



Lonestar Soybeans

Welcome to the fifth edition of the *Lonestar Soybeans* newsletter. Your Texas soybean checkoff has 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, *Lonestar Soybeans* is just one more way your checkoff is working for you.

Texas Soybean Board Leaders

Tom Rotello
Chairman
Navasota • 936-825-6177
United Soybean Board Director

Richard Raun
Vice Chairman
El Campo • 979-543-9241

Wade Cowan
Secretary/Treasurer
Brownfield • 806-637-8314

John Giesenschlag
Caldwell • 979-272-1084

Daniel Berglund
Wharton • 979-677-3777

Gaylord Cogburn
Happy • 806-764-3423

Worth Matteson III
DeKalb • 903-667-2110

Mike Skinner
Spearman • 806-659-1706

Carl Weets
Cooper • 903-395-4313

Mailing address:
Texas Soybean Board
P.O. Box 202213
Dallas, TX 75320-2213
Phone: 1-800-247-8691 (in Texas)
1-501-666-1418
Fax: 1-501-666-2510
e-mail: swoy@aristotle.net

Checkoff Supports Poultry and Livestock Producers



As the top consumers of domestic soybean meal, livestock and poultry producers support the stability and success of the U.S. soybean industry. The soybean checkoff supports animal agriculture to continue cultivating long-term demand for U.S. soybeans and to help maintain the future of domestic food production.

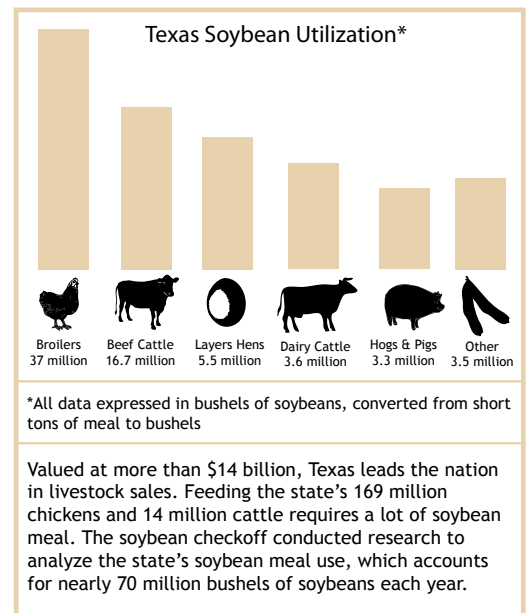
The soybean checkoff collaborates with the Center for Food Integrity (CFI) to help U.S. poultry and livestock producers increase consumer trust and confidence in the contemporary U.S. food system.

“U.S. farmers produce the safest food supply in the world,” says Tom Rotello, Texas Soybean Board Chairman and soybean farmer from Navasota. “We need to help animal agriculture tell that story.”

Working with CFI, the checkoff sponsors two programs that help farmers effectively communicate the merits of modern poultry and livestock production. These programs provide participants with the knowledge and tools to address the issues that impact animal agriculture through an ethical and scientific approach.

“Nationally, livestock and poultry consume 98 percent of domestically produced soybean meal,” Rotello says. “Of that 98 percent, 20 percent is used right here in Texas.”

In addition to communications support, the checkoff works to improve soybean meal quality to meet the needs of animal agriculture producers. This includes research to increase protein content and to reduce phytate. For more information on checkoff-driven animal agriculture efforts, visit www.animalag.org.



Your opinion is important to us!



The Texas Soybean Board (TSB) would like your feedback on how to allocate Texas

soybean checkoff funding. Currently the board invests in research projects to improve Texas soybean production. Your responses will be used to determine the focus of future projects. Please take a few minutes to complete the attached survey.

Send Us Your Feedback!
Pre-Addressed,
No Postage Necessary

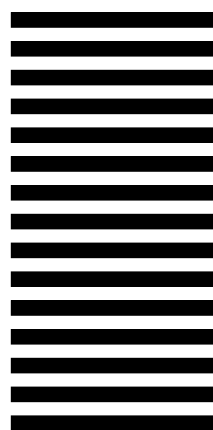
1. What soybean diseases affect your soybeans? _____
2. Of these diseases, which represents the biggest threat? _____
3. Can you control this disease effectively with current fungicides or resistant varieties? yes no
4. What insects attack your soybeans? _____
5. Which insect pest is the worst problem for you? _____
6. Can you control this insect pest with current methods? yes no
7. Are the levels of oil and protein in soybeans of concern to buyers in your area? yes no
8. Are there other quality issues that concern buyers in your area? yes no _____
9. What is your most difficult soybean production management issue? _____
10. Do you have Roundup®-resistant weeds in your area? If so, which ones? _____
11. Soybean yields in my area are: Increasing Decreasing Staying about the same
12. The TSB invests primarily in production research. How else would you like to see state checkoff funds invested? (check two) Biodiesel New uses International marketing
 Domestic marketing Soyfoods Other _____

Register today!

New features on the soybean checkoff Web site, www.unitedsoybean.org, can help you manage your business. The soybean checkoff helps bring up-to-the-minute ag headlines, weather, market prices and analysis, and an online grain exchange to your fingertips. The interactive and fully customizable home page offers convenient access and control over the tools you need to make informed and profitable decisions for your operation.



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Soy-Based Furniture Increases Soy Demand

A Texas chair manufacturer is among the latest companies to embrace soy-based foam for furniture applications. The soybean checkoff collaborated with researchers at Pittsburg State University in Kansas and Cargill to fund the initial research to develop soy-based foam. Cargill now licenses soy-based BioH™ foam to leading furniture manufacturers, including Navasota-based ErgoGenesis, which uses soy-based foam in more than 30,000 ergonomic chairs each year.

ErgoGenesis began using soy-foam technology in its BodyBuilt chairs almost two years ago. Today, marketing director Johnny McNally says customers appreciate the soy-based foam.

“We use soy foams almost exclusively,” says McNally. “They’re a big hit for us. Our customers value the green aspects of soy-based foam because it reduces

petroleum use. It’s worthwhile for the environment, and it’s also a great way to support farmers.”

The soybean checkoff invests in research and promotion efforts to help commercialize new uses for soy, which helps increase the demand for soybeans. Nearly 80 million bushels of soybeans went to industrial uses excluding biodiesel during the 2007-2008 marketing year. This number is expected to increase to 93 million bushels in 2008-2009.

Like ErgoGenesis, Ford Motor Company also utilizes soy-based seating. The company includes soy-based foam in the seats of several vehicle lines, including the Ford Escape, F-150, Focus and Mustang.

“The partnership established between the soybean checkoff and Ford

Motor Company has been incredibly productive and exciting,” says Debbie Mielewski, Ph.D., technical leader of Ford’s Plastics Group. “We will continue to work diligently to increase the applications for soy both within and outside of the automotive industry.”

For more information about the soybean checkoff’s new uses program or to locate soy-based products, visit www.soynewuses.org.



Photo courtesy Ford Motor Company.

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See How Your Checkoff Investment Is Benefiting Texas

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Our soybean checkoff.
Effective. Efficient. Farmer-Driven.

1000 Spruce Street
St. Louis, MO 63102