



# Growing Positive Perceptions

2014 Annual Report of the North Carolina Soybean Producers Association



## Annual Report To The Membership

What's the vital element that makes your farm a profitable, sustainable business and a positive part of your community? Is it your family and your employees – the people around your farm? Is it your knowledge and your experience, and how you apply it in the field? Is it the land you farm? Your financial resources? Or maybe it is some or all of the above?

If you never thought about how the soy checkoff and the North Carolina Soybean Producers Association make a difference to your bottom line, please consider this for a moment. You and farmers like you created the soy checkoff for the purpose of building demand for soybeans, soy meal and soy oil, and for undertaking research to improve the yield and quality of the crop. You and others like you support the association with your voluntary contributions in order to represent you on issues that matter, like the EPA's water rules and the Farm Bill. It's your checkoff and your association, and we are accountable to you. The purpose of this report is to tell you what we've been doing to keep you and your family profitable, productive and free to farm.

What to tell consumers about farming has become a hot topic in the agricultural community. Consumers

are demanding to know more about the food they eat and how it's grown. They have some good questions that deserve answers. We have taken a much bigger role in sharing messages about the way we farm. So have commodity groups across the United States. It's something we need to do. The way we do it is really innovative and proving to be very effective. In this report, you'll read about our programs for school age children and adult learners, and about how we work farm messages into public events. Digital media technology

plays a big role in how we meet our objectives, although this was not the case just a couple of years ago.

We know that sharing technology with growers is the real purpose of agricultural research. It makes no sense to fund projects that growers never hear about. What we owe you is practical agricultural research results that translate into innovation in the field. We have a great relationship with N.C. State Cooperative Extension and we leverage their research effort with soy checkoff dollars and checkoff-funded communications projects. In 2014, we added a new capacity to source on-farm research from private agronomists, adding to our capacity to fund innovative projects. But, this only matters when new knowledge is shared with you, our stakeholders. That's why our communication projects work hand in hand with our research endeavors.

We have partners in government who understand our industry and our way of life. Through NC SoyPAC we have supported them in their campaigns based on their record of supporting agriculture. We also know there is policy that is currently detrimental to our industry, as well as pending legislation and rule-making that would reduce our freedom to farm. Although we cannot use the soy checkoff to influence policy and policy makers, it is through your voluntary support that we are able to make our voice heard in the state legislature and in Congress. In 2014, we represented you on the EPA's Waters of the U.S. rule and on federal crop insurance policy, just to name a couple.

Please enjoy this report and use the opportunity to learn more about your soy checkoff and the North Carolina Soybean Producers Association at work.

Sincerely,

Bernard Lennon, President

*"It's your checkoff and your association, and we are accountable to you."*

— Bernard Lennon



# Research Highlight

By Dominic Reisig

Do insecticidal seed treatments improve yields for soybean growers? The evidence says no. Dr. Dominic Reisig is the insect pest specialist with the North Carolina Cooperative Extension Service. Dr. Reisig published the results of seed treatment tests conducted in North Carolina and Virginia in 2012 and concluded there is no yield advantage to using insecticidal seed treatments on soybean. This conclusion is backed up by additional years of evidence published by Dr. Reisig and Dr. Ames Herbert at Virginia Cooperative Extension.

Insecticidal seed treatments in soybean are on the rise in North Carolina in recent years. In 2013, the adoption rate of these seed treatments rose to 30%. All the treatments contain the neonicotinoid class of insecticides. In the mid-South where there is a history of using insecticidal seed treatments in soybeans there is also confirmed resistance of some pests to these insecticides and North Carolina should seek to avoid this problem.

Good stewardship of neonicotinoids and other pesticides has been a hot topic in 2014. The soy checkoff has been active in promoting stewardship and in communicating to farmers about economical options for pest control. The soy checkoff recently published the *Soybean Insect Guide* for the Carolinas and Virginia authored by Dr. Reisig and Dr. Herbert. The two insect specialists write “yield-reducing insect populations do not occur with enough regularity to allow a soybean farmer to accurately predict when and where treatment will be needed. Pest insect populations can vary drastically by year, general area, field and variety. As a result, farmers must scout soybeans for insects regularly throughout the growing season.”

Dr. Reisig is clearly not saying that insecticidal seed treatments don't kill insects. They do. They kill thrips, bean leaf beetle and three cornered alfalfa hopper. The data has shown this time and time again. Insecticidal seed treatments are essential for cotton and other crops and that's a good reason to have them around. But for soybeans, the data consistently shows no yield advantage from insecticidal seed treatments even under extremely high insect pressure.

Soybean farmers and their checkoff have made good use of the investment in N.C. State University Cooperative Extension insect pest studies and it is paying off. The checkoff has helped fund economic threshold studies for stinkbug and insecticide screening tests targeted at bean leaf beetle, kudzu bug, soybean looper and lesser cornstalk borer. The *Soybean Insect Guide* has been a great resource for growers. Of course, advice on treatments that are not economical because they kill insects but do not improve yields is also good information for growers.



## Insecticidal Seed Treatment Adoption in Soybeans, Mississippi versus North Carolina

YEAR	MISSISSIPPI	NORTH CAROLINA
2004	0%	-
2005	0%	-
2006	0%	-
2007	2%	-
2008	50%	-
2009	65%	-
2010	70%	-
2011	75%	12%
2012	85%	15%
2013	-	29%



# Soy Education and Outreach

With the addition of a full-time outreach coordinator in 2013, the North Carolina Soybean Producers Association continues to develop its outreach programs in the community, reaching an increasing number of children and adults through a variety of programs. The outreach is invaluable in helping consumers become familiar with soybeans and farming, helping them develop positive perceptions of agriculture and educating them about the many diverse products from soybeans.

Youth programs are a primary activity of the soybean association's outreach. Activities include presentations in schools, camps, community centers and at county Ag Days about soy nutrition, plant science and farming. In FY2014, almost 20,000 children were reached directly with soybean messaging. Some of these received the NCSPA branded drawstring bags with soybean educational literature and a soybean seed science kit. In fact, a new booklet was created to educate children about soybeans and agriculture, their history in the United States, plant science, the many uses of soybeans in products we use every day and the benefits of soy in a healthy diet.

Drawstring bags were distributed through a partnership with the Capital Area Visitors Bureau and the North Carolina Museum of History and an event at the North Carolina Museum of Natural Sciences, all targeted to students from lower-income schools, and at Marbles Kids Museum, Boys and Girls Clubs in Wake and Johnston Counties and at Lazy O Farms, an agritourism farm in Johnston County.

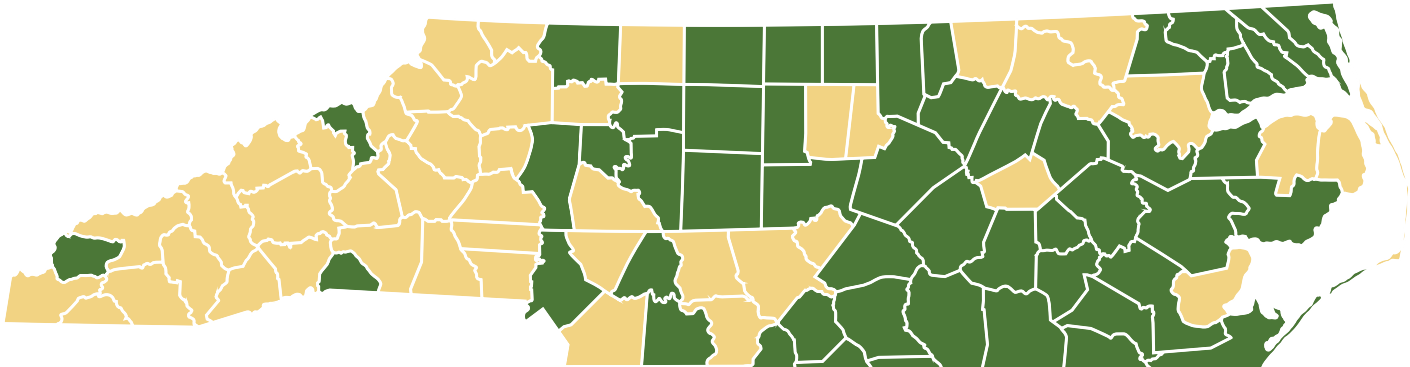
A highlight of the year was the NCSPA's participation in Farm Animal Days at N.C. State University. Held every spring, the event allows children from Wake County to learn more about farming by interacting with farm animals, farm equipment and touring the beef educational farm at N.C. State. The association had a booth at the three-day event and engaged with children to answer

their questions about farming and educate them about soy. This event reached over 11,000 children and parents.

You may have noticed the NCSPA at the N.C. State Fair. The association once again was the lead sponsor of an agricultural exhibit to educate fairgoers on modern farming practices and different types of agriculture. The soybean fountain that rains 600 pounds of beans and highlights messages about farming served as the centerpiece of the exhibit. The association was recognized by the State Fair for its sponsorship in the media and on banners across the fairgrounds. 108,000 fair goers visited the exhibit during the 11-day State Fair in Raleigh.

NCSPA outreach also extends to adult education. Over the past year, the association participated in 17 health fairs to promote soy nutrition and introduced soy food products at Cooperative Extension cooking classes and at a cooking demonstration at the Cumberland County Fair. A new effort was also launched in 2014 with farmers markets across the state. The NCSPA had a booth and talked to adults about food, farming and soy at farmers markets in Wake County, Sampson County and Columbus County. In Columbus County, the association was able to speak to the crowd to educate them about soy production and modern farming. Local support is helpful and in Columbus County, the farmers market manager and association president and neighbor, Bernard Lennon, engaged with shoppers and distributed backpacks. They also provided soybean seed kits to kids.

Outreach to NCSPA members is always a focus of the program's efforts. In 2014, the association supported soybean production meetings in 30 counties and was a supporter of N.C. A&T State University's Small Farms Week in Greensboro, as well as an exhibitor in the career expo at the state FFA Convention in Raleigh.

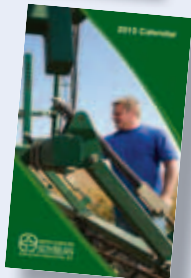


Counties Where Soy Education Programs Were Held in 2014

Alamance	Craven	Gates	Johnston	Pasquotank	Stanly
Anson	Cumberland	Graham	Jones	Perquimans	Surry
Beaufort	Currituck	Granville	Lenoir	Person	Vance
Bladen	Davidson	Greene	Martin	Pitt	Wake
Camden	Davie	Guilford	Mecklenburg	Polk	Washington
Carteret	Duplin	Harnett	Mitchell	Randolph	Wayne
Caswell	Durham	Hertford	Nash	Rockingham	Wilson
Chatham	Edgecombe	Hoke	New Hanover	Robeson	
Chowan	Forsyth	Hyde	Onslow	Sampson	
Columbus	Franklin	Iredell	Orange	Scotland	

# Communications and Promotions

Communicating with North Carolina soybean growers is always a top priority of the North Carolina Soybean Producers Association. The association wants farmers to be aware of the activities they support through their checkoff. Our goal is to communicate to farmers about technologies and practices that have the potential to generate more profits and expand markets for soybeans and soy products. That's why we publish an annual Research Report to highlight research that could impact their farm operations. While grower communications will continue to be the most important part of what the association does, in 2014 the association expanded even further into communications aimed at consumers, who have some serious questions about where food comes from. Our objective is to build positive perceptions of food production and increase familiarity with modern farming practices.



## Farmer Communications

The primary communications shared with checkoff-paying farmers are the annual Research Report, the Annual Report, which is the yearly wrap-up of our key programs and accomplishments, the quarterly Soybean Scene newsletter and the website. The NCSPA launched a new website in the fall of 2014 to enhance grower communications and provide timely access to news and other information farmers need. Make sure to check it out at [www.ncsoy.org](http://www.ncsoy.org).



Farmers wishing to learn more about NCSPA programs can also attend events where they can get the latest news and knowledge in person. One such meeting is the Joint Commodities Conference held each year in January. Learn more at [www.ncgrainsconference.org](http://www.ncgrainsconference.org).

The NCSPA also holds the Soybean Producers Forum, an annual meeting for growers at the Southern Farm Show. In 2015, the meeting will be held on Feb. 6 from 10:00 a.m. – 12:00 p.m. in the Martin Building at the N.C. State Fairgrounds in Raleigh. Join the association for a session focused on achieving economical yields with emerging technologies and lunch will be provided. An RSVP is required at 800-839-5775. Producers can also stop by the NCSPA booth at the Southern Farm Show #4117.

## Consumer Communications

The NCSPA has been a sponsor of N.C. State University athletics since late 2011, which has allowed the association to communicate its messages to Wolfpack fans, including many soy growers, on radio broadcasts. This has been a beneficial partnership for the association and N.C. State has proven to be a very helpful partner in creating opportunities to build positive perceptions of agriculture. One new collaboration is the Ag Day football game at Carter-Finley Stadium celebrating agriculture. This year, the association participated in Ag Day as a media sponsor, receiving exposure from positive agriculture messages on the video board and on the field during a recognition ceremony. Farmer volunteers had a great time in the pre-game Fan Zone engaging with fans and answering questions about food and farming. The booth had football fans lined



up the entire length of the Fan Zone waiting to participate in contests and talk to real farmers.

The N.C. State partnership has provided such a good platform for communicating our messages, that in 2014 the NCSPA entered a new partnership with Tarheel Sports at the University of North Carolina-Chapel Hill. The UNC sponsorship will allow the association to reach a new audience of consumers statewide that is likely less familiar with agriculture than the N.C. State fans.

In 2014, the NCSPA also sought to reach consumers to educate about farming and farm management practices through outreach to the media, especially those that may typically raise questions such as GMOs, environmental issues and farm size. In Oct. the association held a dinner which included educational segments on those topics interspersed with the courses of a meal prepared by chef Jason Smith of 18 Seaboard in Raleigh. Attendees of the successful first-time event included bloggers and traditional media outlets. The evening brought lively conversation and honest dialogue with N.C. soybean farmers.



## NC Animal Agriculture Coalition Update

Supporting animal agriculture, the top customer by far for soybeans, is always a primary concern for the North Carolina Soybean Producers Association. This happens in a variety of ways, but one of the major platforms for providing support is through the North Carolina Animal Agriculture Coalition and its activities.

In the fall of 2013, the NCAAC held The Food Dialogues® NC event to answer consumer and influencer questions about food and farming. To build on the success of this event and continue to provide a forum for dialogue long past the event, the North Carolina Animal Agriculture Coalition launched a new website in Jan. 2014 called FeedTheDialogueNC.com. The website is also a place where N.C. farmers and food experts can share their perspectives on modern farming.

The NCAAC promoted FeedTheDialogueNC.com and other educational resources to a group of more than 100 agriculture educators at the annual Ag Educators

Conference in July 2014 and to N.C. Cooperative Extension agents in Aug. 2014. Also in August, FeedTheDialogueNC.com hosted a panel discussion at the North Carolina Department of Agriculture & Consumer Services Food Safety Forum about safe & wholesome N.C. food and farm production practices.

Another big focus of the NCAAC in 2014 was supporting and promoting the documentary FARMLAND about farming and farmers from Academy Award winning director James Moll. The movie was funded by the U.S. Farmers and Ranchers Alliance (USFRA). The NCAAC is a local affiliate of USFRA. The NCAAC partnered with BASF to host a public screening of the movie at the Carolina Theatre in Durham, N.C. that concluded with comments and questions / answers from the director James Moll. The screening was promoted in print, online and in radio, and was attended by 375 people.

## Christopher and Cherish Naylor, North Carolina ASA/DuPont Young Leaders for 2014-2015



Christopher and Cherish Naylor of Clinton, N.C. are North Carolina's DuPont Young Leader Award recipients for 2014-2015, the 32nd year the North Carolina Soybean Producers Association has participated in the program. The Young Leader program is sponsored by the American Soybean Association and DuPont. The program identifies and recognizes prospective agricultural leaders.

Christopher Naylor graduated with a Bachelor of Science degree in Agricultural Business Management from N.C. State University. He serves on the board of the North Carolina Soybean Producers Association and is a member of Cape Fear Farm Credit and the North Carolina Farm Bureau. He attained the rank of Eagle Scout and currently volunteers with his local boy scout troop, and is also precinct chairperson for his political party. Cherish Naylor received her Doctor of Pharmacy degree from Campbell University. She is a member of the St. Paul Free Will Baptist Church, volunteers with the Sampson County Department of Aging to promote health and wellness through seminars, and conducts health fairs at local businesses.

Naylor farms with his father, Larry Naylor, on a fifth generation family farm. They grow 2,200 acres of soybeans and 1,650 acres of other crops including corn, wheat and hay, and also raise livestock, including hogs, turkeys and cattle. As they work to expand their acreage, they also seek to become more efficient by employing the latest technologies in their operations.

Naylor thinks the important issues facing the soybean industry are the loss of land due to development and a lack of knowledge and understanding among consumers about today's farming practices and the practices farmers employ to preserve the land for future generations. As a soybean leader, Naylor would like to work to educate the public about farming and how technology is helping the environment.

The Naylor family participated in the first segment of the Young Leader program at Pioneer Headquarters in Johnston, IA, from Nov. 18-21, 2014, and will complete their training in Phoenix, AZ at the Commodity Classic from Feb. 24-28, 2015.

## Board of Directors – 2014

Bernard Lennon, Evergreen – President  
 Jeff Peed, Aurora - Vice President  
 John Fleming, Scotland Neck - Secretary  
 Jimmy Thomas, Timberlake - Treasurer  
 Jacob Parker, Columbia - USB Director  
 Morris Shambley, Mebane - USB Director  
 Wyatt Whitford, Ernul - ASA Director  
 Justin Allen, Pantego  
 Kenneth Bartlett, LaGrange  
 Jerry Batten, Whiteville  
 Lon Beasley, Magnolia  
 Mart Benson, Pantego  
 Terry Blalock, Norwood  
 Jessica Burgess, Eure  
 Isaac Boerema, Pantego  
 Ryan Cahoon, Fairfield  
 Elbert Dixon, Maury  
 Randy Edwards, Wendell  
 Gary Hendrix, Raeford  
 David Heath, Dover  
 Lance Herndon, Parkton  
 Bob Hyman, Oak City  
 Bryant Jennings, Camden  
 Sherrill Jernigan, Godwin  
 Wesley Johnson, Dobson  
 Phillip McLain, Statesville  
 Michael McPherson, Mebane  
 Ben Moses, Conway  
 Christopher Naylor, Clinton  
 Cody Paul, Bayboro  
 Jay Revelle, Murfreesboro  
 Craig Seaman, Manson  
 Christopher Seymour, Kinston  
 Ward Shaw, Chadbourn  
 Travis Starnes, Monroe  
 Jeff Tyson, Nashville  
 Henry Walker, Mocksville



919-839-5700  
[www.ncsoy.org](http://www.ncsoy.org)

## Annual Report of the Treasurer

Jimmy Thomas, Treasurer

FISCAL YEAR 2013-14, ENDED AUGUST 31, 2014	AMOUNT
<b>REVENUE</b>	
Assessments – Net	1,491,322
Investment Income/(Loss)	55,745
Other	319,960
<b>TOTAL REVENUE</b>	<b>1,867,027*</b>
<b>TOTAL EXPENSES</b>	<b>1,406,893</b>
<b>NET INCREASE/(DECREASE)</b>	<b>460,134</b>
<b>NET ASSETS – AUGUST 31, 2013</b>	<b>3,613,301</b>
<b>NET ASSETS – AUGUST 31, 2014</b>	<b>4,073,435</b>
<b>CURRENT ASSETS</b>	
Cash on hand in banks	4,024,733
<b>TOTAL CURRENT ASSETS</b>	<b>4,024,733</b>
<b>PROPERTIES AND ACCUMULATED DEPRECIATION</b>	
Automobile	24,012
Office Furniture and Equipment	48,000
Office Building	168,206
<b>Total Property</b>	<b>240,218</b>
<b>Less Accumulated Depreciation</b>	<b>-128,163</b>
<b>Total Property - Net</b>	<b>112,055</b>
<b>OTHER ASSETS (INVESTMENTS)</b>	<b>361,416</b>
<b>TOTAL ASSETS</b>	<b>4,498,204</b>
<b>CURRENT LIABILITIES</b>	
Accounts Payable	368,680
Assessments Payable	56,089
<b>TOTAL CURRENT LIABILITIES</b>	<b>424,769</b>
<b>TOTAL NET ASSETS</b>	<b>4,073,435</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>4,498,204</b>

\*Cash Income FY 2012-13 - \$2,228,348



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To assist us in maintaining an accurate address file and reduce postage costs, please notify the N.C. Soybean Producers Association (1-800-839-5775) of any address changes or corrections. Comments and suggestions are also welcome.



**NO ESCAPES.**  
**Eliminate.**  
**Resistant.**  
**Weeds.**



**WeedFreeNC**  
PULL TOGETHER

Resistant weeds are a major problem for North Carolina farmers, crowding out productive crops and spreading like wildfire. This isn't just a nuisance; this is our livelihood at stake. It's up to all of us to put in the extra effort to eliminate escapes, with one goal in mind: Zero tolerance for resistant weeds.

For more information on Weed Free NC, visit [www.weedfreenc.com](http://www.weedfreenc.com).