

- ...→ [Now Is the Time to Profit from Low-Linolenic Soybeans](#)
- ...→ [QUALISOY Board Appointees Add Industry Diversity](#)
- ...→ [People You Should Know – Jason Bean](#)
- ...→ [QUALISOY Calendar of Events](#)

Now Is the Time to Profit from Low-Linolenic Soybeans

High-yielding low-linolenic soybeans can give your operation an extra boost in profitability this season. Farmers from across the heartland are discovering varieties that combine quality and impressive yields with premiums of 55 cents or more per bushel. QUALISOY talked with a few recently:



Marty Wesner, a soybean farmer from Ashland, Ohio, grew Pioneer® low-linolenic soybeans: "They're easy to grow. You don't have to do anything different other than clean a few beans out of your combine. We grew about 400 acres the last two years. The yield is pretty close to conventional beans, and Pioneer is improving varieties all the time. Plus we get a premium."



Rich Gassman, Crops Manager of Amana Farms, Inc., in Amana, Iowa, grew Asoyia® Ultra-Low Linolenic soybeans: "Last year we grew about 1,200 acres. This year we plan to grow around 2,500. The main reason we grow them is the incentive, which keeps going up. We also like that it produces a heart-healthy oil. And, talking with our neighbors, I've learned the yield compares favorably with other commodity beans and, in some cases, is even better."



Bradley Lundeen, a soybean farmer from Wilcox, Nebraska, grew Vistive™ soybeans from Monsanto: "We were very pleased with our Vistive low-lin beans, which yielded 81 bushels to the acre. That was almost identical to our commodity beans, and better than some varieties. With the same yield, the premium adds right to the bottom line. It sure looks like a good niche for the market."

Watch for the "New Uses" special report in the mid-February issue of Corn & Soybean Digest for more information on the profitability your neighbors are experiencing from low-linolenic soybeans. Or, talk with your seed dealer or visit www.QUALISOY.com and click on the Low-Linolenic Locator tool.

QUALISOY Board Appointees Add Industry Diversity



Bob Collette

It takes collaboration to lead the industry from just a single commodity seed to the inclusion of higher-value, specialized varieties. QUALISOY's board of directors recently welcomed several new members from across the soybean industry who are ready to lead the charge.



Bob Earl

At the Feb. 1 board meeting in St. Louis, the board welcomed:

- Bob Collette; president, Institute of Shortenings and Edible Oils
- Bob Earl, MPH, RD, LD; senior director for nutrition policy, Grocery Manufacturers of America, to represent the food sector
- Tedd Kruse; vice president, North American food oils, ADM, to represent processors, along with representatives from Cargill and Bunge
- Phil Miller, PhD; vice president, U.S. technology development, Monsanto, to represent seed companies, along with a representative from Pioneer



Phil Miller

These four join representatives of regional seed companies, state soybean boards, the feed industry and farmer-leaders to create a unique group of professionals. They are ready to lead the soybean industry into the future and spur profitability for all industry segments, as guided by QUALISOY's mission statement:

QUALISOY's mission is to create added value and increase global competitiveness of the U.S. soybean industry through assistance in the development, commercialization and promotion of enhanced-quality

traits.

The board also welcomed three new farmer-leaders from the United Soybean Board:

- Jason Bean of Holcomb, Missouri
- Richard Fordyce of Bethany, Missouri
- Jim Stillman of Emmetsburg, Iowa

These three will join five other farmer-leaders from the United Soybean Board and American Soybean Association who will help drive enhanced-quality traits from field to fork. The 22-member board meets three times a year to set research priorities and evaluate existing and emerging technologies. For more information on the board, visit <http://www.qualisoy.com/board.html>.

People You Should Know:

Jason Bean



Jason Bean recently began his first term on the QUALISOY Board. Jason and his wife, Desi, farm a variety of row crops on his family farm near Holcomb, Mo., including soybeans, cotton, rice, wheat and corn. He has been a director on the United Soybean Board since 2003, and he currently serves as the vice chair of USB's Production Committee.

QUALISOY: What spurred your interest in serving on the QUALISOY Board?

BEAN: The soybean industry is looking into the future to see what demand is going to be for producers. Producers are discovering that we'll be growing soybeans in the future not just for quantity, but also for quality. That's part of what QUALISOY is about, and that's what interests me.

QUALISOY: How do you feel your experience on USB's Production Committee will tie into your work on QUALISOY?

BEAN: My work on the Production Committee gives me good background on the research that is going on related to soybean composition. I have also worked on USB's Select Yield and Quality efforts, which has been good background.

QUALISOY: Have you seen any trends on how your fellow farmers are reacting to low-linolenic soybeans?

BEAN: We're making farmers more aware that they're raising beans for use in particular products, not just raising bushels. Seed companies and processors are already pretty aware of this, and now producers are becoming more aware.

QUALISOY: QUALISOY's mission involves assisting in the development, commercialization and promotion of enhanced-quality traits for soy. As a farmer who grows a variety of other crops, do you see similar efforts in other industries?

BEAN: There are some efforts in the rice industry to improve vitamin A content and efforts involving pharmaceuticals, but, to my knowledge, the soybean industry is a group that's really leading the way in trait enhancements.

QUALISOY Calendar of Events

Come see us at

Commodity Classic

February 29-March 1

Nashville, TN

<http://commodityclassic.com/>

Snack Food Association's Annual Conference - SNAXPO

March 2-4

San Antonio, TX

<http://www.snaxpo.com/>

National Institute of Oilseed Products (NIOP)

March 9-12

Boca Raton, FL

<http://www.oilseed.org/>

Research Chefs Association (RCA)

March 6-9

Seattle, WA

<http://www.culinology.com/>

4th Annual QUALISOY Golf Classic 2008

March 9

Coral Springs, FL

<http://www.QUALISOY.com>

