

U.S. Soy: Naturally Sustainable

Written by United Soybean Board
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Soy Checkoff Works with Partners to Meet Customer Sustainability Demands

ST. LOUIS (April 23, 2012) – The United Soybean Board (USB) and soy checkoff have begun leading an effort to demonstrate the high sustainability performance of U.S. soy to customers who increasingly demand products grown using sustainable practices. USB continues to collaborate with the American Soybean Association, U.S. Soybean Export Council (USSEC) and several state soybean checkoff boards to compile specific examples that show how U.S. soy production is sustainable.

The organizations intend to use the information to ensure U.S. soybean farmers' freedom to operate and open market access for U.S. soy across the globe. It will encompass all U.S. soy and all U.S. soybean farmers.

“We’re taking an overall view of what’s already being done by U.S. soybean farmers to become more sustainable and informing our customers around the world about it,” says USB International Marketing program chair Sharon Covert, a soybean farmer from Tiskilwa, Ill. “U.S. soybean farmers have always been sustainable; it’s at the heart of what we do. We have a tremendous amount of research to show how sustainable we’ve become.”

As more customers demand sustainably sourced products and ingredients, checkoff-funded research provides facts that show U.S. soy meets those demands. USB’s life-cycle analysis of soy production and processing and measurements against key sustainability metrics show U.S. soybean farmers continuously improving their sustainability performance.

“This is a time-sensitive issue, giving us an opportunity to avoid trade interruptions with any of

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our U.S. soy customers who demand sustainable soy,” says USSEC Chairman Roy Bardole, a soybean farmer from Rippey, Iowa. “In fact, this provides an opportunity to open markets in the European Union, where sales of U.S. soy could be seriously inhibited in the future because of sustainability issues. It will be a huge boost to our efforts there.”

The 69 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy’s customers. 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.

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