

Better Beans Series

Sustainable soybean production, meeting the needs of farmers and consumers

Roberta Simpson-Dolbeare

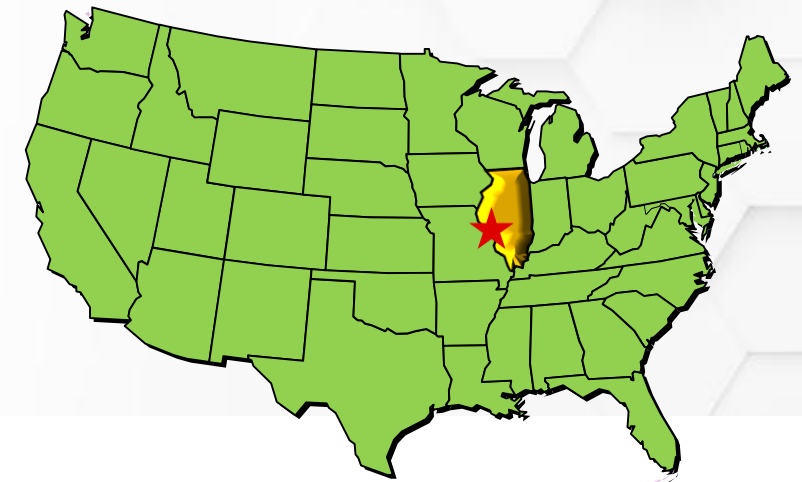
Introduction



Today's Topic: Sustainable soybean production, meeting the needs of farmers and consumers

On Brookside Farms: My husband Eric and I farm, along with our son-in-law, in Pike and Calhoun Co., near the Mississippi River. We grow corn, soybeans and some winter wheat.

Off the farm: I am a district director for the Illinois Soybean Association, chair of the ISA Production and Outreach Committee and am a board member of the U.S. Farmers & Ranchers Alliance. I also serve on the WISHH Committee (World Initiative for Soybeans in Human Health).



Soybeans Snapshot

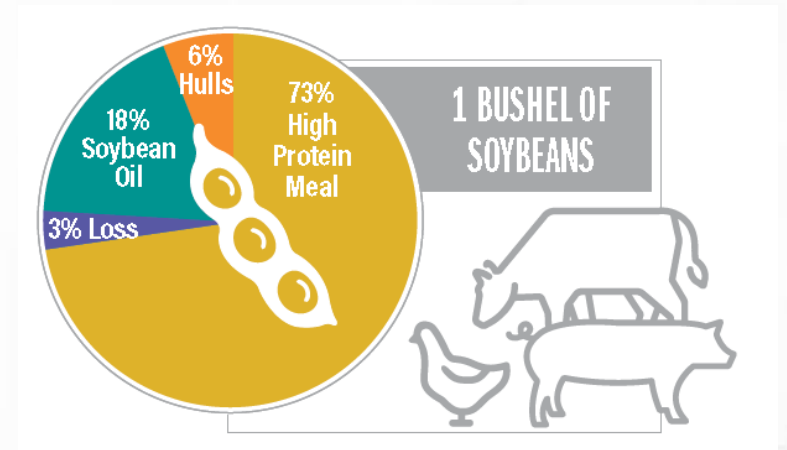
In 2018, Illinois farmers produced 10.75 million acres (4.3 million hectares) of soybeans with an average yield of 65 bushels per acre

Illinois was the top producing soybean state in 2018 and has claimed that title five of the last six growing seasons.

Animal agriculture is the No. 1 customer for soybeans. Animal agriculture in Illinois adds \$30.4 billion in economic impact and 59,700 jobs.

About 40% of our whole soybeans are crushed in Illinois, and the meal feeds livestock and poultry. The rest are exported and crushed overseas.

Illinois produces more non-GMO soybeans than any other state.





**EVERY FARMER, EVERY ACRE AND EVERY VOICE MATTER
TO CREATE SUSTAINABLE FOOD SYSTEMS**



Every Farmer

A photograph of three people walking along a dirt path in a cornfield. On the left, a man in a green plaid shirt and a baseball cap. In the middle, a woman in a dark tank top and jeans. On the right, a woman in a pink shirt and jeans. The background shows rows of corn plants under a clear blue sky.

**48% of landmass in the U.S. is
in the hands of farmers.**

We are the solution and **Change Makers** and
hold the most potential in impacting sustainable food systems.

**American Farmland Trust*

Stewardship & Sustainability

Sustainable soybeans: Better outcomes for the environment – water quality, soil health, precision farming

Sustaining our family operation: Stewardship values and commitment to leave this world better for the next generation. “Doing good”

To be sustainable, we put these stewardship values to work in our day to day business models to make our communities and planet better. “Doing good business”



Every Acre

Food and Agriculture is the Solution

Continuous Improvement: Farmers grow 46% more soybeans than they did 30 years ago, with a decrease in irrigation by 33%, soil loss by 47% and energy by 35%.

5 major pathways to address the food systems of the future

- **Collaboration with Farmers:** Opportunity to engage with the entire food value chain
- **Nourish the Global Population:** Meeting nutritional needs of a diverse population
- **Recognize Food as a Natural Resource:** Reduce the amount of food waste
- **Mitigation/Adaptation:** Cognizant of Natural resource constraints while improving production efficiencies
- **Agriculture is a Solution for Ecosystem Services:** Solve for climate-smart solutions



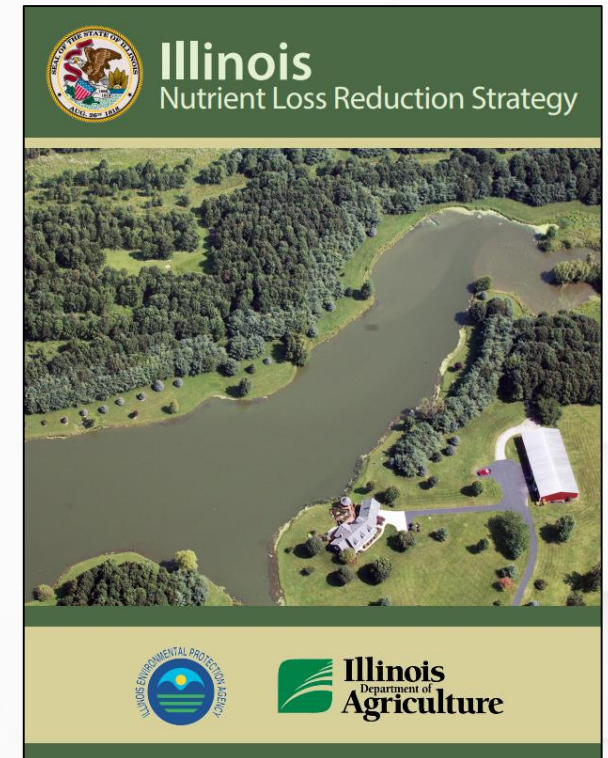
Nutrient Loss Reduction Strategy

The **Illinois Nutrient Loss Reduction Strategy** is a framework for using science, technology, and industry experience to assess and reduce nutrient loss to Illinois waters and the Gulf of Mexico.

Key Strategy Components:

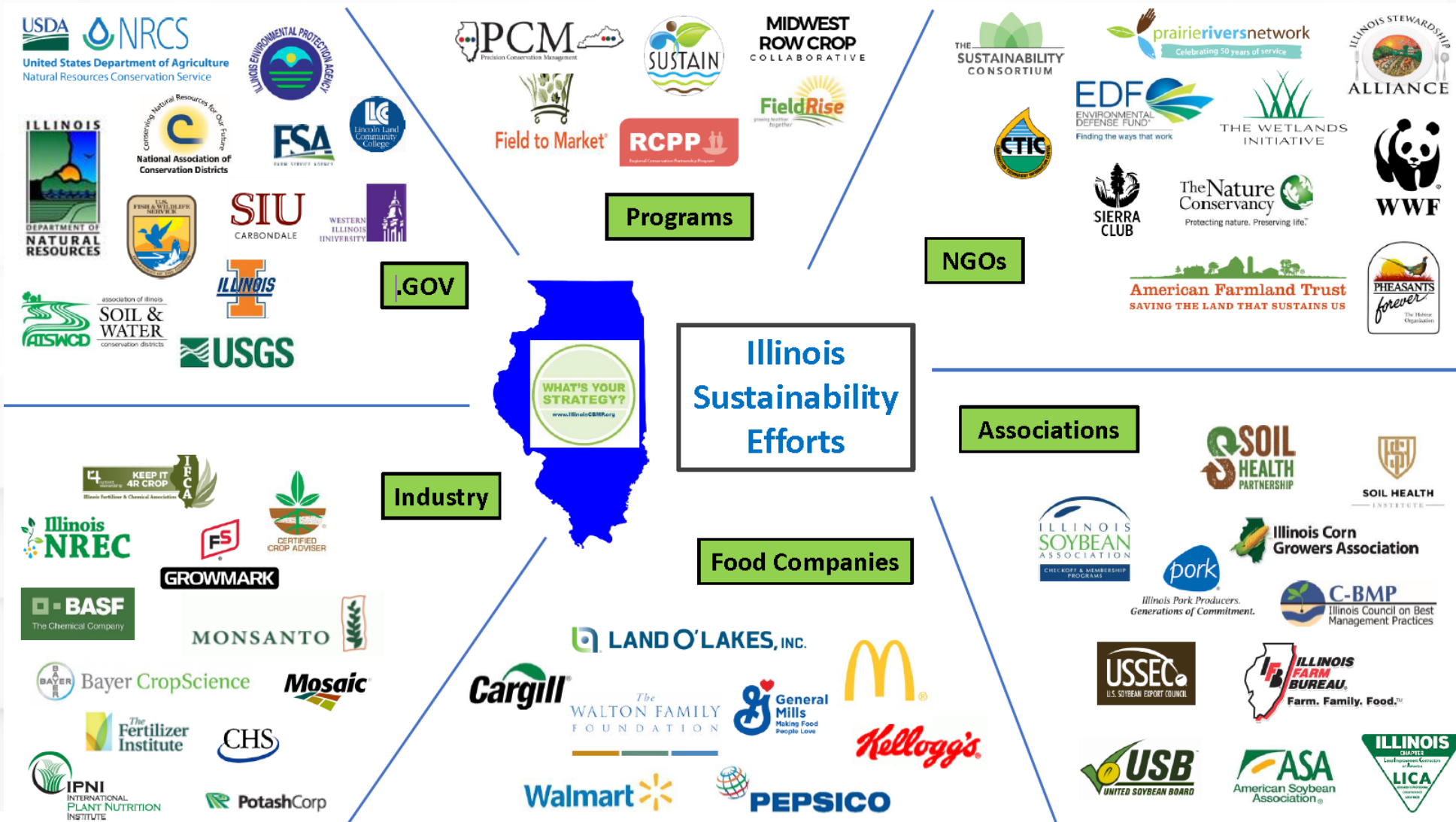
- Comprehensive suite of best management practices for reducing loads from wastewater treatment plants and urban and agriculture runoff – goal to reduce state’s phosphorus load by 25% and nitrate-nitrogen load by 15% by 2025.
- Identifies priority watersheds for nutrient loss reduction efforts.
- Establishes the Nutrient Monitoring Council to coordinate water quality monitoring efforts.
- Creates the Nutrient Science Advisory Committee to develop numeric nutrient criteria for Illinois waters.

For more information, visit www.ilsoyadvisor.com.



Every Voice

Collaboration across Food & Agriculture



Perception:

1% vs. 99%

Reality:

1 out of 10 working Americans



Consumers are Interested in their Food

Sustainability: More than half of consumers say they consider the sustainability of how food is grown and raised when at the grocery store, according to USFRA research.

Transparency: In a world of shopping options and fast moving information, consumers see transparency as a shortcut to confidence in a complex food system.

Continuous Improvement: People are excited to hear about improvements on today's farms and ranchers — especially those that enhance the environment and improve long-term health effects.





GOAL
Build trust in Illinois farmers and their farming practices

IFF Program Highlights

INNOVATION CAMPAIGN

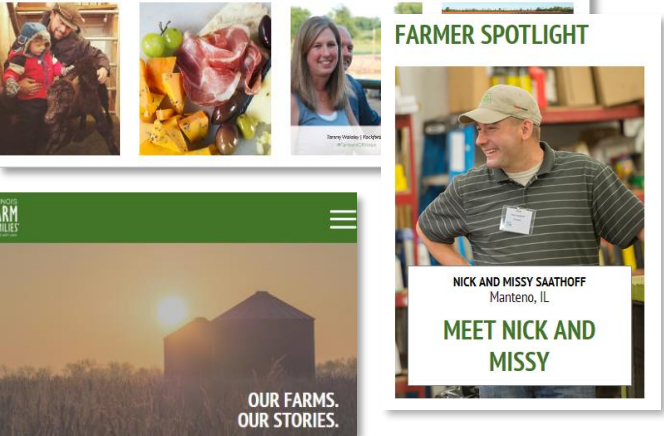
Launched in late 2018, the farmer campaign focuses on next generation farming methods and farmer stories to highlight farm tech, proactive approaches to problem solving and farm sustainability.



HEALTH AND WELLNESS INFLUENCER OUTREACH

Since FY18 began, 85 dietitians, students and food company reps have engaged with IFF to use farmers as a credible information resource.

FOLLOW THE #FARMERSOFILLINOIS



SOCIAL MEDIA FOCUSES ON FARMERS, FARM PRACTICES AND FOOD CONNECTIONS

In 2018, Facebook followers increased by 20%; Instagram engagement increased by 64%.



UPDATED WEBSITE DRAWS AUDIENCE

A new website was launched with an improved user experience, mobile navigation and prominent farmer stories.

Farm, Food, Facts – Resource for Retailers



FARM + FOOD + FACTS PODCAST



WHAT

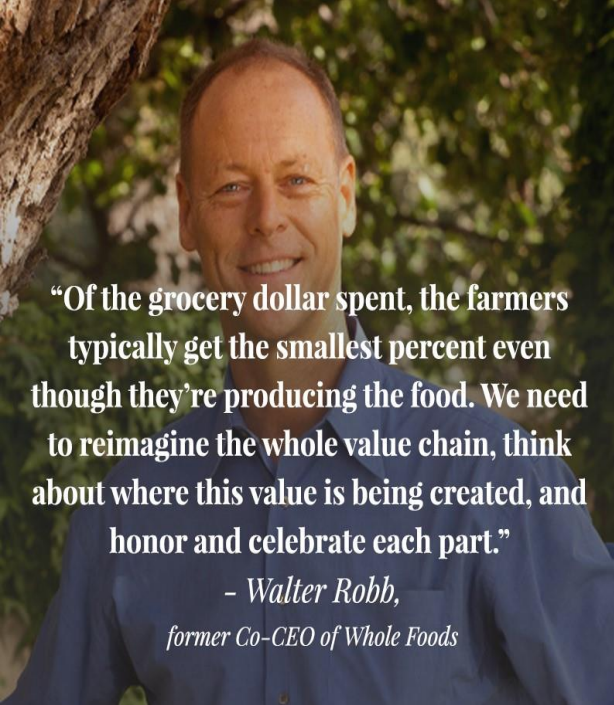
- Farm, Food, Facts is a weekly podcast for CPGs, retailers, sustainability supply chain leaders and food trade media, hosted by Phil Lempert, Supermarket Guru and NBC's Today Show food trends editor.

FORMAT OF THE PODCAST

- Trend update from U.S. Farmers & Ranchers Alliance CEO and other thought leaders in food and agriculture.
- News briefing of up to five stories influencing food retailers.
- Q&A with a farmer or rancher about sustainability and food production.

WHO

- 300 leads who have registered for the podcast including Aldi, Conagra Brands, Danone, Fresh Thyme, GreenBiz, Grocery Business Magazine, Kashi, Kroger, IKEA, Land O'Lakes, Nestle, Panera Bread, Publix, Wegmans, Weis Markets, Whole Foods Market and others.



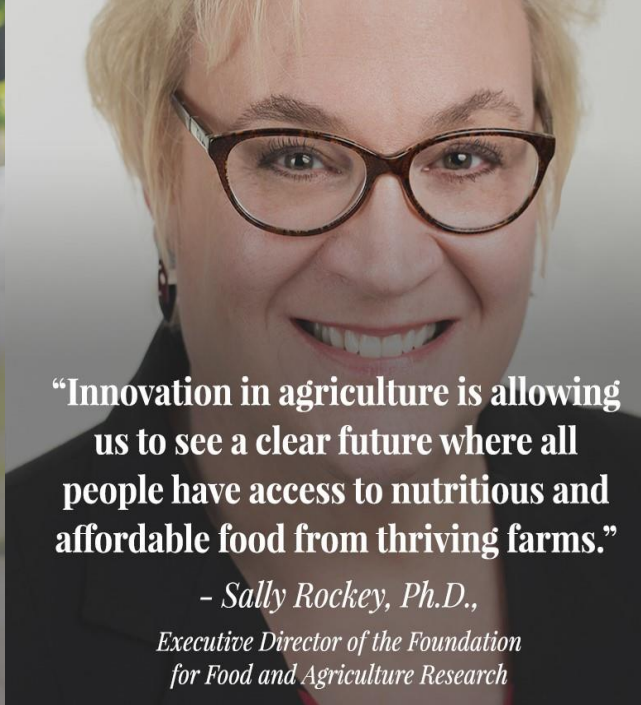
“Of the grocery dollar spent, the farmers typically get the smallest percent even though they’re producing the food. We need to reimagine the whole value chain, think about where this value is being created, and honor and celebrate each part.”

*- Walter Robb,
former Co-CEO of Whole Foods*



“To create change for food security, the decade of nutrition and sustainable food systems, we need to invite farmers and ranchers to the conversation.”

*- Erin Fitzgerald,
U.S. Farmers & Ranchers Alliance CEO*



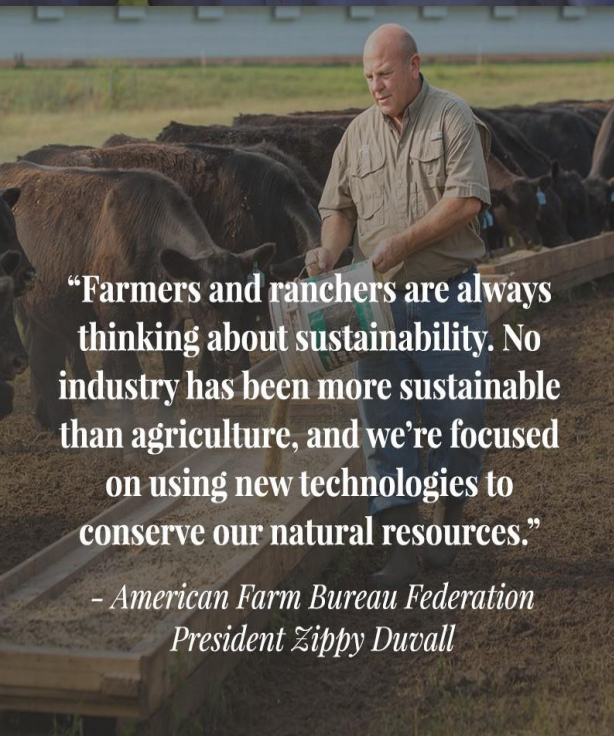
“Innovation in agriculture is allowing us to see a clear future where all people have access to nutritious and affordable food from thriving farms.”

*- Sally Rockey, Ph.D.,
Executive Director of the Foundation
for Food and Agriculture Research*



“Now more than ever, America's 60,000 pig farmers are using science and research to enhance animal care.”

*- Brett Kaysen Ph.D.,
Iowa Farmer, National Pork Board Sustainability Lead*



“Farmers and ranchers are always thinking about sustainability. No industry has been more sustainable than agriculture, and we’re focused on using new technologies to conserve our natural resources.”

*- American Farm Bureau Federation
President Zippy Duvall*



“The power of every farmer, every acre and every voice will strengthen food and agriculture collectively.”

*- Chip Bowling,
NCGA
USFRA Chairman and Maryland Farmer*



“Cattle play a vital role in our rangeland ecosystems. These grazing animals are part of the lifecycle of the grasses and soils.”

*- Cassidy Johnston,
New Mexico cattle rancher*



“The U.S. Dairy community has a formal commitment to sustainability and stewardship which has been in place for over a decade to mitigate our environmental impact.”

*- Katie Brown, Ed.D., RDN
Senior Vice President, Sustainable
Nutrition at National Dairy Council*

Discussion

Roberta Simpson-Dolbeare

Illinois Soybean Association | U.S. Farmers & Ranchers Alliance

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Learn more at www.FoodDialogues.com