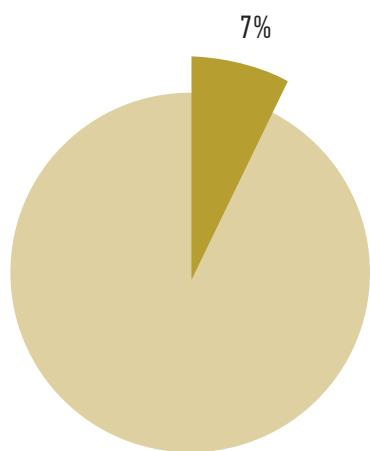
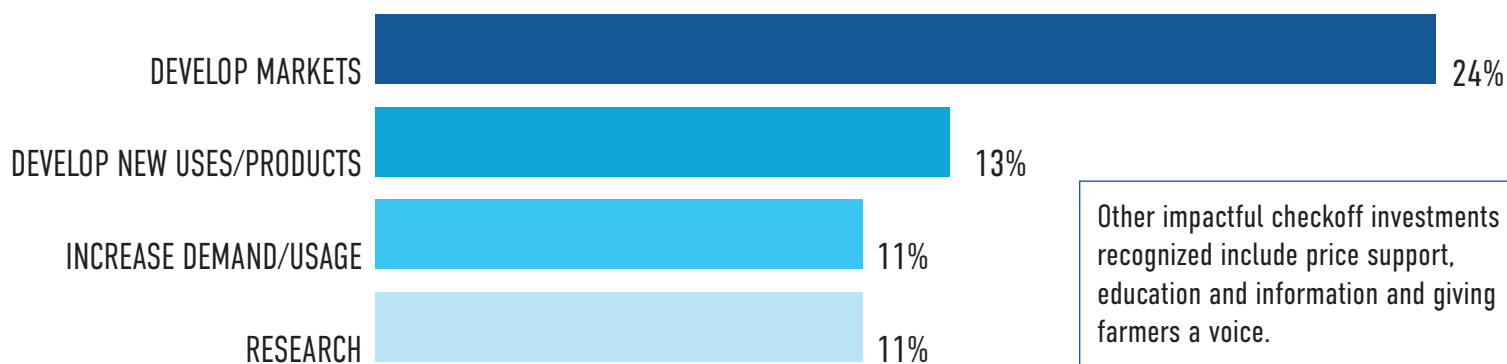


2022 FARMER SURVEY

The Ohio Soybean Council partnered with Aimpoint Research to conduct a producer survey in the beginning of 2022 to improve communications and strategic investment. The results of the survey are being used to evaluate the perceived value of checkoff-funded programs, understand grower attitudes towards the soybean checkoff, test awareness of programs and identify perceived challenges and opportunities.

Most Impactful Checkoff Investments

It is recognized that the soybean checkoff develops markets, markets soybeans and develops new uses and/or products.



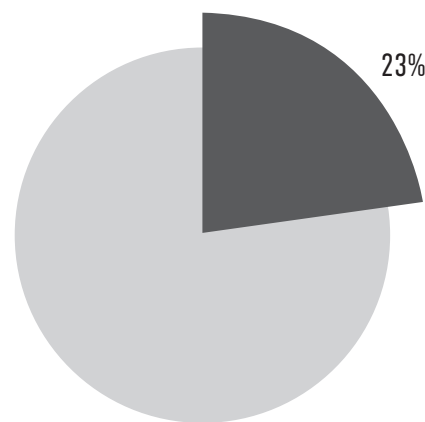
Carbon Markets

About 7% of farmers are currently enrolled in a carbon market program.

Nearly 50% of farmers surveyed said that they were somewhat or very likely to enroll in a carbon program.

Premium Soybeans

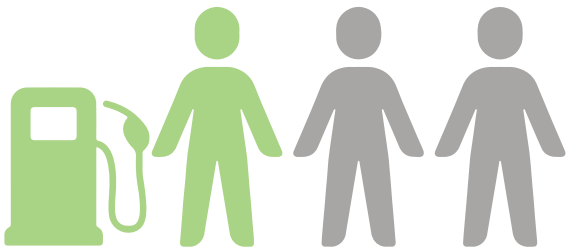
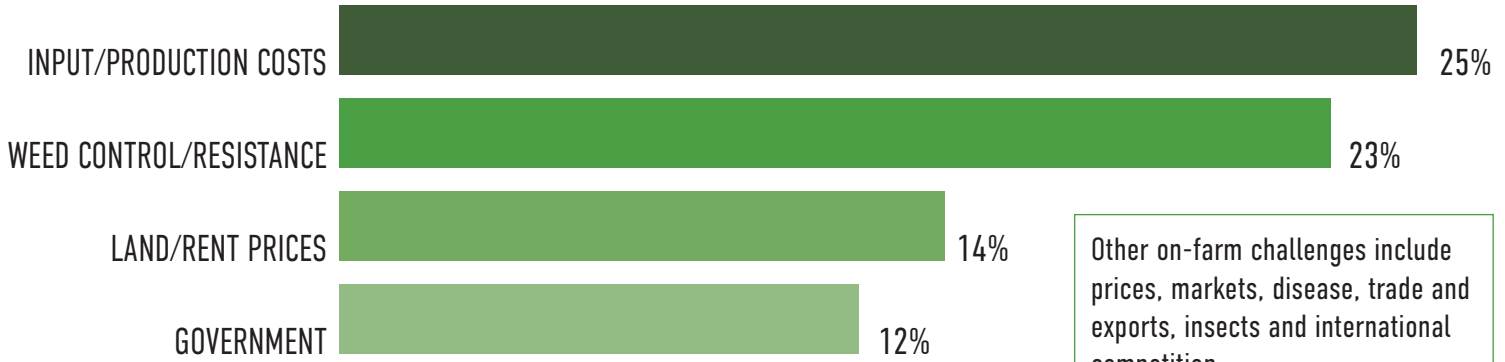
23% of farmers grow premium soybeans. Types of premium soybeans grown are non-GMO (6%), high oleic (6%), food-grade (5%), seed beans (4%) and organic (2%).



2022 FARMER SURVEY

On-Farm Challenges

The biggest challenge is input and production costs followed by weed control and resistance.



Biodiesel Usage

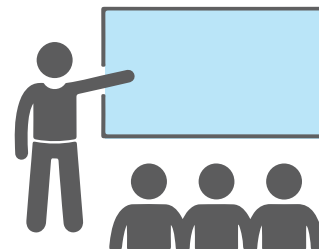
About 30% of farmers are currently using biodiesel on their operation. A majority of the farmers who are not currently using biodiesel struggle to access it.

Preferred Media Sources for Agricultural Information

Non-online sources continue to be the most popular among growers for agricultural information with magazines and other physical publications at the top (90%).



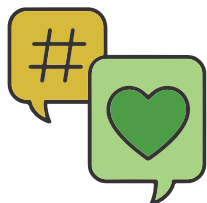
90% Magazine and Other Physical Publications



82% In-person Informational Presentation



64% Websites



45% Social Media



41% Text Alerts



40% Email