



TEXAS SOYBEAN BOARD

LONESTAR SOYBEANS

KEEPING YOU UP TO DATE ON YOUR CHECKOFF INVESTMENT

WINTER 2015

Welcome to the *Lonestar Soybeans* newsletter! Your Texas soy checkoff created this newsletter to keep you informed of what's happening at the state and national levels. Covering the latest issues in the soybean industry, *Lonestar Soybeans* represents just one more way your checkoff works for you.

SHIPPING SOY RELIEVES BURSTING BINS

Soybean exports continue to rise, while domestic use stays steady.

With U.S. soybean production continuing to increase each year, the soybean industry is making sure all these soybeans have places to go.

While domestic use of soybeans in the U.S. has leveled out over the years with annual soybean meal consumption remaining around 1.2 billion bushels since the 2008/09 marketing year, the status of the export market has never been better. In the latest marketing year (2013/2014), farmers exported 2 billion bushels of U.S. soy to their international customers.



"Nearly 60 percent of soybeans grown in the U.S. get exported to other countries, so exports are extremely important to the bottom lines of all U.S. soybean farmers," says Laura Foell, soy checkoff farmer-leader from Iowa and U.S. Soybean Export Council (USSEC) chair. "Without exports, the price of soybeans would drop considerably and farmers would suffer economically."

With further production gains expected, it's even more important to find buyers for all of these soybeans. Supported by the soy checkoff, USSEC works to improve customer preference for

U.S. soybean meal by helping buyers recognize the value of higher quality and better service.

"USSEC focuses on regions in which we could increase our exports of soybeans," Foell says. "For example, Europe has increased their imports of soybean meal from the U.S. in order to feed their livestock. Without the work of USSEC, this market would have continued to be stagnant for U.S. soybeans."

With animal agriculture serving as the primary driver of the region's soybean use, U.S. soybean meal exports to Europe have tripled in recent years.

One market that U.S. soybean farmers are hoping to access in the near future is India. Since 1990, soybean oil consumption in India has grown 590 percent, and soybean meal consumption has risen 709 percent, due to an increase in population, income and meat consumption there. The checkoff has worked to increase the amount of U.S. soy used in food products and for poultry and aquaculture feed in that country.

"USSEC has been constantly in touch with their Indian counterparts for the last 14 or 15 years and has developed those relationships from the ground level," says Himanshu Jain, chief operating officer of the Prestige Group of Industries, an agriculture company in India. "People in India have started to realize soy is a better product now, and we are seeing the consumption of soy increasing in India."



While there is potential growth in the European Union and India, countries such as China, Japan and Mexico remain top destinations for the U.S. soybean export market.

One of the reasons buyers from these countries choose U.S. soybeans is because of the confidence they have in the American transportation system. According to a soy-checkoff-funded study, some foreign customers said that predictability of delivery is a key factor when deciding where to buy soybeans. Overall, the respondents identified Brazil as the least predictable origin in terms of late shipments during the peak export season, followed by Argentina. The U.S. was viewed as the most predictable.

"My company processes fermented soybean food," says Kentaro Hasegawa, a soybean buyer from Japan. "I am very impressed by the soybeans U.S. farmers grow, the strict food regulations and the shipment process. U.S. farmers not only grow soybeans and sell them to the overseas market, but they are also considered sustainable and environmentally responsible."



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REDBANDED STINK BUG THRESHOLDS REDUCED BY OVER 50% IN TEXAS

Redbanded stink bugs (RBSBs) have plagued soybean fields in Texas for some time, but it wasn't until recently that researchers understood the true economic impact of this pest.

According to Texas A&M University researchers Mo Way, Ph.D., and Suhas Vyavhare, Ph.D., RBSB is now the most damaging and abundant species of stink bugs attacking soybeans on the Upper Gulf Coast. This new status as top insect has led researchers to reduce the economic threshold for treatments from 36 RBSBs per 100 sweeps to 16 RBSBs per 100 sweeps.

These decreased thresholds result from research indicating a connection between RBSBs, flat-pod condition and delayed maturity.

Flat pod is a condition in which pods fully form but lack seed. The condition occurs when RBSBs feed directly on the soybean pod. Both of these conditions lead to a significant reduction in the yield and quality of soybeans produced.

"Farmers can easily lose 50 percent of their soybean yield to flat pod because of RBSBs feeding," says Way. "That's why it is critical to control stink bug populations."

To control RBSB populations, farmers should scout fields and apply timely insecticide treatments, Way says.

"Farmers should be out scouting their fields weekly," he says. "Stink bug populations can go from zero to over threshold in days. Once thresholds are

met, timely and effective treatment is critical to control."

To follow up the new threshold recommendations, soybean farmers in Texas can expect to see a *Soybean Insect Management* bulletin later this month. The bulletin will be available in both hard-copy and electronic versions. To receive a copy, farmers may contact Way at 409-658-2186 or moway@aesrg.tamu.edu.



Redbanded Stink Bug adult

MAKE PLANS TO ATTEND THE TEXAS SOYBEAN CONFERENCE

You won't want to miss this year's Texas Soybean Conference, presented by the Texas Soybean Board and Texas Soybean Association (TSA). This free half-day event is designed to increase the profitability of soybean farming and will connect you with other soybean farmers, industry members, university representatives and more.

The conference, scheduled for Friday, Jan. 23, at the Wharton County Fairgrounds in Wharton, will feature sessions that you can't afford to miss, including:

- A production panel discussion on current soybean research

- Product updates from seed companies
- A soybean marketing opportunities panel
- A panel presentation of national checkoff-funded programs
- An update on policy issues from TSA and the American Soybean Association

Mark your calendars to attend this free event. Registration and continental breakfast are free and begin at 8:00 a.m. There is no need to preregister. Lunch will also be included, free of charge.

Texas Soybean Board & Texas Soybean Association Soybean Conference

January 23

Registration and continental breakfast begins at 8 a.m.

Wharton County Fairgrounds
Directors' Room
6036 FM 961 Road
Wharton, TX 77488

SEE HOW YOUR CHECKOFF INVESTMENT IS BENEFITING TEXAS

