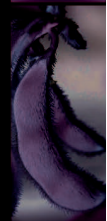


Mark Winkle  
Senior Director of Domestic  
Programs  
United Soybean Board/SmithBucklin





  
American Soybean  
Association  
If you believe, belong.

MONSANTO 

  
PIONEER.

syngenta.

  
ADM

 **USB**  
UNITED SOYBEAN BOARD

  
Cargill

  
INSTITUTE OF SHORTENING AND EDIBLE OILS, INC.

BUNGE

  
GMA  
The Association of Food, Beverage  
and Consumer Products Companies

# Industry Engagement

# TRAIT ENHANCEMENT PIPELINE

ON THE HORIZON

High Stearic

Improved Amino Acids

Increased Energy/ Low Phytate  
Phosphorus

Increased Oil/ Improved Feed

Omega-3

TODAY

High Oleic

Low Linolenic





**QUALISOY**

**Task Force**



2000

2002

2004

2005

2006

2008

2010

2012

2014

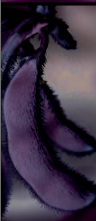
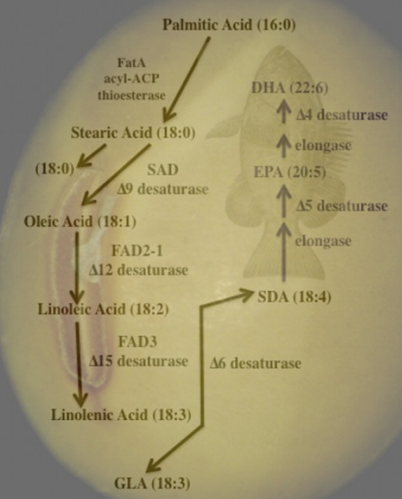


**Better  
Bean  
Initiative**



**Value  
Task  
Force**





# Select Yield and Quality



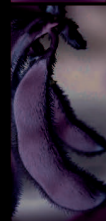
Designed to improve soybean quality through selection of higher protein + oil, high-yielding varieties



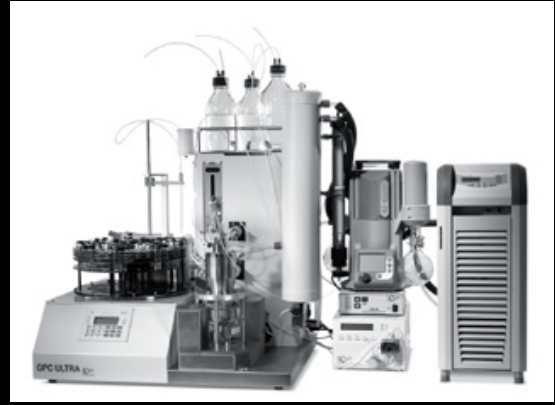
Hit the right score this season.

Our soybean checkoff.  
Effective. Efficient. Farmer-Driven. 

# QUALISOY<sup>®</sup>

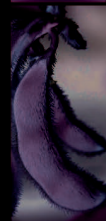






[www.UnitedSoybean.org](http://www.UnitedSoybean.org)





MONSANTO 

# HIGH OLEIC

*Innovation in every pod* 



[www.UnitedSoybean.org](http://www.UnitedSoybean.org)





**WEED OUT RESISTANCE**

- Know Your Weeds
- Know Weed Growth
- Know Weed Seed Characteristics
- Know Herbicide Resistance

**IN THE FIELD**

- Rotate Crops
- Use Multiple Herbicide Sites of Action
- Incorporate Tillage Practices

**SPRAY ATTENTION**

- Know Herbicide Site of Action and Properties
- Manage Drift
- Know Environmental Conditions
- Know Your Neighbors

**THE BOTTOM LINE**

- Manage Risk
- Know Cost-Benefits of Practices
- Know the Cost of Poor Weed Control



Supported by



[www.UnitedSoybean.org](http://www.UnitedSoybean.org)

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