



## Working for you: The Soybean Checkoff

The Northeast Region Soybean Board is funded by the national soybean checkoff, which assesses one-half of one percent of the net market value of beans sold at the first point of sale for three primary mission areas: research, marketing and education. Of the total checkoff assessments in each state, half is sent to the United Soybean Board for national and international programs.

Soybean farmers from Connecticut, Florida, Massachusetts, New York and West Virginia contribute to the Northeast Region Soybean Board. Checkoff funds collected in each state remain "earmarked" for use within that state in the Northeast budget.

In order to maximize funds available for projects to promote the profitability of soybean farmers within the region, the Northeast Region Soybean Board participates in a shared-executive arrangement with the Pennsylvania Soybean Promotion Board and Maryland Soybean Board. This reduces overhead costs and gives Northeast farmers the benefit of an executive with 30 years of experience in administering the soybean checkoff. The shared office is located in Salisbury, Md.

### NORTHEAST REGION

Fiscal Year 2009 - October 1, 2008 through September 30, 2009

Total FY09 Assessments	\$394,820
50% to United Soybean Board	197,410
Northeast Soybean Board	197,410
Interest & FY08 Project Funding Carryover	233,521
Miscellaneous	2,132
Total Revenues FY09	433,063

### DISBURSEMENTS

Administration, Collection, Compliance & Board Operating Costs, Elevator Audits	\$9,184
Special Projects	2,518
Communications	19,764
Promotion	9,633
In-state Research	63,678
Total Disbursements FY09	104,777
Ongoing Project Funding FY09	\$328,286



**Within the soybean checkoff's three mission areas** of research, marketing and education, the Northeast Region Soybean Board has invested in programs to help New York growers in FY09:

In-State Research totaled \$63,678, including \$29,490 to Dr. Susheng Gan of the Cornell University Department of Horticulture to continue research into delaying the senescence of soybean plants in an effort to increase yields. The board also awarded \$16,148 to Cornell University's Kenneth Wise to continue the TAG integrated pest management program for New York soybean growers, and \$10,000 to help fund the Asian rust soybean sentinel plot network in Florida. Under the TAG program, teams of farmers learn the basics – and the fine-tuning – of soybean production from Extension and each other.

Partnering with the New York Animal Agriculture Coalition, the Northeast Region Soybean Board received funds from the United Soybean Board to support a project to reconnect the public with animal agriculture. The funds, more than \$48,000 in total, helped complete a benchmark attitude survey of New York consumers, which will guide a promotional effort (also funded by the checkoff).

Working with two large county fairs, Schoharie County Sunshine Fair and Dutchess County Fair, the checkoff board is promoting biodiesel blends through their use in the generators that power the carnival rides.

The Northeast Region Soybean Board has an exhibit each year at the New York Farm Show and Empire Farm Days. Come visit us and learn more!

*Above, Debra Spurrier staffs the NRSB booth at Empire Farm Days. The board promotes the importance of animal agriculture using trivia questions and cow hats to entice visitors to our booth. Animal agriculture accounts for 98% of domestic soybean meal consumption.*



**Russ Carpenter, right, a soybean farmer from Trumansburg, NY, represents New York as a director on the United Soybean Board. Rick Stern, a soybean farmer from Cream Ridge, NJ, represents the Northeast Region.**