In 2019, many of us faced one of the most challenging seasons of our lives. Then 2020 came along and brought its own twists and turns no one saw coming. As farmers, our work has always been essential but this year, that became even more evident. When the world stopped, we kept going. And so did the Ohio Soybean Council (OSC) and our soybean checkoff.

Despite this year’s challenges, OSC had an excellent year, yielding many exciting successes. We kicked 2020 off with a freshly revised strategic plan to guide us on our mission of maximizing the value of soybeans and increasing profit opportunities for Ohio farmers.

International markets are critical for our state’s soybean industry. Fortunately, this year’s travel limitations didn’t hold us back, as we leveraged virtual opportunities to connect with foreign buyers and support market expansion efforts overseas. We also continued to support animal agriculture as Ohio soybeans’ number one customer.

OSC’s very own research facility, Airable Research Lab, celebrated its first anniversary this year. The pandemic didn’t stop their momentum as our research team safely continued their work developing new soy-based products and formulations to increase demand for Ohio soybeans.

Plant research also continued in partnership with the soybean research team at The Ohio State University (OSU). As farmers, the results of these research projects arm us with the best knowledge, tools and technologies we can use to tackle challenges in the field.

To build understanding among consumers and students, we offered many virtual education opportunities about modern agriculture and soybean farming. We also focused on ways we could share more tools and information with Ohio’s farmers to help keep them competitive and make informed decisions for their operations.

2020 required ingenuity and resilience from all of us, including OSC. It was inspiring to witness the persistence of our state’s farmers and an honor to serve alongside my fellow board members in this unique time. As we reflect on the accomplishments of 2020, I look forward to seeing this exciting momentum continue in 2021. Thank you for your continued support of the soybean checkoff. It is an important, strategic investment for the future of our farms and the industry as a whole.

Sincerely,

Bill Bateson
## Year Ended September 30, 2020

**Assessment Receipts from First Purchasers**

$10,558,277

### Less

- Assessment Receipts Remitted to the United Soybean Board
  - $4,802,929
- Assessment Receipts Remitted to Other States
  - $599,903
- Net Assessment Receipts
  - $5,155,445
- Investment Income
  - $5,977
- Grants
  - $57,964
- Total Additions to Fund Balance
  - $5,219,386

**Total Program Disbursements**

$5,741,885

**Demand**

$1,677,984

**Research**

$2,224,851

**Communication/Education**

$1,839,050

**Administrative Disbursements**

$575,303

**Total Deductions from Fund Balance**

$6,317,188

**Net Decrease in Cash Investments**

$1,097,802

**Beginning Cash Investments**

$9,403,385

**Ending Cash Investments**

$8,305,583
While you focus on the day-to-day of your operation, your checkoff investment works behind the scenes to create opportunities for the soybeans in your fields. Throughout the year, OSC and the soybean checkoff persistently seek new and innovative ways to increase profitability for Ohio soybean farmers like you.

**YOUR CHECKOFF DOLLARS in action**

While you focus on the day-to-day of your operation, your checkoff investment works behind the scenes to create opportunities for the soybeans in your fields. Throughout the year, OSC and the soybean checkoff persistently seek new and innovative ways to increase profitability for Ohio soybean farmers like you.

**DRIVING INNOVATION**
The innovative work of OSC helps position the Ohio soybean industry as a cutting-edge leader, giving a unique advantage to Ohio soybean farmers through leading agronomic research, technological advancements and the development of new soybean products.

**EXPANDING MARKETS**
Whether building relationships with international buyers or increasing domestic awareness of high-value Ohio soybeans, OSC advocates for your crop across the globe. These market expansion efforts provide more opportunities for you to sell your soybeans and grow your business.

**BUILDING UNDERSTANDING**
OSC plays a major role in building consumer understanding of modern agriculture through education. It’s also committed to providing direct value to farmers through effective communication of checkoff programs, opportunities, research findings, industry updates and more.
As the economy has struggled in the wake of the pandemic, it’s become even more important to carry out the work of the checkoff and what it can do for our ag community. For example, we started our very own research lab last year, and luckily we were able to continue working on projects even as the pandemic unfolded and develop new uses for soybeans.

Researchers at OSU are conducting checkoff-funded research that will yield helpful technologies and insights to give Ohio soybean farmers an edge in the field.

Dr. Scott Shearer of OSU is leading a research project that will expand the agronomic capabilities of drones to identify weed escapes, disease pressure and pest populations. With drones becoming increasingly available to farmers and with advances in analytical tools, these identification methods, which are traditionally inefficient, expensive and time consuming, would be accomplished with greater speed and accuracy.

Throughout the growing season, Dr. Mark Loux of OSU worked with farmers around the state, monitoring and identifying their weed pressures and providing best practices. In 2020, the most common weed problems were waterhemp followed by Palmer amaranth.

Checkoff-funded soybean breeding research led to the development and release of 10 new soybean cultivars, most of which were food-grade soybeans to increase opportunity in premium and international markets.

Checkoff-funded research led to the development and release of 10 new soybean cultivars.
PRODUCT RESEARCH

Here we Grow

OSC is an industry leader in soy-based product development. These products fulfill needs for various consumers and industries, while increasing profitability for Ohio soybean farmers.

AIRABLE RESEARCH LAB

The doors of Airable Research Lab, OSC’s own research facility, officially opened in November 2019. Since then, it has leveraged checkoff-funded research to conduct soy-based product R&D, developing many new uses for soybeans as well as licensing two technologies. The lab’s formulation for soy-based soap and hand sanitizer met the escalated demand prompted by the pandemic. Additionally, two excellent soy-based products have been developed for the construction industry: structural adhesives with a high bond strength to a variety of materials and sealants that allow concrete to breathe but prevent water from entering.

R&D 100 AWARD

OSC won its 12th R&D 100 Award thanks to research efforts funded with checkoff dollars. We collaborated with OSU to develop a handheld sensor, earning an award in the Software/Services category. This technology allows farmers to evaluate the quality of crops in the field within seconds. Compared to the traditional testing methodology of sending samples to a lab, this technology makes the process much more efficient and cost-effective, while providing accurate results on the spot. This is the first time OSC has led the licensing and commercialization of a product, which makes the checkoff investment go even further.

OSC HAS WON 7 R&D 100 AWARDS in the last 7 YEARS

THIS YEAR’S AWARD-WINNING IDEA CAME FROM TWO FARMER BOARD MEMBERS THREE YEARS AGO.
We’ve been able to take advantage of what a crazy year 2020 has been to show our international partners that the U.S. continues to be a sustainable and reliable source of high-quality soybeans, even in the face of a global pandemic.

Animal agriculture uses the meal of nearly 30 million bushels of Ohio soybeans for feed every year.

Soybeans are an integral part of the animal agriculture industry. OSC partnered with organizations both internationally and domestically to boost the consumption of animal products because when animal agriculture succeeds, soybean farmers succeed.

LEE’S CHICKEN PARTNERSHIP: THE ULTIMATE PROTEIN TEAM

Launched in March 2020, this initiative emphasized the teamwork between Ohio soybean farmers, poultry farmers and consumer-facing foodservice entities, like Lee’s. This partnership supported an increase in chicken consumption which, in turn, increased demand for Ohio soybeans, even during the pandemic.

Bob Suver, 2020 Demand Committee Chair, Clark County
Checkoff-funded research by Soybean Transportation Coalition showed this dredging work would save 13 cents per bushel of freight, while increasing the load by 500,000 bushels per ocean vessel, bringing an additional $461 million in revenue to U.S. soybean farmers. This important project kicked off on July 31, 2020, and deepening work officially began on September 11, 2020. The first phase is expected to be completed in fall 2021.

Bridge engineers will identify 10 rural bridges to replace and 10 rural bridges to repair throughout Ohio. The bridges will be selected based on their cost saving potential and accessibility.

U.S. Pork Fairs
To expand demand for U.S. pork, OSC supported Consumer Cooperative Stores with a U.S. Pork Fair at 208 member retailers across Japan. Throughout the month of April, U.S. pork items were featured, including tenderloin and back ribs. This effort led to a 200% increase in U.S. pork sales from a year prior.

“Eat at Home” Campaign
As with many regions around the world, more Japanese consumers were purchasing meat for in-home dining amid the pandemic. To increase preference for U.S. pork over domestic pork, OSC and the U.S. Meat Export Federation encouraged consumers to buy U.S. products through a promotional campaign, which generated 907 MT in U.S. pork sales, an increase of 23% compared to the same period in 2019.

In 2019, Ohio’s poultry and egg exports translated into 2.4 million bushels of soybeans, 29% of which were exported to Mexico. To further expand this opportunity, OSC supported USA Poultry and Egg Export Council in a program that assists companies as they develop value-added products made with U.S. poultry and egg products. In 2020 alone, this program supported five local food processing companies, which are projecting an increase of about 1,300 MT of U.S. poultry and egg ingredients annually.

Although international efforts looked much different this year without an ability to travel, OSC was able to connect with potential buyers virtually, continuing to build important relationships and generate Ohio soybean sales.

OSC attended four virtual trade events, engaging with nearly 3,000 individuals in the global market. These events provided unique and timely opportunities for buyers and users of Ohio soybeans to learn more about Ohio’s strong soybean products.

EXPANDING U.S. POULTRY EXPORTS TO MEXICO
In 2019, Ohio’s poultry and egg exports translated into 2.4 million bushels of soybeans, 29% of which were exported to Mexico. To further expand this opportunity, OSC supported USA Poultry and Egg Export Council in a program that assists companies as they develop value-added products made with U.S. poultry and egg products. In 2020 alone, this program supported five local food processing companies, which are projecting an increase of about 1,300 MT of U.S. poultry and egg ingredients annually.

VIRTUAL SOYBEAN TRADE EVENTS
OSC attended four virtual trade events, engaging with nearly 3,000 individuals in the global market. These events provided unique and timely opportunities for buyers and users of Ohio soybeans to learn more about Ohio’s strong soybean products.

JUNE 8–10
VIRTUAL ASIA FOOD SUMMIT
JUNE 15–18
VIRTUAL ASIA TRADE EXCHANGE
JULY 3–6
VIRTUAL U.S. GRAINS AND SOY BUYERS CONFERENCE
AUGUST 24–27
U.S. SOY GLOBAL TRADE EXCHANGE AND SPECIALTY GRAINS CONFERENCE

More than 1,000 individuals attended this conference, including 749 global customers and soybean industry representatives from 67 countries. Due to productive conversations and sessions, 90% of soybean buyers in attendance purchased U.S. soybeans because of the conference.

Ohio ranks sixth in the top 10 state markets for biodiesel.

ECONOMIC IMPACT OF BIODIESEL IN OHIO
To show just how important biodiesel is to Ohio’s economy, OSC supported a study that illustrated the industry’s impacts.

Study findings:
• Ohio ranks sixth among the top 10 state markets for biodiesel.
• Expanded biodiesel production would add an additional 6,449 jobs and $2.42 billion to the Ohio economy.
• Increased use of biodiesel would reduce CO2 emissions from the heavy-duty transportation sector by 15.3%.

Biodiesel
Biodiesel provides substantial market opportunities for Ohio soybean farmers. To grow this opportunity, OSC is actively involved in projects aimed at expanding the use of the biofuel.

ENGINE CALIBRATION STUDY
To ensure more biodiesel users are able to leverage the biofuel’s full environmental benefits, OSC is supporting the National Biodiesel Board in a study assessing the ability to reduce CO2 emissions when a diesel engine calibration is modified for biodiesel blends, taking advantage of the soot reduction, lower hydrogen by carbon ratio and higher cetane of biodiesel.
Building consumer understanding and educating the next generation about the importance of agriculture is crucial for the future of the industry. OSC is involved in Ohio schools and colleges to help grow understanding throughout the state.

GrowNextGen
GrowNextGen is a resource for Ohio teachers to turn to for agriculture curriculum they can use in the classroom. Given the circumstances of 2020, this program successfully pivoted to help teachers through virtual learning, which led to substantial growth of online resources.

- Career exploration videos garnered more than 2,200 views.
- E-learning courses were viewed more than 4,100 times.
- Three virtual farm tours received 190 teacher registrations, reaching 277 classrooms.
- ChickQuest engaged and trained 175 teachers.
- Ag Biotech Academy trained 27 teachers virtually.

“
This year, we diversified our communication strategy and, in doing so, have been able to reach a much broader audience. We’re farmer driven and farmer funded so it’s important we get our message out to those we’re serving. We also continued to grow our online learning platform, GrowNextGen, which had even more success this year due to the increase in virtual classes.

[4,100 VERIFIED REVIEWS]

PRECISIONAGREREVIEWS.COM now has more than 4,100 verified reviews.

[277 VIRTUAL FARM TOURS REACHED MORE THAN 277 OHIO CLASSROOMS]

AG BIOTECH ACADEMY TRAINED 27 TEACHERS to teach ag science lessons in the classroom.
Communication Initiatives

Staying on top of the latest research, innovations and industry opportunities is critical for farmers who want to maintain a competitive edge. OSC has designed several programs and platforms to help farmers access those kinds of insights.

SOY-BASED COOKING DEMO
To connect with college students, OSC hosted a cooking demo with a professional chef at OSU in February 2020. The chef taught students how to refine their culinary skills using soy-based foods and animal proteins, and an OSC farmer board member also attended to talk to the students about soybean farming and the importance of soybeans for the state of Ohio.

45 OSU students learned how to cook with soy.

GENE EDITING WORKSHOP
OSC partnered with the Center for Food Integrity and the Agriculture Communicators of Tomorrow chapter at OSU to provide a workshop where students were trained on how to effectively educate consumers about gene editing.

WEBINARS
Two informative webinars were held this summer to guide Ohio farmers through the uncertainty brought on by the pandemic.

WEBINAR 1
IN PARTNERSHIP WITH THE OHIO STATE UNIVERSITY STATE OF SOY: WHAT ARE THE MARKETS LOOKING LIKE?
WEBINAR 2
IN PARTNERSHIP WITH OHIO AGRIBUSINESS ASSOCIATION HOW TO INTERACT WITH YOUR AG RETAILERS IN THE AGE OF COVID-19
BOTH WEBINARS ARE AVAILABLE TO VIEW AT SOYOHIO.ORG/HEREWEGROW.

OHIO AGRICULTURE CONSERVATION INITIATIVE (OACI)
In a large collaboration with other commodity and environmental groups, OSC supported the launch of OACI to highlight the water quality improvement efforts of farmers and incentivize continued growth. To learn more about OACI and how the initiative is supporting Ohio’s farmers, visit ohioaci.org.

FIELD LEADER
OSC continued working with Ohio’s Country Journal to keep farmers informed on the latest soybean news, innovations and research findings in the state. This year alone, 141 new articles were published, and a podcast will be coming soon. Check out these articles and stay up to date at OhioFieldLeader.com.

PRECISION AG REVIEWS
A non-biased, independent platform to help farmers make decisions about precision ag purchasing decisions, Precision Ag Reviews grew substantially this year with an increase in reviews of 410%. To accompany the website, several other extensions were launched including a weekly blog, a bi-weekly podcast and a monthly newsletter. Access the helpful feedback and insights at PrecisionAgReviews.com.

OHIO FARM BUREAU MEMBER MEETINGS
OSC representatives attended 32 OFB county annual meetings to share the purpose and impact of the soybean checkoff.

Communication Initiatives...
Ohio Soybean Association

As a grassroots organization, the Ohio Soybean Association (OSA) works to provide leadership for Ohio's soybean farmers by promoting policies and legislation that ensure a growing and profitable industry.

Ohio Agriculture Conservation Initiative (OACI)

OSA was among the leading organizations in the development of OACI, an unprecedented alliance of agriculture, conservation and environmental groups along with state and federal government and universities, that highlights the work farmers are doing to improve water quality and encourages continuous improvement.

Federal Biodiesel Tax Credit

Along with the American Soybean Association and National Biodiesel Board, OSA advocated for the renewal of the federal biodiesel tax credit. The $1/gallon tax credit was reinstated back to 2018 and extended through 2023, creating stability and growth opportunities for biodiesel.

H2OOhio Program

OSA advocated for state funding for the H2Ohio program to provide cost-share funding for farmers who implement best management practices to improve nutrient management and water quality in the Western Lake Erie Basin watershed.

Dicamba

After an abrupt court ruling, OSA advocated at the federal and state levels for a way to allow farmers to apply dicamba to soybeans. As a result, federal regulators allowed a path forward and Ohio regulators allowed application.

SCHOLARSHIPS

For the 13th year, OSCF proudly awarded $44,000 in scholarships to 13 Ohio college students. To date, the OSCF scholarship program has awarded $390,000 to students studying agriculture-related fields.

SCIENCE FAIRS

To support the future scientists and innovators of Ohio, OSCF awarded nearly $7,000 in prizes to 47 individual state science fair winners.

Ag Biotech Academy

Along with OAC and Pioneer, OSCF helped fund the 2020 Ag Biotech Academy, which introduced 27 teachers to the ways biotechnology is used in agriculture. To date, this program has trained 350+ teachers and contributed over $100k in classroom supplies to Ohio schools to help teachers incorporate agricultural sciences curriculum.
2020 OFFICERS

Chairman
BILL BATESON
District 5
Hancock County

Vice Chairman
JEFF MAGYAR
District 3
Ashtabula County
United Soybean Board (USB) Director

Treasurer
BILL BAYLISS
Ex-Officio
Logan County
United Soybean Board (USB) Director

Secretary
DAVE DOTTERER
District 12
Wayne County
United Soybean Board (USB) Director

TODD HESTERMAN
District 1
Henry County
Soy Transportation Coalition (STC) Representative

NATHAN ECKEL
District 2
Wood County

MIKE HEFFELFINGER
District 4
Van Wert County
National Biodiesel Board (NBB) Representative

MIKE MUTIONLER
District 6
Crawford County

JERRY BAMBauer
District 7
Auglaize County
Soy Aquaculture Alliance (SAA) Representative

CINDY LAYMAN
District 8
Hardin County

MIKE RALPH
District 9
Marion County

SCOTT DENLINGER
District 10
Montgomery County

BOB SUVER
District 11
Clark County
World Initiative for Soy in Human Health (WISHH) Representative

DAVID CLARK
District 13
Warren County
North Central Soybean Research Program Representative

SCOTT METZGER
District 14
Ross County
Soy Transportation Coalition (STC) Representative

STEVE REINHARD
Ex-Officio
Crawford County
United Soybean Board (USB) Director

To learn more about the Ohio Soybean Council and how your soybean checkoff works for you, visit SoyOhio.org.

OHIO SOYBEAN COUNCIL
918 PROPRIETORS ROAD, SUITE A
WORTHINGTON, OH 43085
888-SOY-OHIO
PHONE: 614-476-3100
SOYOHIO.ORG

The Ohio Soybean Council (OSC) was founded in 1991 to manage the Soybean Promotion and Research Program, more commonly known as the soybean checkoff. OSC is governed by a volunteer farmer board, which directs the investments of the checkoff. The program’s primary goal is to improve soybean profitability by targeting research and development, education and promotion projects.