



# Soy News

Harvest 2011

In this issue:

- Election Ballots
- Save Farm Families
- Financial Report

## “Farmers Feed US” to kick off Jan. 3

A coalition of 18 agricultural commodity groups and farmers from Maryland, Pennsylvania and Delaware have partnered to launch Mid-Atlantic Farmers Feed US ([www.FarmersFeedUS.org](http://www.FarmersFeedUS.org)) in January 2012. Open to residents of those three states and Washington, D.C., the program will offer consumers the chance to win one of four “Free Groceries for a Year” sweepstakes prizes, while introducing them to 10 of the region’s farmers. Commodities represented by those featured farm-

ers include soybeans, dairy, beef cattle, hogs, mushrooms, roasters, layers, vegetables, watermelons and field corn.

The “Farmers Feed US” communications platform is based on consumer research conducted by the Center for Food Integrity (CFI) that proves that “shared values” are three to five times more important than demonstrating competence in building consumer trust. The program uses a variety of strategies to engage



consumers with those who produce food, including featuring the region’s farmers in online video farm tours, earned and social media and television advertisements. Through this engagement, farmers will build public trust by

*Continued on Page 2*

## Delaware Soybean Board to hold elections

The Delaware Soybean Board is a nine-member organization comprised of soybean producers from each county. The board oversees and administers the soybean checkoff program in Delaware. The rate of the checkoff assessment is 0.5 percent of total

net market value of soybeans sold, collected at the first point of sale. Funds are used for research, market development, and educational programs.

Board members volunteer their time during their three-year term

to serve as representatives of their fellow soybean producers. Directors may serve a maximum of two three-year terms.

Matt Webber of Clayton is retiring from the board. During his tenure, Matt served as the board’s chair-

*Continued on Page 5*

## Supporting our Number One customer

U.S. poultry and livestock farmers provide more than just meat, milk and eggs. They also produce jobs, generate property tax revenues and contribute to household incomes. U.S. poultry and livestock consume about 98 percent of domestically produced soybean meal, making them the Number One customer for U.S. soybean farmers.

That’s why the Delaware Soybean Board has been partnering with Delmarva Poultry Industry, Inc. (DPI) on a variety of projects to

*Continued on Page 4*



Terry and Marty Santiago of Cambridge, Md., enjoyed the 2011 Delmarva Chicken Festival in Georgetown, Del. The couple won chicken hats from the DSB booth six years ago, and wear the hats each year to the festival.

**Mark Your Calendars:** Ag Week - Jan. 16-21, 2012  
Soybean & Agronomy Day - Jan. 19 - Harrington, Del.  
The Delaware Soybean Board sponsors lunch on Soybean & Agronomy Day.



## Moving on, but staying on the team

Michelle Johnson, center, Delaware Soybean Board ambassador, braved record heat in June to greet and educate visitors to the Delmarva Chicken Festival in Georgetown. Michelle has been DSB's ambassador for five summers as she has completed her bachelor's degree and has started graduate work at Loyola University in Baltimore, Md. In her spare time she will be an advocate for farming via the "CommonGround" program. See story, Page 3.

Understanding your market:

### The Urban Consumer

A 2011 study shows that a large segment of consumers does not believe U.S. farmers should be responsible for addressing global hunger.

The Center for Food Integrity, which conducts annual research into consumer attitudes toward today's food system, found that 40 percent of those surveyed strongly disagreed that the United States has a responsibility to provide food for the rest of the world.

"These results clearly indicate that consumers do not believe U.S. farmers should be responsible for feeding the world. Agriculture needs to find messages that deliver a direct benefit to consumers or society to build support for today's farming practices," said Charlie Arnot, CEO of CFI. "If consumers don't believe U.S. agriculture has a responsibility to feed the world then we can't build consumer support for today's farming simply by claiming we need to feed more people, unless we can build support for that being a priority for consumers."

CFI's research helps inform consumer promotion activities by the soybean checkoff.

## Farmers Feed US

*Continued from Page 1*

demonstrating they share the same values as consumers.

"The Mid-Atlantic Farmers Feed US program is a tremendous opportunity for us to help introduce the region's consumers to the hard-working men and women who raise healthy, nutritious and affordable food," said Charlie Arnot, CEO of the Center for Food Integrity. "We need to show that even though our systems have changed and our use of technology has increased, the farmer's commitment to do what's right has never been stronger."

Since July 2009, the Farmers Feed US program has been launched in Ohio, Michigan, Indiana, Iowa, Missouri, Wisconsin, South Dakota, Minnesota and Illinois. During that time, those programs have accounted for more than 1.25 million consumer sweepstakes registrations, each time meeting a farmer. Additionally, the program has built a consumer "opt-in" list of more than 80,000 consumers in those states, who have requested future information from their state's farmers, as well as social media platforms on Facebook



*Jay Baxter of Georgetown was interviewed for Farmers Feed US Oct. 7, representing the Delaware soybean industry.*



*Three generations of Vanderwendes posed for publicity photos for Farmers Feed US. Jesse will represent poultry growers. He is also a Delaware Soybean Board director.*

and Twitter with more than 18,000 "likers" and "followers."

The Mid-Atlantic Farmers Feed US campaign will be the largest one to date, generating 14 million paid media impressions and another estimated 6 million social and earned media impressions over the region's population of 20 million people.

Directors on the Delaware Soybean Board grasped the value of the program immediately.

"We want the consumer to meet us and see our farms and know that we care about our communities, our families and our environment," said Kevin Evans, chairman of the Delaware Soybean Board.

"Farmers today feel very frustrated by the way we think we are viewed by the general public. This is a big step toward building understanding."

### Delaware's Featured Farmers for Farmers Feed US:

Jay Baxter, Georgetown  
 Burli & Allison Hopkins, Lewes  
 Jesse Vanderwende, Bridgeville



## New program seeks “CommonGround” with neighbors

Michelle Johnson of Harrington and Christy Vanderwende of Bridgeville attended training in July to become Delaware’s national spokeswomen for a new program called “CommonGround.”

CommonGround was developed to increase awareness among urban and suburban consumers of the value of modern production agriculture in their lives. As the name implies, the program emphasizes that urban and farm families share the same values and concerns, and that urban consumers can trust the process and the people that provide their food.

With more Americans growing up in urban and suburban areas, miles from farm life, there is an increasing disconnect between consumers

and the people who grow their food. CommonGround is an effort to tell the truth about modern agriculture – that thanks to modern American farmers, U.S. families enjoy the safest, healthiest and most affordable food choices in the world.

CommonGround is a collaboration between the United Soybean Board and the National Corn Growers Association. It is built upon broad messages that promote modern agriculture of all kinds. It does not focus on corn or soy issues necessarily, but rather works to promote the importance of our country’s efficient and effective system of agriculture.

Johnson and Vanderwende will be joined by Cindy Filasky of Middletown,

who will attend the winter training session. The Delaware Soybean Board is seeking additional female volunteers who reside on Delaware farms who are willing to engage with the public to share agriculture’s story. For more information, please call Susanne Zilberfarb at (703) 437-0995 or email [susanne@hammondmedia.com](mailto:susanne@hammondmedia.com)

All three spokeswomen will help develop a marketing plan for their CommonGround experience, taking advantage of their individual skills and talents, their lifestyles and hometown networks. The goal of the program is to take a targeted approach to rebuilding consumer trust in farming.

For more information visit [www.findourcommonground.org](http://www.findourcommonground.org).

## Checkoff sponsored soybean survey demonstrates U.S. quality

Each fall U.S. soybean farmers have an opportunity to let international buyers review the quality of that year’s soybean crop.

The U.S. Soybean Quality Survey, supported by the United Soybean Board (USB) and the soybean checkoff, collects samples from U.S. soybean farmers to analyze for a full report that the

U.S. Soybean Export Council (USSEC) provides to international soy buyers.

“The survey is intended to develop a measure of the quality of the U.S. soybean crop this year,” explains Seth Naeve, Ph.D., University of Minnesota extension soybean agronomist. “It’s important because we take the information to Asia to the main customers

of U.S. soy and give a preview of the quality of crop they will be importing.”

Approximately 8,500 sampling kits were sent out requesting samples from U.S. soybean farmers in various regions. In 2010, U.S. soybean farmers exported more than half of all U.S. soybeans. USDA statistics show this made soybeans the top-valued U.S. ag export.

## A new look ...



DSB's booth at the Delaware State Fair.

Trade show displays tend to take a beating, whether they are at a show, tossed around during shipment, or sitting sideways in a storage bin. This year, after too many patches, DSB decided to go with a whole new look for our booth, and had all-new graphics designed and printed.

The new look debuted at the Delaware State Fair, along with an interactive computer game that challenges players to answer Delaware farm trivia. DSB Ambassador Michelle Johnson coordinated the new look and researched the trivia questions.

Osborn & Barr, the communications firm for the United Soybean Board, developed these graphics for DSB’s new display. O&B also created the interactive touch-screen game for DSB. Visit us at Ag Week Jan. 19, 2012 to play the game!



## Blue Rocks help promote importance of Delaware ag

*The Delaware Soybean Board and United Soybean Board have teamed up for several years to promote the importance of agriculture at the Blue Rocks baseball games in Wilmington.*

*Fans like this young lady can win a chicken hat by answering trivia questions based on Ag Facts read during the game. The Delaware Soybean Board and Maryland Soybean Board (with USB support) co-sponsor a trivia game at Shorebirds games at Perdue Stadium in Salisbury, Md.*

## Website, organization launched to defend farm families

The Wicomico County (Md.) Young Farmers and Ranchers, Maryland Farm Bureau, and Perdue Farms have announced [SaveFarmFamilies.org](http://SaveFarmFamilies.org), an effort to raise funds for the legal defense of a Berlin, Md., farm family involved in a protracted and crippling lawsuit.

The Waterkeeper Alliance, based in New York, filed a federal lawsuit against Alan and Kristin Hudson in March 2010. The lawsuit accuses the Hudsons of violating the Maryland Clean Water Act, based on photos taken by the Waterkeepers as they flew over the Hudson's property in a small plane. The Waterkeepers incorrectly claimed a pile on the Hudson property was poultry litter.

Since then, the Maryland Department of the Environment (MDE) confirmed the pile was biosolids, which the Hudsons obtained from nearby Ocean City, as part of an environmental program to recycle municipal waste for agricultural purposes. MDE determined that no ac-

## Our Number One customer ...

*Continued from Page 1*

strengthen the industry and consumer support for the industry. DPI recognized this support by giving the Delaware Soybean Board a special award at the DPI Poultry Booster Banquet in April.

In addition to promotional activities at the State Fair, the Blue Rocks and Shorebirds games, and other locations, the soybean checkoff has supported DPI's Vegetative Environmental Buffer program for several years, providing cost-share funds to help poultry farmers plant trees and grasses around poultry houses.

Soybean checkoff funds also helped DPI update a video about the poultry and soybean industry on Delmarva, and sponsored a series of "Lunch and Learns" in Delaware, Maryland and Vir-

ginia. The Maryland Soybean Board has sponsored programs to benefit animal agriculture, too. A new stewardship certification program is demonstrating that farmers are voluntarily going above and beyond environmental requirements.

Among activities this year, the checkoff has funded a Delaware "oversample" in a national study of consumer attitudes toward food production. The results will be used to shape communications strategies for both the soybean and poultry industries.

"Without the poultry industry on Delmarva, we wouldn't have a strong local market for our soybeans," said Kevin Evans, DSB chairman. "As their fortunes go, so do ours. So, it makes sense to work together to promote agriculture to our urban and suburban neighbors."

tion was required other than to spread the biosolids on the farm's crops.

However, the Waterkeepers have persisted with the suit, which has put a financial strain on the Hudson family and could force a settlement or bankruptcy while they wait to make their arguments in court sometime in 2012. In their suit, the Waterkeeper Alliance contends the Hudsons are a "factory farm." The Hudsons are the fourth generation of their family to farm the land, and have two chicken houses.

SaveFarmFamilies.org is concerned that, if successful, the Waterkeepers' bankruptcy-by-litigation tactic could set a damaging precedent. Many local farmers believe that if this lawsuit proceeds it would open up the flood gate for more frivolous litigation.

Lee Richardson, a member of the Wicomico County Young Farmers and Ranchers, said, "If this extremist group

succeeds in forcing the Hudson family to settle or declare bankruptcy before arguments are even heard in court, they'll do it to other family farmers here and across the country..."

SaveFarmFamilies.org encourages members of the agriculture community to visit [www.savefarmfamilies.org](http://www.savefarmfamilies.org), to learn about misguided environmental litigation and to make a donation to the Hudsons' legal defense fund.

"The Hudsons can't do it alone, they need help," said Richardson. "This lawsuit is just the start and we need to send a loud and clear signal to these radical groups, otherwise there will be dire consequences for family farms across the state of Maryland and around the country. We need to act now, or we could lose a great American asset – our farming community."

For more information visit: [www.savefarmfamilies.org](http://www.savefarmfamilies.org)

## Financials

### DELAWARE SOYBEAN BOARD

Fiscal Year 2010 - Oct. 1, 2009 through Sept. 30, 2010

Total FY10 Assessments	\$334,780
50% to United Soybean Board	<u>167,390</u>
Delaware Soybean Board	167,390
Interest & FY09 Project Funding Carryover	174,501
Miscellaneous	<u>356</u>
Total Revenues FY10	342,247

#### DISBURSEMENTS

Administration, Collection, Compliance, Board	
Operating Costs & Elevator Audits	25,103
Special Projects	10,122
Communication	18,506
Promotion	16,217
In-state Research	<u>23,383</u>
Total Disbursements FY10	93,331
Ongoing Project Funding FY11	\$248,916

## Elections...

*Continued from Page 1*

man and treasurer. Matt will be remembered for his dedication to the board, as demonstrated the night he picked up his wife and newborn baby from the hospital and dropped them off at home, making it to the Delaware Department of Agriculture in time to chair the Delaware Soybean Board meeting.

Dale Blessing of Harrington is running for Matt's seat as a Kent County director.

Dale farms with his mother, Melissa, and his grandfather, Clifford, at Waterway Farms. They raise soybeans, corn, wheat, barley, lima beans and sweet corn on about 3,700 acres.

Directors may serve two terms of three years each.

Robert Baker of Odessa; Dennis Clay of Middletown; Kevin Evans of Bridgeville; Travis Hastings of Laurel and Jesse Vanderwende of Bridgeville are running for their second terms.

The Delaware Soybean Board consists of two directors from New Castle County, three from Kent County, and four from Sussex County. Secretary of Agriculture Ed Kee also serves on the board.

Farmers may only vote for candidates in their county of residence. Please see instructions and ballot on Page 6.

## Board of Directors

Kevin Evans, Chairman  
Bridgeville

Jesse Vanderwende, Vice Chairman  
Bridgeville

Travis Hastings, Treasurer  
Laurel

Robert Baker  
Odessa

James H. "Jay" Baxter, IV  
Georgetown

Brandon Bonk  
Dover

Dennis Clay  
Middletown

Jonathan Snow  
Smyrna

Matt Webber  
Clayton

Delaware Secretary of Agriculture Ed Kee serves on the board as a non-voting member.

Richard F. Carlisle of Bridgeville represents Delaware on the United Soybean Board. Carlisle operates Pine Breeze Farms with his sons Richard and Cameron, growing soybeans, corn and vegetables on about 1,600 acres. USB is made up of 69 farmer-directors who oversee the soybean checkoff. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply.

Dallas Wright of Millsboro serves as alternate USB director.

Susanne Zilberfarb is the board's executive director. Sandra Davis serves as the board's financial and compliance coordinator.

Visit us on the web at [www.desoybeans.org](http://www.desoybeans.org)

# Delaware Soybean Board election instructions

Soybean producers in all three counties are eligible to vote in this election. **Producers May Vote Only for Candidates Running in their County of Residence.**

To vote, fill out the enclosed certification ballot/form and mail to the indicated address before December 1, 2011, or FAX to (302) 736-7951.

Write-in candidates will be accepted.

Who May Vote: Any person who produces soybeans during the current marketing year is eligible to vote.

You must certify that you are a produc-

er of soybeans in Delaware by signing the form at the bottom of the ballot. You also need to verify your address to certify your vote is tallied according to your county of residence.

New Castle producers may vote for 2 (two) candidates. Kent County producers can vote for 1 (one) candidate. Sussex County producers may vote for three candidates.

All voting is confidential. After a ballot is certified, the ballot and certification form will be separated and remain confidential.

Once certified, only tabulated results will be reported to the Delaware Soybean Board.

**BALLOTS MUST BE RETURNED TO THE DEPARTMENT OF AGRICULTURE BY 4:30 p.m. December 1, 2011. You may vote by FAX or by mail.**

The FAX number is (302) 736-7951.

The mailing address is as follows.

Soybean Board Election  
Attn: Jo-Ann Walston  
DE Dept. of Agriculture  
2320 South DuPont Highway  
Dover, DE 19901

## OFFICIAL BALLOT

2011 Delaware Soybean Board  
NEW CASTLE COUNTY  
Select two (2) Board Members

New Castle  
County  
Farmers:  
Vote for 2.

Dennis Clay  
1034 Middletown-Warwick Rd  
Middletown, DE 19709

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

Robert Baker  
P.O. Box 162  
Odessa, DE 19730

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

## CERTIFICATION FORM

I hereby certify that I am a producer of soybeans in the state of Delaware.

\_\_\_\_\_

Print Name

Signature

\_\_\_\_\_

Address

County

**Return Ballot & Certification Form by Fax OR mail by Dec. 1, 2011.**

## Notice to all soybean producers in Delaware:

The Delaware Soybean Board consists of 10 farmer-directors who volunteer their time to represent the soybean industry by serving on this board. Directors administer the soybean checkoff program, reviewing soybean research, marketing and education projects which benefit Delaware soybean producers and the soybean industry, in Delaware, our nation, and the world. Serving on the board provides opportunities for personal growth, leadership development, and sometimes domestic and/or international travel. If you are interested in serving on the Delaware Soybean Board or in other leadership positions at some time in the future, please let us know by filling out the form to the right and returning it with your ballot.

**Yes! I am interested in serving the Delaware soybean industry.**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

County of Residence: \_\_\_\_\_

I am interested in:

Delaware Soybean Board  Livestock Issues

Soybean Leadership College  Aquaculture

Biodiesel  Farm Advocacy

**OFFICIAL BALLOT**

2011 Delaware Soybean Board

KENT COUNTY

Select one (1) Board Member

Kent  
County  
Farmers:  
Vote for 1.



Dale Blessing  
2949 Sugar Stick Rd  
Harrington, DE 19952

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

**CERTIFICATION FORM**

I hereby certify that I am a producer of soybeans in the state of Delaware.

_____	_____
Print Name	Signature
_____	_____
Address	County

**Return Ballot & Certification Form by Fax OR mail by Dec. 1, 2011.**

**OFFICIAL BALLOT**

2011 Delaware Soybean Board

SUSSEX COUNTY

Select three (3) Board Members

Sussex  
County  
Farmers:  
Vote for 3.



Kevin Evans  
9843 Seashore Highway  
Bridgeville, DE 19933

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

Travis Hastings  
32206 Hastings Dr.  
Laurel, DE 19956

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

Jesse Vanderwende  
5067 Scotts Store Road  
Bridgeville, DE 19933

Write-in Candidate  
Name \_\_\_\_\_  
Address \_\_\_\_\_

**CERTIFICATION FORM**

I hereby certify that I am a producer of soybeans in the state of Delaware.

_____	_____
Print Name	Signature
_____	_____
Address	County

**Return Ballot & Certification Form by Fax OR mail by Dec. 1, 2011.**



P.O. Box 319  
Salisbury, MD 21803

U.S.  
POSTAGE  
PAID  
MAIL  
MOVERS

IMPORTANT! DIRECTOR ELECTION BALLOTS & VOTING INSTRUCTIONS ARE ENCLOSED!

## First State Antique Tractor Club Show & Pull featured biodiesel

The Delaware Soybean Board teamed up with the First State Antique Tractor Club to promote biodiesel at the club's annual Show and Pull in June. This year's show featured Oliver tractors. Biodiesel was used in the show's service equipment, owned by Jay Baxter, a director on the Delaware Soybean Board. Pep-Up donated the biodiesel, which was used in a B5 blend (5% biodiesel and 95% diesel). DSB and the club co-sponsored radio ads promoting the event and a live remote with cut-ins during the event. Afterwards, MTS Broadcasting, which owns 106.3 "The Heat," 100.9 WAAI, and 107.1 "The Duck," invited Baxter and Susanne Zilberfarb, executive for DSB, to talk about soybeans and biodiesel during a half-hour public affairs show that aired in July.



*Jay Baxter's Oliver ran on B5 biodiesel donated by Pep-Up, Inc. during the show and pull.*

Thanks to increased use of conservation tillage and other changes in production practices, the soybean industry has reduced overall carbon emissions by an average of more than 104 million pounds of carbon per year since 2000. That is the equivalent of removing more than 31,000 cars from the road each year.

Source: United Soybean Board