Visit the Rutgers New Jersey Agricultural Experiment Station and Rutgers Cooperative Extension Field and Forage Crop blog at: <http://fieldforagecropsnutrientmanagement.blogspot.com/>. Sign up to receive updates on field and forage crops and nutrient management.

