The background of the entire page is a photograph of soybean plants in a field. The plants are silhouetted against a bright, hazy sky at sunset or sunrise, with the sun low on the horizon creating a strong backlight effect. The sky is filled with soft, white clouds. The plants in the foreground are in sharp focus, showing their stems and large, dark seed pods. The overall color palette is dominated by the warm tones of the sunset (yellows, oranges, and soft blues) and the dark greens of the soybean plants.

2016 Annual Report

of the North Carolina Soybean Producers Association

Annual Report to the Membership

I have been honored to lead your soybean association the last two years, including the association's 50th anniversary year in 2016. I say *your* soybean association because 100% of what we do is farmer-owned, farmer-led and for the benefit of soybean farmers. That holds true for our soy research and promotion work, which is supported by your soy checkoff, and for the policy and advocacy activities we do to support our farmer members.



We began the year in 2016 assessing a very wet, damaged crop – except for those that had a very dry, damaged crop. That is typical of weather and farming. It seems it is always too hot, too cold, too wet or too dry. We finished 2016 assessing a harvest that is hopefully much improved over last year, despite Tropical Storm Hermine, Hurricane Matthew and the growing drought in the western part of the state.

Many emerged from the storms in good shape and with a crop to harvest. We should take the time to think about those in our state that lost homes, livelihoods, crops and possessions, and be thankful for the blessings we have. Farmers are self-reliant, and that will serve our community of soy growers well as we wrap up the record 2016 U.S. crop and attend to new challenges and opportunities in the coming year.

We appreciate your time as you read this report of our activities implemented to improve the profitability of soybean farming. As always, best wishes from your soybean association and from the volunteer farmer leaders on our board.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Peed'.

Jeff Peed, President



ASA president, Richard Wilkins, honored the NCSPA with an award to recognize its 50th anniversary. Wilkins is shown here giving the award to NCSPA president, Jeff Peed.



2016 NCSPA Research Program Expansion

In 2016, the board approved 23 research projects, totaling \$444,001. Of these projects, 20 were with N.C. State faculty, two were with private contractors and one was with the NCDA&CS. They were placed on research stations and farms with sites in over 20 N.C. counties. Projects covered subjects including protecting yield and profitability, pest management, variety testing and development, and soil health. The NCSPA funds research projects if they are consistent with its mission of maximizing profitability of N.C. soybean growers in an environmentally and economically sound manner. To do so, the board of directors has made efforts to fund projects that will directly impact farm-level decision making.

The board took a major step in 2016 to ensure the research projects in which the association invests align with grower needs and the results of projects get into the hands of growers. A new research coordinator position was created and Dr. Katherine Drake Stowe was hired for the position. She has promoted research results at field days, met with growers and collaborated with extension personnel. Digital communications are a focus for Stowe, and she has added many resources to the Grower Resource section on the website and communicates research

information regularly through the blog. Stowe created a new N.C. Soybean Scouting Guide that will be available for growers at winter grain meetings.

In another example of how checkoff funds invested wisely in research can result in beneficial knowledge or products that growers can use to maximize yield and profit, N.C. State University announced the release of three new conventional group VI and VII soybean varieties in July 2016. The NCSPA and United Soybean Board provided much of the funding for the development and release of these three high-yielding varieties, which were the culmination of many years of joint research and collaboration between the USDA and N.C. State. These new lines have the potential to increase yield on millions of acres of soybean.

The association is dedicated to funding research that supports the specific needs of N.C. soybean growers, and providing them relevant research results and information. The board of directors oversees the efforts to invest checkoff dollars in projects that achieve a return on investment. Input from members on research topics or ways to make research results more readily available is welcome, and suggestions should be sent to kdstowe@ncsoy.org.

NCAAC Becomes Feed the Dialogue NC Foundation

The North Carolina Animal Agriculture Coalition (NCAAC) has promoted the great products and companies of North Carolina's animal agriculture sector since 2010. The organization was founded in 2010 to engage bloggers, nutritionists, food writers and opinion leaders, and to train farmers to communicate about the food they raise. Those efforts have progressed without the benefit of a formal organization, but in fall 2016 the co-

founders of the NCAAC incorporated a new organization to manage animal agriculture promotion in N.C., the Feed the Dialogue NC Foundation, Inc.

The new Feed the Dialogue NC Foundation will continue the work of the NCAAC to promote animal and animal feedstuffs production, and to educate consumers about animal care, animal products and animal farming. The new organization will allow for better and



easier management of partnership funds and contract employees to handle specific activities to promote a healthier understanding of food produced in N.C. and how it gets from farm to table.

Communications and Promotions

The communications programs of the North Carolina Soybean Producers Association saw big changes in 2016. One change was the creation of new materials to share research findings directly with growers. There were also new communications to promote research in 2016.

Of course, it continues to be important to make sure farmers know about the other work of the association, such as promoting soybeans domestically and abroad, and supporting the animal agriculture industry, which utilizes 98% of soybean meal in the U.S.

Still, the highest communications priority for the board is to build positive perceptions of farming and familiarity with modern farming practices among consumers. The association does this through its sponsorships of N.C. State University and the University of North Carolina athletics. These sponsorships provide a cost effective way to reach consumers across the state through advertising on the universities' football and basketball game broadcasts, as well as an on-air interview with a soybean farmer each year and the opportunity to interact directly with fans.

GROWER COMMUNICATIONS

The NCSPA website was a growing hub for member communications in 2016. The blog on the site featuring association news and production information continued to grow with the addition of a variety of new research articles and a new research-oriented feature called the N.C. Field Report. The blog articles are also sent by email in a bi-weekly News Roundup, so be sure

to sign up on the homepage to receive updates. Enhancements were also made to the content of the website, and a new homepage was created to make recent blog articles and Grower Resources easy to access.

NCSPA members receive a pocket calendar every year. The 2017 calendar includes updates on association activities and new for this year, the calendar includes monthly tips for growers on seasonal best management practices.

The NCSPA keeps growers informed of the activities it undertakes to improve yield and profitability through this report and the Research Report, also published annually. These activities are also promoted each year at meetings during the winter season. The NC Commodities Conference is held in Jan., with the 2017 meeting on Jan. 11-13, 2017 at the Sheraton Imperial in Durham, N.C. The annual banquet will be held on Jan. 12 with entertainment provided by the Embers. Learn more at www.nccommoditiesconference.com.

The association will also exhibit at the Southern Farm Show Feb. 1-3, 2017 in booth #4117, and will be in attendance at extension winter grain meetings in many counties.



CONSUMER COMMUNICATIONS

Messages to build positive perceptions of farmers, farming and the soybean industry were promoted during N.C. State University and University of North Carolina football and basketball games.

Commercials promoting these messages aired during game broadcasts of both universities. A radio interview promoting modern farming and answering consumer questions about agriculture aired during the N.C. State Ag Day football game vs.

Miami on Nov. 19, featuring board member Isaac Boerema, and during the U.N.C. vs. Florida State game on Oct. 1, featuring board member Lance Herndon.

Positive messages about farming were reinforced through in-game video and on the ribbon board, as well as in one-to-one interactions with fans in the Fan Zone at the N.C. State Ag Day football game. Board members volunteered at the NCSPA booth at Ag Day to engage with fans and answer their questions about agriculture.

In 2016, the Agri-pride simulator from the Northeast Ag Expo was on-site at the event where fans could choose a crop and experience what it feels like to ride in a combine harvesting that crop.



Soy Education and Outreach

Now in its fourth year, the community outreach program for the North Carolina Soybean Producers Association continued to see an increase in activity for 2016 under the direction of the association's community outreach coordinator, Laura Rogers. Rogers conducted 129 outreach programs in 58 counties in 2016, with events at schools; summer camps; health fairs; agricultural festivals, ag days and ag expos; FFA and 4-H events; and cooking classes. Rogers also participated in events at Marbles Kids Museum, the museum with which the NCSPA partners to promote today's agriculture, the Museum of Life and Science in Durham, and agritourism farms including Lazy O Farm in Johnston Co., Flint Rock Farm in Cameron, N.C., and Raised in a Barn Farm in Chocowinity, N.C., at which the NCSPA has an educational exhibit.

Highlights of the year's activities included Touch-A-Tractor at North Hills shopping center in Raleigh, N.C. on Aug. 16, an event the NCSPA worked with North Hills to create to educate urban moms on agriculture and build connections with them, while exposing their children to farming. What kid doesn't love a tractor? Farm Animal

Days at the Lake Wheeler Field Laboratory of N.C. State University also provided a terrific opportunity to educate kids on agriculture and soy. 11,000 children participated in that event, held Apr. 13-15, 2016.

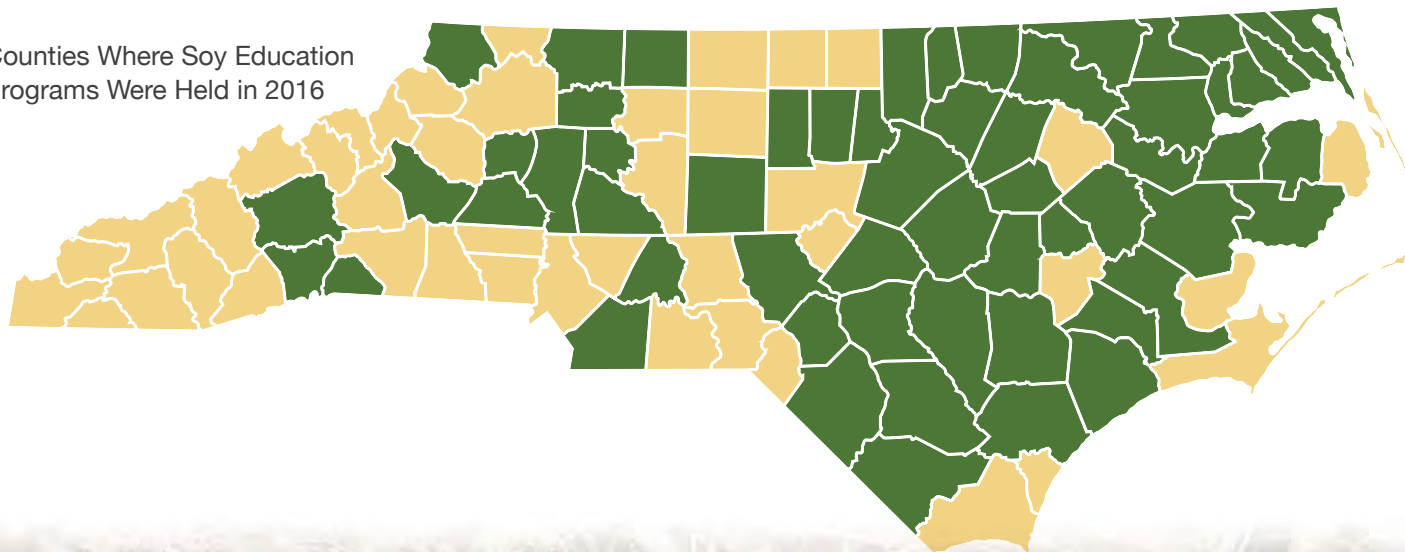
In 2016, the NCSPA was the primary sponsor of the Got to be NC tent at the N.C. State Fair. The NCSPA exhibit featured a giant agriculture-oriented coloring mural for children and adults alike to enjoy, with a similarly large NCSPA sponsorship banner. The association answered questions on agriculture at the exhibit, while distributing educational literature and kid's activity books.

NCSPA outreach efforts are not limited to consumer outreach, as Rogers exhibited at many events for farmers throughout the year. In 2016, such events included the NC Commodities Conference, the Southern Farm Show and Soybean Producers Forum, eight crop production meetings, the Northeast Ag Expo and the Blacklands Farm Managers Tour.

If you know of an opportunity in your area at which it would be beneficial to have the NCSPA involved, please contact Laura Rogers at 919-839-5700.

Alamance	Burke	Currituck	Greene	Iredell	Onslow	Randolph	Tyrrell	Wilson
Alexander	Camden	Davie	Halifax	Johnston	Orange	Robeson	Union	Yadkin
Ashe	Catawba	Durham	Harnett	Jones	Pasquotank	Rowan	Vance	
Beaufort	Chowan	Duplin	Henderson	Martin	Perquimans	Sampson	Wake	
Bertie	Columbus	Franklin	Hertford	Moore	Pender	Stanly	Warren	
Bladen	Craven	Gates	Hoke	Nash	Pitt	Stokes	Washington	
Buncombe	Cumberland	Granville	Hyde	Northampton	Polk	Surry	Wayne	

Counties Where Soy Education Programs Were Held in 2016



Chinese Trade Team Visits N.C. Farmers



Years of hard work promoting N.C. soy to China came to fruition in Sept. when a Chinese trade team visited with soybean directors John Fleming, Jeff Tyson, Michael McPherson, Sydney Dunn and Greg Manning on a Halifax Co. farm. The China soy industry

delegation included executives from companies representing more than half of all Chinese soy imports, including Yanzhou Oil & Grain Industry Co., Sinograin, Noble Agri Trading, Chinatex Grains & Oils, COFCO and Bunge.

The team met John Fleming on his farm to see the high quality production in N.C. and to become acquainted with U.S. farm production methods. The team then met with farmers for a pig picking and some friendly sporting competition at a rustic location on the Roanoke River. Following the event, the team departed for the 2016 U.S. Soy Global Trade Exchange in Indianapolis, where they signed commitments to purchase U.S. soy.

The N.C. soybean association worked in China on many occasions to promote U.S. soy, most recently in Apr. 2015 on a trade mission led by N.C. Agriculture Commissioner Steve Troxler. The decision for a high level Chinese delegation to visit N.C. farms is a good sign that years of work are paying off.

Greg Manning and Jessica Smith, North Carolina ASA/DuPont Young Leaders for 2016-2017

Greg Manning and his girlfriend, Jessica Smith, of Nashville, N.C. are N.C.'s DuPont Young Leader Award recipients for 2016-2017. This marks the 34th year the North Carolina Soybean Producers Association has participated in the program, which identifies and recognizes prospective agricultural leaders. The program is sponsored by the American Soybean Association and DuPont.

Manning graduated from N.C. State University with a degree in agriculture business. He serves on the board of directors of the North Carolina Soybean Producers Association, Farm Bureau in Nash Co. and the N.C. Tobacco Foundation, and is a member of the advisory board for AgCarolina Farm Credit. Manning attended the Leadership Program at N.C. State University from 2008-2010 and attended the Tobacco Short Course at N.C. State. He is a head trustee and usher at the Mt. Zion Original Free Will Baptist Church in Nashville.

Smith received a bachelor's degree and a master's degree in Agriculture Extension Education from N.C. State University. She was a 4-H Honors Club inductee in Nash Co. in

2006 and is a member of the N.C. Association of 4-H Agents, the National Association of 4-H Agents, a programs committee chair of the Southeast District Association of 4-H Agents and a horse program chair for the Southeast District 4-H. She is a member of the N.C. Horse Council and a coordinator with the Regional Equine Information Network System (REINS), a program that facilitates equine education.

Manning farms 1,000 acres of soybeans and 1,000 acres of other crops, including tobacco, sweet potatoes, cucumbers, wheat and grain sorghum with his family, and they also have a poultry operation. He would like to expand his fourth generation farm in terms of both acreage and production, while minimizing inputs in a sustainable way. To improve efficiency and promote stewardship of natural resources, they use strip-till and minimal-till planting practices to reduce crop residue and land erosion. This also allows them to hold more water in the type of land they farm.

Manning and Smith participated in the first segment of the Young Leader program at Pioneer Headquarters in Johnston, Iowa, from Nov. 29 – Dec. 2, 2016, and will complete their training at the Commodity Classic in San Antonio, Tx., from Feb. 28 -Mar. 3, 2017.



Annual Report of the Treasurer

Bernard Lennon, Treasurer

Board of Directors – 2016

Jeff Peed, Aurora – President
 John Fleming, Scotland Neck - Vice President
 Jeff Tyson, Nashville - Secretary
 Bernard Lennon, Evergreen - Treasurer
 Jacob Parker, Columbia - USB Director
 Derek Potter, Grantsboro - USB Director
 Jimmy Thomas, Timberlake - ASA Director
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 Kenneth Bartlett, LaGrange
 Mart Benson, Pantego
 Isaac Boerema, Pantego
 Jessica Burgess, Eure
 Ryan Cahoon, Fairfield
 Bert Dixon, Maury
 Sydney Edwards Dunn, Edenton
 Curtis Furr, Albemarle
 David Heath, Dover
 Gary Hendrix, Raeford
 Lance Herndon, Parkton
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 Ben Moses Jr., Conway
 Christopher Naylor, Clinton
 Cody Paul, Bayboro
 Shane Revelle, Murfreesboro
 Craig Seaman, Manson
 Christopher Seymour, Kinston
 Philip Sloop, Mt. Ulla
 Jason Starnes, Salisbury
 Reggie Strickland, Mt. Olive
 Logan Watson, Monroe
 Simmy Williams, Shiloh

FISCAL YEAR 2015-16, ENDED AUGUST 31, 2016	AMOUNT
REVENUE	
Assessments – Net	1,256,145
Investment Income/(Loss)	59,879
Other	112,972
TOTAL REVENUE	1,428,996*
TOTAL EXPENSES	1,553,123
NET INCREASE/(DECREASE)	(124,127)
NET ASSETS – AUGUST 31, 2015	5,040,728
NET ASSETS – AUGUST 31, 2016	4,916,601
CURRENT ASSETS	
Cash on hand in banks	4,623,979
TOTAL CURRENT ASSETS	4,623,979
PROPERTIES AND ACCUMULATED DEPRECIATION	
Automobile	55,736
Office Furniture and Equipment	51,305
Office Building	168,206
Total Property	275,247
Less Accumulated Depreciation	-137,131
Total Property - Net	138,116
OTHER ASSETS (INVESTMENTS)	399,895
TOTAL ASSETS	5,161,990
CURRENT LIABILITIES	
Accounts Payable	159,568
Assessments Payable	85,821
TOTAL CURRENT LIABILITIES	245,389
TOTAL NET ASSETS	4,916,601
TOTAL LIABILITIES & NET ASSETS	5,161,990

*Cash Income FY 2014-15 - \$2,210,662



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**Now that's using
our bean.**

Soybeans are already one of North Carolina's most important crops, and it's the NCSA's job to keep thinking of and uncovering new ways to keep them growing and profitable. Through investing in research to exploring new market opportunities for you, our growers. Together we can keep the industry moving forward and your profits rising. To our way of thinking, that's a pretty big job, and we're glad we can help make it happen.

www.ncsoy.org

(800) 839-5775

