

For Immediate Release Contact: Jeff Jennings July 3, 2017 (919) 839-5700

**JEFF JENNINGS HIRED AS CEO OF STATE SOYBEAN ASSOCIATION**

RALEIGH, N.C. – The North Carolina Soybean Producers Association has hired Jeff Jennings of Clayton, N.C. as its new CEO effective July 3, 2017. Jennings previously worked at the North Carolina Department of Agriculture and Consumer Services where he was an assistant director of marketing managing the domestic marketing section. Prior to that, Jennings served as a program officer at the North Carolina Tobacco Trust Fund Commission where he managed the commission’s portfolio of agricultural project grants.

Jennings will lead the association’s checkoff-funded soybean research and promotion programs, as well as the advocacy and membership programs tied to improving farm profitability. Jennings replaces Charles Hall as CEO. Hall led the association’s staff for the past 11 years and is relocating to Germany.

“Jennings shares our vision for increasing the soybean association’s research and marketing capacity. That’s what farmers deserve from their checkoff,” said John Fleming, president of the North Carolina Soybean Producers Association. “He has excellent management skills and years of experience in agricultural marketing that will be an asset to our organization.”

Jennings is a native of Weeksville, N.C., where he grew up on a row crop farm. He is a graduate of North Carolina State University. During his time at the North Carolina Department of Agriculture and Consumer Services, Jennings helped lead major initiatives including the Goodness Grows in North Carolina and Got to Be N.C. promotional programs, as well as chain store produce marketing programs.

“I look forward to continuing the great work the association is doing on behalf of soybean farmers in our state. We will strive to enhance our research and communications programs to increase yields and profits in a sustainable manner,” said Jeff Jennings, the new CEO of the association.

For more information, call Jeff Jennings, 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 North Carolina soybean producers, responsible for research, education and promotion programs to benefit the state’s soybean farmers. The association is the qualified state board responsible for administering national soybean checkoff programs in North Carolina. The association is the state affiliate of the American Soybean Association (ASA.)

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