

**GEORGIA
SOYBEAN
COMMODITY
COMMISSION**



*Farmers
Putting
Soybean
Checkoff
Dollars to
Work for
You*

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Georgia Soybean News

SUMMER / FALL 2017

UGA Extension welcomes new agronomist

Dr. Reagan Noland started August 1st as the new Extension Agronomist with responsibilities in Corn, Soybean and Small Grains. The Georgia Soybean Commodity Commission welcomes Dr. Noland to this important position. The Commission looks forward to working with and supporting him in the years to come.



SPOTLIGHT on our NEW SPECIALIST

Reagan Noland

Extension Agronomist

(Corn, Soybean and Small Grains Specialist)

80% Extension, 20% Research | Department of Crop and Soil Sciences

Dr. Noland's research is focused on agronomic management of field corn production, soybean and small grains to ensure profitability and sustainability. He supports county agents through in-service trainings by providing educational information and one-on-one interaction at county meetings and onsite farm visits.

Background:
B.S. Natural Resource Management, Angelo State University
M.S. Agronomy - Texas A&M University
Ph.D. Agronomy and Agroecology, University of Minnesota



Plant Breeding Innovation - Frequently Asked Questions

1. **What is plant breeding innovation?** Through evolving plant breeding methods that work within the genetic makeup of plants' own families, plant scientists and breeders provide farmers with seeds that can thrive despite challenges, such as changing weather, plant disease and pests, while reducing crop inputs. Newer plant breeding methods such as gene editing build on what plant scientists and breeders have been doing for years and allow us to reach the same endpoint more precisely than traditional methods.
2. **How is a plant developed through new plant breeding methods such as gene editing different from a GMO (genetically modified organism)?** Newer methods like gene editing can work within the genetic makeup of a plant's own family to produce a new variety. A GMO is a plant with genetic material from another organism that has been inserted by genetic engineering techniques. Both are important tools to deliver improved varieties that enable soybean farmers to produce more with less.
3. **What is gene editing?** Gene editing is an example of plant breeding innovation that allows plant scientists and breeders to precisely make specific changes to a plant's DNA using a plant's own internal processes. Like traditional breeding methods, through gene editing, plant breeders and scientists can develop new varieties without incorporating foreign DNA. CRISPR-Cas9 is one example of a gene editing tool.
4. **How does plant breeding innovation benefit soybean farmers?** For soybean farmers to grow more using less, they need a variety of seed choices to solve their local needs, manage changing weather, fight plant disease and pests, and wisely use crop inputs and natural resources.
5. **How will plant breeding innovation impact the soybean industry?** By using naturally occurring characteristics within the soybean plant's own family, plant breeding innovation can help farmers become more sustainable by producing soybeans while using fewer resources. It may also deliver varieties with an improved nutritional profile to better meet the needs of end users. All of this could result in new and expanded markets for U.S soy.
6. **What is the United Soybean Board's (USB) role in supporting plant breeding innovation?** USB supports plant breeding innovation as part of its vision to drive soybean innovation beyond the bushel. The potential for plant breeding innovation contributes to the U.S. Soy Advantage of exceptional composition, consistent supply, sustainable farming practices and innovation. USB is working with the seed industry and the American Seed Trade Association (ASTA) to communicate the benefits of plant breeding innovation for farmers and end users of soy and is providing educational resources to decision makers.

Plant Breeding Innovation - Frequently Asked Questions (continued)

7. **Will seed varieties developed through plant breeding innovation be regulated?** All foods derived from plants are regulated in the U.S. by the Food and Drug Administration (FDA), and seeds are comprehensively regulated by the U.S. Department of Agriculture (USDA). Global regulatory policies for products of plant breeding innovation are currently under development. In the U.S., USDA has released a proposed rule-making notice that would revise its biotechnology regulations and FDA has issued a request for information on new plant varieties developed through gene editing techniques. ASTA and others in the seed industry continue to engage with oversight and regulatory agencies as both the domestic and international discussions continue.
8. **Will farmers in other countries have access to varieties developed through plant breeding innovation?** The seed industry and agriculture in general are global. Research collaborations and plant breeding efforts cross country boundaries. Global regulatory policies for products of plant breeding innovation are currently under development. Farmers in other soybean-producing countries will also have access to products developed through plant breeding innovation, as long as the products meet the regulatory requirements and policies of their country and key export markets. ASTA and the International Seed Federation are working with governments and international organizations to avoid creating new trade barriers or disruptions due to inconsistent or non-science based policies or practices.
9. **Is gene editing technology also being used in animal agriculture, a key market for U.S. soy?** Following in the footsteps of traditional breeding, scientists say gene editing technology can boost the sustainability of livestock production, while also enhancing livestock health and welfare. Gene editing technology has already been used to prevent livestock disease, including making pigs resistant to some viruses, and to improve animal welfare by developing dairy cows that don't require horn removal. Research is underway on other applications, although it is not yet clear what regulatory status livestock produced with gene editing will have.

Courtesy of
United Soybean Board

For more information,
visit
www.unitedsoybean.org.



FDA authorizes qualified health claim for soy oil

ST. LOUIS (July 31, 2017) – Soybean oil can be part of a healthy diet. Now soybean farmers – and food manufacturers alike - can proudly tout its heart-health benefits. Thanks to a petition for a qualified health claim just authorized by the U.S. Food and Drug Association (FDA), soybean oil – and products containing soybean oil – can use a heart-health claim on packaging, menus and more.

The claim is similar to those associated with canola and olive oil and states that eating 1.5 tablespoons of soybean oil daily may reduce the risk of coronary heart disease when replacing saturated fat and not increasing calories. The FDA announced this week that it had no objections to the claim for foods that qualify. The application for the claim was submitted by Bunge, one of the leading soybean processors in the country.

“The food industry is by far our largest customer for soybean oil and by submitting this claim Bunge is really looking out for soybean farmers and our long-term profitability,” says John Motter, United Soybean Board chairman and soybean farmer from Jenera, Ohio. “This claim really helps U.S. soybean farmers maintain their competitiveness in this critical market and helps us compete with other oils that have become synonymous with heart health.”

The American Heart Association recently went on record regarding the cardiovascular benefits of the fats found in soybean oil.

“We conclude strongly that lowering intake of saturated fat and replacing it with unsaturated fats, especially polyunsaturated fats, like those found in soybean oil, will lower the incidence of cardiovascular disease,” said Penny M. Kris-Etherton, co-author of “Dietary Fats and Cardiovascular Disease, A Presidential Advisory from the American Heart Association” published in June, 2017.

These positive movements for soybean oil will help in U.S. markets primarily, but the checkoff will use the claim to position U.S. soy in international markets where health-conscious decisions are also being made.

As for the U.S., food companies interested in using the claim on food products with at least 5.0 grams of soybean oil per serving can use the full statement below when also meeting applicable criteria for saturated and trans fat, cholesterol and sodium, and in some cases the presence of one of six beneficial nutrients identified by FDA. The authorized claim language is as follows:

“Supportive but not conclusive scientific evidence suggests that eating about 1½ tablespoons (20.5 grams) daily of soybean oil, which contains unsaturated fat, may reduce the risk of coronary heart disease. To achieve this possible benefit, soybean oil is to replace saturated fat and not increase the total number of calories you eat in a day. One serving of this product contains [x] grams of soybean oil.”

USB’s 73 farmer-directors work on behalf of all U.S. soybean farmers to achieve maximum value for their soy checkoff investments. These volunteers invest and leverage checkoff funds in programs and partnerships to drive soybean innovation beyond the bushel and increase preference for U.S. soy. That preference is based on U.S. soybean meal and oil quality and the sustainability of U.S. soybean farmers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.

For more information on the United Soybean Board, visit www.unitedsoybean.org

Farmer benefits of growing high oleic soybean varieties

High oleic soybeans are varieties developed with farmers and end-use customers in mind. For farmers, high oleic soybeans are backed with over a decade of research to ensure they meet expectations in the fields. For end-use customers, high oleic soybeans offer higher-functioning soybean oil that meets the needs of a growing number of food and industrial customers. This added functionality allows farmers to add previously untapped market potential.



Farmer benefits of growing high oleic:

- High oleic soybeans are bred with the same agronomic trait and disease packages that farmers expect in their other soybean varieties.
- Farmers don't have to choose between growing top-performing varieties and providing a product their customers demand. Farmers growing high oleic report that they yield on par with or better than their farm's average – adding profitability and innovation at the same time.
- Processors may offer farmers a premium to grow high oleic soybeans because the oil has a higher value for end-use customers. Premiums are based on what the end user will pay for high oleic soybean oil.

For more information on high oleic soybeans, visit www.soyinnovation.com.



DID YOU KNOW?

| Most vegetable oil *is* soybean oil.

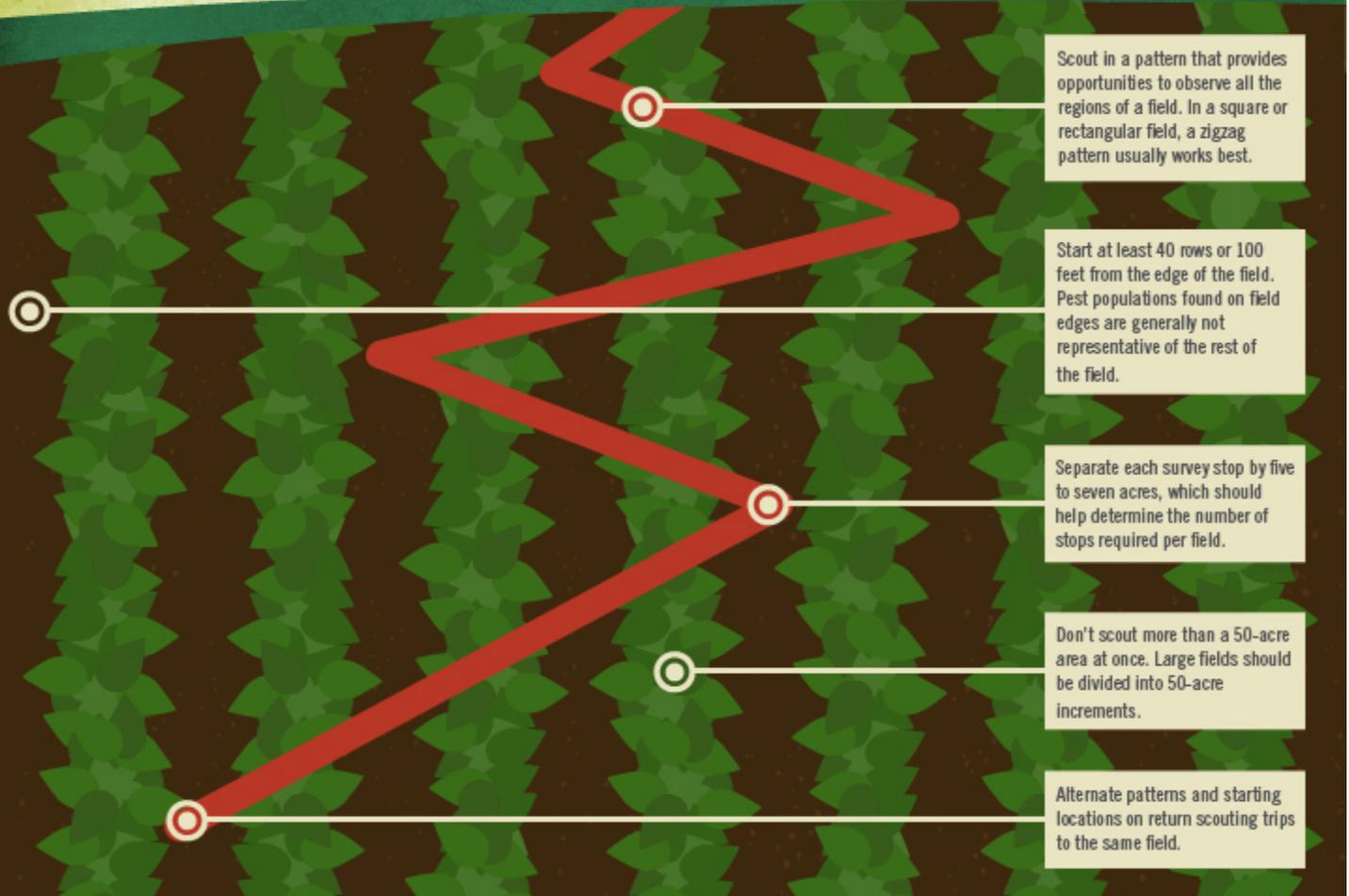
| Only **4%** of consumers know that vegetable oil is soybean oil. But they do know and believe that **soybeans are healthy**.

| With **55% market share**, conventional soybean oil is the most widely used edible oil in the U.S. — approximately 13 billion pounds of edible usage.

The logo for Qualisoil, featuring the word "QUALISOY" in a bold, sans-serif font. Below it is the tagline "INNOVATE. COLLABORATE. ADVANCE." in a smaller, all-caps font. The background of the entire advertisement is a close-up photograph of a metal funnel pouring a stream of golden soybean oil.

SCOUT IT OUT: FIVE TIPS FOR EFFECTIVE PEST MANAGEMENT

Scouting is one of the most important things you can do to identify issues in the field and choose the most cost-effective course of management. To get it done right, follow these easy steps:



www.UnitedSoybean.org

Commission Members

Greg Mims, Chairman
Donalsonville, GA

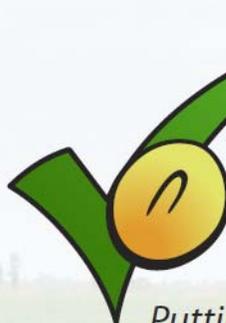
Mark Ariail
Carnesville, GA

Joe Moore
Resaca, GA

Brian Ogletree
Milner, GA

Tony Smith
Arlington, GA

Billy Skaggs
Executive Secretary



Georgia Soybean Commodity Commission

Putting Soybean Checkoff Dollars to Work

2425 South Milledge Avenue
Athens, Georgia 30605

Phone: 706-542-2351
Fax: 706-542-9397
E-mail: gasoybean@gmail.com