

For Immediate Release Contact: Charles Hall Jan. 19, 2015 (919) 839-5700

**JEFF PEED ELECTED PRESIDENT OF STATE SOYBEAN ASSOCIATION**

Raleigh, N.C. – Jeff Peed, a soybean producer from Aurora, N.C., was elected president of the North Carolina Soybean Producers Association at the 48th Annual Meeting in Durham, N.C. on Jan.16, 2015. As president, Peed’s top priority will be to ensure research funding is allocated to address the most pressing needs of the state’s soybean growers and expand the communication of research results, especially through digital channels.

The soybean association invests farmers’ soybean checkoff dollars in research, market development and promotional activities, to increase the profitability of soybean production.

“I look forward to serving as president of the North Carolina Soybean Producers Association,” said Jeff Peed, president of the North Carolina Soybean Producers Association. “I will work hard to serve the soybean farmers of North Carolina and ensure they have access to the latest information on research results and best practices to help them achieve the highest yields and profitability possible.”

Peed served as association vice president in 2013 and 2014. He farms with his father, Floyd Peed and his brother, Scott Peed, in Beaufort County. The family grows 2,500 acres of soybeans, corn and onions.

For more information, call Charles Hall, Chief Executive Officer of the North Carolina Soybean Producers Association at (800) 839-5775.

The North Carolina Soybean Producers Association is a statewide trade association representing all N.C. soybean producers. The association is the qualified state board responsible for administering national soybean checkoff programs in N.C. The association is the state affiliate of the American Soybean Association (ASA.)

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