

Kansas Soybean Commission FY2016 Marketing Plan

The mission of the Kansas Soybean Commission is improving the profitability of Kansas soybean producers. The Commissioners have identified the following priorities to work toward that mission:

1. Breeding/Production/Environmental Programs focusing on the most economical/efficient cropping systems with minimal impact on the environment including best management practices and crop protection/pest management; replacement of existing controls/seed treatments.
2. Animal/Human Nutrition studies that will increase the utilization of soybeans in the livestock feeding industry and new and innovative uses of soybeans as vital components in human nutrition.
3. Value-Added Projects developing and commercializing competitive industrial uses for soybeans including private entity cooperation.
4. Marketing Extension Program including extensive educational training of soybean pricing, crop disappearance/market share, crop insurance options, yield protection, farm program considerations and options in marketing available to Kansas soybean producers.
5. International market development with a focus on utilizing Kansas soybeans.

In addition, the Soybean Commission through its own work and through a contract with the Kansas Soybean Association promotes the nutritional benefits of using soybean products to consumers and, because of its benefits to the environment, energy security, and the farm economy, promotes the use of biodiesel as an alternative to diesel fuel. It also informs Kansas soybean producers of its activities through producer communications efforts and participates in Industry Relations programs both statewide and nationally.

The Commission directly funds the following programs to reach their mission:

1. Kansas State University research and outreach:
 - Development of Genetic, Chemical and Population-Based Tactics to Manage Key Kansas Soybean Insect Pests
 - Breeding and Management of Soybean for Improved Performance
 - Influences of Irrigation Regimes, Planting Date, and Soil Compaction Upon SDS in Kansas
 - Agricultural Research Experiences for Teachers (RET) – Using Soybean as a Model System
 - Soybean Production Systems to Control Charcoal Rot and Other Soil-Borne Diseases
 - Enhancement of Soybean through Genetic Engineering
 - KSU Biodiesel Product Monitoring and Exploration Project
 - Cover Crop Effects on Soybean Yield
2. Pittsburg State University research on:
 - Highly Economic, One-Step Synthesis of Soybean Polyols for Industrial Applications
 - Development of New Soybean-Based Anti-Oxidant Topical Lotion for Skin Care Applications
 - Polycarbonates from Soybean Oil Based Epoxides and Carbon Dioxide
3. The University of Kansas research on:
 - Economic and Energy Analysis of the Useful Products from Soybeans

4. North Central Kansas Technical College
Small Scale Biodiesel Production
5. FAM Enterprises Inc.
Managing Important Components of Intensive Production Systems in Soybean
6. North Central Soybean Research Program
7. Ag in the Classroom, School Education Programs and state and county fairs
8. Youth Education Program
9. FFA program support
10. FACS education program
11. Biodiesel – Industrial Uses Advertising
Kansas State University Football network
WIBW – Kansas University Sports
Others as approved by the commission
12. Biodiesel
NBB Membership
NBB State Energy Initiatives Technical and Economic – California Emissions Modeling (NOx)
NBB Advanced Biofuels Acceleration
NBB Renewable Fuel Support: Technical and Economic
NBB Biodiesel Quality Compliance and Enforcement
MEG Regional Petroleum Outreach Education
MEC Clean Cities Biodiesel Training and Outreach
13. Uses for Soybean Meal
Soymeal Information Center
14. Producer Radio, TV and Print Outreach
WIBW radio, Topeka
KRVN radio, Lexington, NE
KKOW radio, Pittsburg, KS
KFEQ radio, St. Joseph, MO
KFRM radio, Clay Center, KS
KBUF radio, Garden City, KS
KXXX radio, Colby, KS
K-State Radio Network, Manhattan, KS
KTWU TV America's Heartland
KPTS TV America's Heartland
KCPT TV America's Heartland
Smoky Hills PTV Real Ag
AG am in Kansas on three TV stations in Kansas
Kansas Ag Report on three TV stations in Kansas

Possible spot ads and other sponsorships:
Kansas Agricultural Network

- Print Ads for specific promotions. Advertise to educate producers of soybean checkoff program sponsored by the KSC, *Straight Rows*. Work on earned media with *Kansas Farmer*, *High Plains Journal*, *Farm Talk*, *Midwest Producer*, *Grass and Grain*, etc.
15. *Soy Notes* Newsletter
 16. Kansas Soybean Expo
 17. No-till education including No-till on the Plains organization
Utilizing Cover Crops in a Diverse Cropping System to Protect Water Quality
 18. Field Days, Farm/ Trade Shows, Crop Tours
 19. International Market Development work
 - Kansas State University
 - International Grains Program
 - WISHH Program
 - Kansas at the Forefront as the Pakistani Aquaculture Industry Evolves
 - USSEC Latin American, Japanese, and Aquaculture Program work
 - Japan – Animal Production and Soybean Meal Training Program – Swine
 - Japan – Animal Production and Soybean Meal Training Program – Poultry
 - Americas – Aquaculture Trade & Technical Servicing
 - Customers Training on Trading and Risk Management in Americas Region
 - AGP, Inc., Gray’s Harbor Export Program
 - USAPEEC
 - Building on QSSB Funding for Greater Impact in Mexico’s Meat Processing Sector
 - Developing the Market for U.S Poultry in Korea’s Foodservice Sector
 - Creating Demand for U.S. Poultry in Colombia’s Foodservice Sector
 - US Meat Export Federation Japan Pork Project
 - Putting U.S. Red Meat on the World’s Table
 - SRDC
 - U.S. Soybean Meal & Soybeans to Central American Buyers
 20. Collection, meeting, administration and audit procedures
 21. Program and administrative work by the Kansas Soybean Association
(Attached projects including budgets for contracted and direct spending)
 22. Leadership development and program management
 23. First Purchaser Relations
 - Grain Grading Workshops
 - KGFA Annual meeting and trade show
 - KGFA meetings and golf outings
 - KARA
 - KCC
 24. Soybean Production Yield Contest
 25. USB Funded Cooperative Projects
 26. Consumer Awareness Media Program

FY2016 Kansas Soybean Commissioners

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