



September 1, 2016

Dear New Jersey Soybean Board Members:

I am writing to provide an annual update on the activities of the New Jersey Soybean Board over the past year beginning October 1, 2015.

First and foremost, the Board is in very solid financial health, even better than this time last year. We remain in compliance with the federal rules stipulating the activities of an approved Soybean Board. This includes collection and remittance of Checkoff dollars as well as reporting and audit compliance.

Bill Bibus continues in his role as USB Director representing New Jersey and reports that USB is still focused on making advances in diversity on its Boards, as is the New Jersey Soybean Board. USB is also focused on the following strategic areas:

Meal

USB will help develop, communicate and capture the full value of U.S. soybean meal in feed, food and industrial applications.

Oil

Build preference for U.S. soybean oil in the food and industrial markets differentiating U.S. soybean oil through promotion, as well as research. Research will showcase the functionality and versatility of U.S. soybean oil specifically as it relates to high oleic soybean oil.

Sustainability

Effectively enhance and communicate U.S. soy sustainability performance so that buyers and end users prefer U.S. soy as the best raw material choice to meet their own sustainability and social responsibility goals. Drive a coordinated sustainability message across the entire value chain.

Thank you to Fred Catalano who represented the Board at the NJ Agricultural Convention earlier this year, where we shared a booth with Grain and Forage.

I am pleased to report that we continue to look for new ways to bring Checkoff dollars back to the State again this year. These funds enabled us to conduct a variety of marketing, education and research projects. As a result, once again, a media campaign was implemented using USB approved funding. This year a “Back to Basics” campaign appeared in farmer facing publications. Hopefully you saw some of them!

The Annual Producer Meeting was held in February and was underwritten largely by USB. Approximately 80 farmers attended and feedback was positive.

During the past year, the Board approved funding for research projects as follows:

- NJ Department of Agriculture - Survey and Monitoring of the Mexican Bean Beetle Population in Soybeans in Central and Southern NJ for the Purpose of Biological Control using the Parasitic Wasp, *Pediobius foveolatus*. Survey for the Brown Marmorated Stink Bug and the Kudzu Bug - The New Jersey Department of Agriculture proposal for the Mexican Bean Beetle project was approved in the amount of \$7,500.
- The National Biodiesel Board was approved in the amount of \$5,000 for State Regulatory and Technical Support – Northeast.



- Rutgers University – NJAES – RCE - Assessing Soil Fertility and Health of Agronomic Farm Soils in New Jersey - \$4,474 approved for Year 1

These projects are ongoing. Producers are invited to request a status report on any of the research projects by contacting NJ Soybean Board Headquarters.

The Mid-Atlantic Research Consortium was established and the New Jersey Soybean Board is a member and supporter. We hired the first Executive Director Ellen Davis. Rick Stern and Bill Bibus are representing New Jersey.

Funding in the amount of \$2,000 was awarded to Learning through Gardening. This program expands curriculum to elementary school students by providing lesson plans on the nutritional and economic value of soybeans.

The Biotech University program was funded in the amount of \$4,000 once again this year wherein four New Jersey college journalism students participated in Biotech University held at Arizona State University where they learned about the emerging science of biotechnology.

As always, we continue to respond to inquiries as to where to purchase certain types of soybeans, soybean products and related matters to ensure that those who are interested in soybeans have a resource to turn to.

Thank you to our Board and to you, the Farmers, for your continued support of the Checkoff Program. We believe it is an important vehicle for getting the message of the health, environmental and other benefits of soybeans out to key audiences.

We welcome your comments and any of our Board Members can be reached through NJ Soybean Board Headquarters at 609-585-6871.

Meanwhile we invite you to consider becoming involved in the Board. There are various ways to do so. All are most welcome. Call NJSB Executive Director Debbie Hart at NJSB Headquarters at 609-585-6871 to find out how.

Regards,

Brian Palmer
Chairman

Thank you to our Board Members:
Bill Bibus, Vice Chairman, Chesterfield
Scott Hender, Treasurer, Annandale
Rick Bullock, Secretary, Cream Ridge
Fred Catalano, Woodstown
Eric Davis, Elmer
David Forsyth, Wrightstown
Michael Green, Hammonton
Richard Stern, Jr., Cream Ridge