

ARKANSAS SOYBEAN PROMOTION BOARD MEETING  
Zoom Option

Minutes

July 30<sup>th</sup>, 2024  
9:30 a.m.

**Members Present in Person:** Brad Doyle, Joe Thrash, Rusty Smith, Douglas Hartz, John Freeman, West Higginbothom, Donald Morton

**Members Present via Zoom:** Shannon Davis

**Members Absent:** Josh Cureton

The day began with field research presentations by the University of Arkansas Division of Agriculture (UADA) staff on soybean research conducted at the Rohwer Extension Research Station in Watson, AR.

The Board heard field presentations on:

- Cover crops – Dr. Trent Roberts **ATTACHMENT 1**
- Soybean weed control – Dr. Tom Barber
- Soybean phenotyping – Dr. Elvis Ellie **ATTACHMENT 2**
- Emerging soybean diseases and data collection methods – Dr. Terry Spurlock
- Soybean breeding and variety testing – Dr. Ciao Canella Viera & Dr. John Carlin

Following the field tour, the Board took a lunch break.

Chairman John Freeman called the Arkansas Soybean Promotion Board meeting to order at 12:15pm and welcomed members and guests present on Zoom. A quorum was confirmed by the AR Department of Agriculture (Department). Administrator Scott Bray provided a brief overview of meeting protocols, and introductions were made.

Chairman Freeman introduced Dr. Aurelie Poncet, who presented her research on data-driven variable soybean seeding rate management in Arkansas. **ATTACHMENT 3**

Dr. Poncet provided an overview of her research, including results from an on-farm trial in three production fields in Lincoln county, aimed at determining the most effective seeding rate.

She detailed the methods used, including Greenway equipment, plant population surveys, soil sampling, and hydrological modeling, to gather comprehensive data. This data is used to identify trends and patterns. She also briefly mentioned an economic approach developed with Dr. Michael Popp and Dr. Jeremy Ross.

Dr. Poncet discussed a study with Mike Hamilton on variable rate seeding and its potential to increase profitability, using satellite imagery to identify areas with different yield potentials.

The next steps for her research team include associating plant population data with yield data to determine the optimal seeding rate. They will also explore multi-year trials, historical satellite imagery for scouting, identification of suitable fields, model and computing improvements, as well as automation and web-tool development.

Member Brad Doyle inquired about the row spacing in her study, and she indicated that row spacings were 36 inches apart. He also asked about the electric units used with the Greenway equipment, leading to some discussion.

A member asked about soil type variability at the research locations, to which Dr. Poncet responded that there was significant variability, with 40% to 60% differences between locations.

Member Doyle further asked why the lower seeding rate performed well, questioning whether it was due to reduced competition or more robust root structures. Dr. Jeremy Ross suggested it was likely due to less competition, which led to additional discussion.

Dr. Poncet asked if there were any further questions; there were none.

Dr. Nathan Slaton introduced Dr. Jeremy Ross to present the 2024 soybean crop status update.

Dr. Ross informed the board that most of the state's crop has been planted, though the harvest may be extended this year. He reported that over three million (3,000,000) acres have been planted in Arkansas this season, but yields may not match last year's due to weather conditions.

He cautioned against harvesting too early this season, noting that he has already received consultant inquiries about 6.5 recommendations.

Dr. Ross mentioned that his team was able to plant earlier this year with good crop stands and briefly discussed ongoing research trials at various research stations across the state.

He also shared insights from the United Soybean Board (USB) meeting he attended, including the Science for Success Program, and announced plans to shift towards creating instructional videos.

Member Doyle asked about investigations into ultra-early planting dates. Dr. Ross replied that Dr. Larry Purcell primarily handles planting date research, with the earliest recommended dates being late March to early April.

Dr. Ross asked if there were any further questions; there were none.

Dr. Slaton introduced Dr. Caio Canella Vieira, who provided details on the 2024 Southern Soybean Breeders Tour, scheduled for September 3-5, 2024, in Memphis, Tennessee. **ATTACHMENT 4**

Dr. Vieira discussed the event's agenda and provided logistical details.

Member Douglas Hartz inquired whether board members could attend any of the events. Dr. Vieira confirmed that they could, as the board helps fund the project.

Dr. Slaton then announced the completion of research project presentations.

Chairman Freeman presented the minutes from the March 7 & 8, 2024, meeting, requesting a motion for approval.

**Motion: To approve the March 7 and 8, 2024, meeting minutes: Moved by Hartz, seconded by Morton.**

**Motion carried.**

Chairman Freeman requested a motion to approve the April 17<sup>th</sup>, 2024, meeting minutes.

**Motion: To approve the April 17, 2024, meeting minutes: Moved by Doyle, seconded by Higginbothom.**

**Motion carried.**

Chairman Freeman introduced Inoussa Zaki from the AR Department of Agriculture to present the board's financial report. **ATTACHMENT 5**

Zaki reviewed the financials for the period ending June 30<sup>th</sup>, 2024, noting that the board began the new fiscal year with \$9,347,000 available.

He reported that from July 1, 2023, to June 30, 2024, the board collected \$4,998,551 in total revenue.

During the same period, total expenses amounted to \$3,235,217, with \$519,592 allocated for promotion, \$2,702,160 for research, and \$13,465 for board expenses.

Zaki explained that the board ended the previous fiscal year 2024 with \$11,110,780 in cash, with \$5,290,405 remaining in allocation, leaving \$5,820,375 available to fund future projects.

He referenced an Excel workbook he created to calculate projected annual collections and expenses.

The Board worked with Zaki to estimate the budget for fiscal year 2025, leading to some discussion.

Member Doyle asked if the spreadsheet updates monthly throughout the fiscal year. Zaki confirmed that 99% of funds were collected as of the meeting date.

Member Doyle also inquired if the collected funds are processed through the AR Department of Agriculture or the AR Department of Finance & Administration (DF&A). Administrator Bray clarified that the funds go through DF&A.

A discussion followed about the Department's strategy of paying for approved projects upon completion to avoid open commitments between fiscal years.

Zaki noted that the legislative audit committee will begin their standard audit for the Soybean Promotion Board on August 5<sup>th</sup>, 2024.

A member asked about communications between the AR Department of Agriculture and the United Soybean Board (USB). Administrator Bray confirmed that they have been in contact and have submitted the requested reports.

Chairman Freeman introduced Carson Horn from the Communications Group to present their report to the board. **ATTACHMENT 6**

Horn explained that they had recently completed their interim contract, which ran from February 15<sup>th</sup> through June 30<sup>th</sup>, 2024. He provided statistics on social media and public relations impressions, highlighting that the board's website received 13,787 total visits during this period, with segments on KATV driving traffic.

He noted strong interest in the Grow for the Green contest, which further increased website traffic and engagement.

During the interim period, the board gained 518 new social media followers, with 868,846 total impressions and 27,780 total reaches. Horn highlighted the top-performing social media posts.

He estimated a total 34,964,895 potential impressions from the board's website, social media, and public relations efforts.

Horn also mentioned that their team is already working on Fiscal Year 2025 activities, including USB meetings, QSSB calls, AR Cattleman's Association Convention, and Grow for the Green promotion. He announced a new partnership with the Plantation Agriculture Museum.

Horn introduced Curtis Smith from the Plantation Agriculture Museum in Scott, AR, who discussed plans for a permanent soybean exhibit, emphasizing the crop's significance to Arkansas agriculture. They are seeking producers to interview and memorabilia for the exhibit. Horn also shared plans for reimagining the annual research report in collaboration with Dr. Slaton.

Chairman Freeman briefly discussed the procurement process for the new contract with the Communications Group, effective July 1, including its potential renewal for up to six years. A discussion followed.

Horn encourages board members to submit specific requests or key messages to the Communications Group to help disseminate information to the public.

He also reminded board members about marketing apparel and mentioned that he might send out a package of promotional materials to members.

Chairman Freeman asked if there were any further questions; there were none.

Chairman Freeman asked Dr. Slaton if there was any other business he needed to bring before the board.

Dr. Slaton raised several questions about his new role with the UADA in supporting the board, including fellowship funding, invoicing for projects, and payout procedures. A discussion followed, with Zaki from the AR Department of Agriculture referencing financial records to assist. Administrator Bray emphasized that the Department prefers invoices for proper documentation.

Member Smith expressed support for increasing fellowship amounts to further assist UADA.

The board briefly discussed forming a committee to review fellowship candidate applications.

Dr. Slaton then asked for clarification on how the board would handle letters of support for Dr. Poncet's federal funding proposal for soybean research. This led to further discussion.

Dr. Slaton informed the board that soybean royalties from commercialized lines, funded by the board, currently total \$3,661.

He also noted a carryover of approximately \$461,000 in unspent funds from FY24, more than expected. Dr. Slaton asked how the board would like to handle these unspent funds and whether to forward the excel file. Discussion ensued.

Further discussion occurred regarding the Department's fiscal role and the UADA's memorandum of understanding (MOU) with the board.

Chairman Freeman asked if there was any other business.

Member Doyle remarked on the impressive results from the Soybean Science Challenge, with Dr. Ross noting the increasing quality of student projects.

Member Doyle inquired about member reappointments, and Administrator Bray stated that the Department is aware but had no updates. Discussion followed.

Member Hartz requested an update on the germplasm swap offer from Dr. McKinney, previously presented to the board. Dr. Slaton confirmed that an MOU allowing the swap, but Dr. Carlin noted it had not yet been signed.

Member Hartz asked whether board members could review the MOU. Dr. Carlin indicated that nondisclosure agreements were in place and that legal counsel would need to approve the request. Discussion followed, with references to previous meetings where the matter was discussed. No motions were made.

Chairman Freeman requested that UADA return to the board for further discussion before signing anything. Discussion continued.

Chairman Freeman initiated discussions on the board's election of officers and called for nominations for Chairman, leading to some discussion.

**Motion: Douglas Hartz moved to nominate Brad Doyle as Chair.**

**Motion: Shannon Davis moved to nominate Joe Thrash as Vice Chair.**

**Motion: Douglas Hartz moved to nominate West Higginbotham as Secretary/Treasurer.**

**Motion: Douglas Hartz moved to nominate the slate of officers. Seconded by Rusty Smith.**

**Motions carried.**

New board officers:

**Chair: Brad Doyle**  
**Vice Chair: Joe Thrash**  
**Sec/Treasurer: West Higginbotham**

Chairman Freeman congratulated the newly elected officers and asked if there was any other business. Administrator Bray informed the board that travel reimbursement forms were prepared for members to sign.

Member Doyle inquired about the date for the next board meeting, and it was noted that it is typically held on December 1<sup>st</sup>.

**Meeting adjourned.**

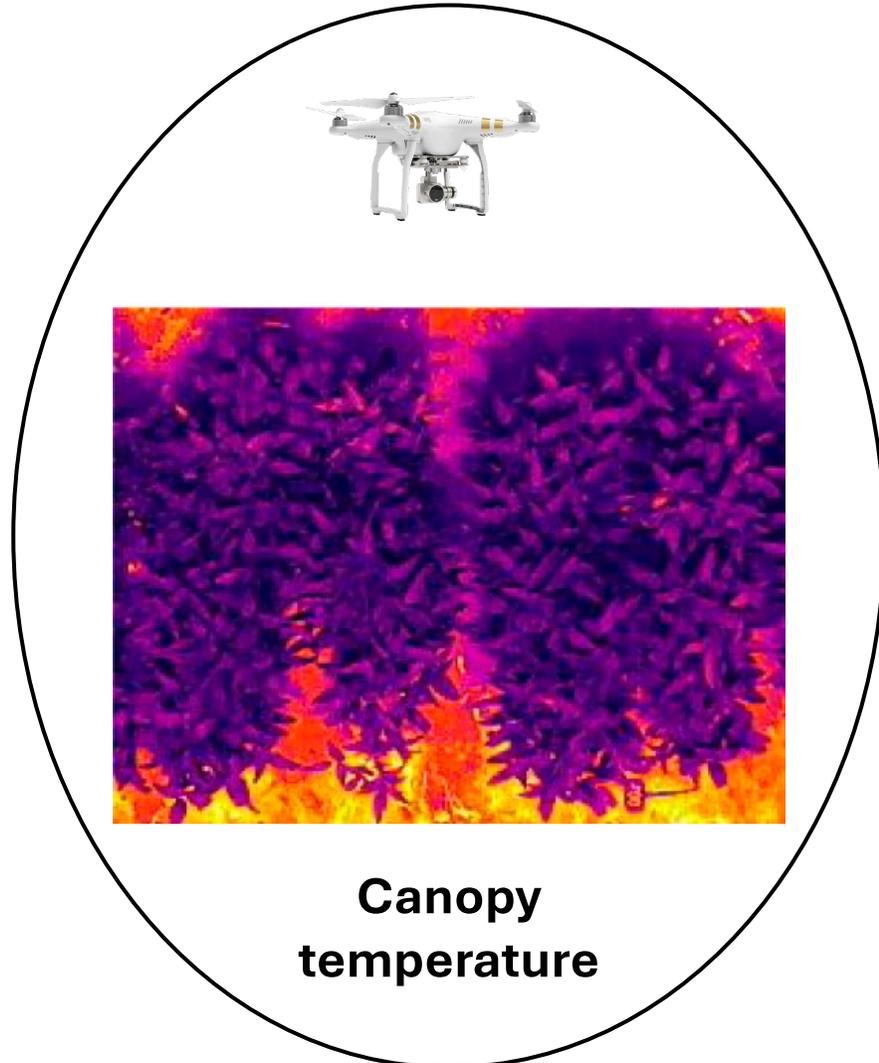
  
John Freeman, Chairman

# 2024 Soybean Rotation with Cover Crop Rohwer

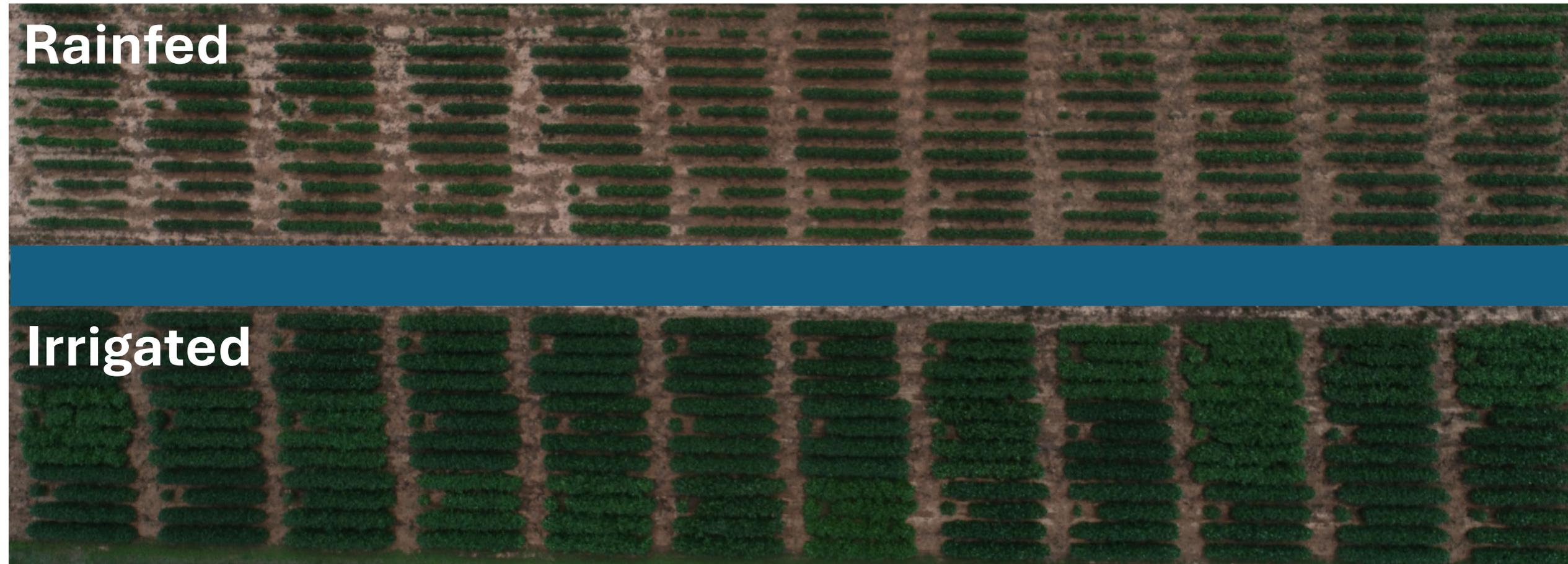
	Rep 1						Rep 2						Rep 3						Rep 4													
	7.5	15	22.5	30	37.5	45	52.5	60	67.5	75	82.5	90	97.5	105	112.5	120	127.5	135	142.5	150	157.5	165	172.5	180	187.5	195	202.5	210	217.5	225	232.5	240
<b>1201</b>	Fallow						Fallow						Fallow						Fallow													
<b>1202</b>	Cereal Rye						Cereal Rye						Cereal Rye						Cereal Rye													
<b>1203</b>	Black Oats						Black Oats						Black Oats						Black Oats													
<b>1204</b>	Triticale						Triticale						Triticale						Triticale													
<b>1205</b>	Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea													
<b>1206</b>	Hairy Vetch						Hairy Vetch						Hairy Vetch						Hairy Vetch													
<b>1207</b>	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
<b>1208</b>	Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)													
<b>1209</b>	Cereal Rye						Cereal Rye						Cereal Rye						Cereal Rye													
<b>1210</b>	Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)													
<b>1211</b>	Triticale						Triticale						Triticale						Triticale													
<b>1212</b>	Hairy Vetch						Hairy Vetch						Hairy Vetch						Hairy Vetch													
<b>1213</b>	Black Oats						Black Oats						Black Oats						Black Oats													
<b>1214</b>	Fallow						Fallow						Fallow						Fallow													
<b>1215</b>	Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea													
<b>1216</b>	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
<b>1217</b>	Black Oats						Black Oats						Black Oats						Black Oats													
<b>1218</b>	Fallow						Fallow						Fallow						Fallow													
<b>1219</b>	Cereal Rye						Cereal Rye						Cereal Rye						Cereal Rye													
<b>1220</b>	Hairy Vetch						Hairy Vetch						Hairy Vetch						Hairy Vetch													
<b>1221</b>	Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)													
<b>1222</b>	Triticale						Triticale						Triticale						Triticale													
<b>1223</b>	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													
<b>1224</b>	Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea													
<b>1225</b>	Hairy Vetch						Hairy Vetch						Hairy Vetch						Hairy Vetch													
<b>1226</b>	Black Oats						Black Oats						Black Oats						Black Oats													
<b>1227</b>	Cereal Rye						Cereal Rye						Cereal Rye						Cereal Rye													
<b>1228</b>	Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)						Mix 2 (Black Oats and Austrian Winter Peas)													
<b>1229</b>	Fallow						Fallow						Fallow						Fallow													
<b>1230</b>	Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea						Austrian Winter Pea													
<b>1231</b>	Triticale						Triticale						Triticale						Triticale													
<b>1232</b>	Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)						Mix 1 (Cereal Rye, Crimson Clover, Seven-Top Turnip)													

# Soybean Phenotyping

ATTACHMENT 2



# Phenotyping for enhanced water use efficiency



Fayetteville experiment: 12 genotypes \* 2 irrigation treatments (irrigated vs rainfed) \* 3 replications = 72 plots



# Thank you!!!

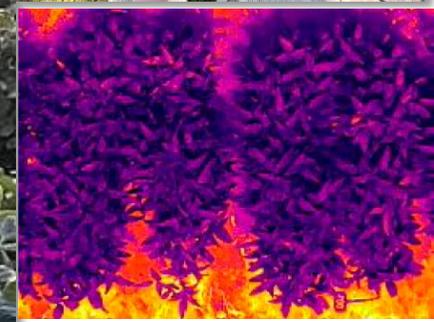
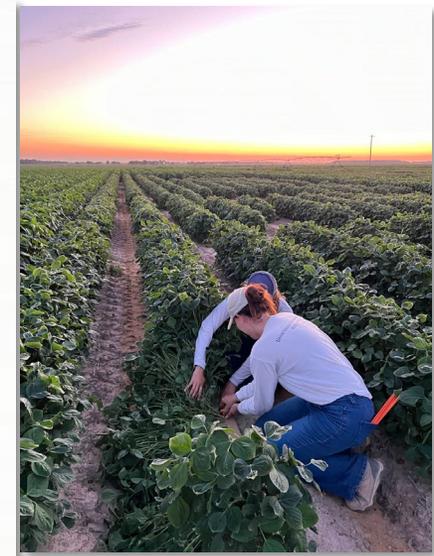
## Soybean Phenotyping

Elvis Elli

[eelli@uark.edu](mailto:eelli@uark.edu)

Crop Physiology

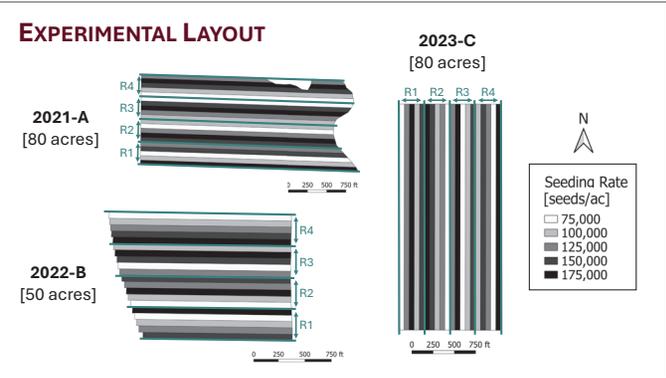
University of Arkansas





### OUTLINE

1. On-Farm Trials and Data Collection



### CHARACTERIZATION OF IN-FIELD VARIABILITY

Category	Parameter/Data	Data Source	Data Type
Planter Response to Treatments	As-applied Seeding Rate	Greenway	Polygon SHP
	Plant Population	Stand Counts	Point SHP
Soil Properties	Soil Mapping Unit	USDA-NRCS WSS	Polygon SHP
	Soil Texture	Soil Sampling	Point SHP
	Soil pH, K, P	Soil Sampling	Point SHP
Field Hydrology	Elevation [3.2 ft]	USGS Geostor	Raster
	Flow Accumulation	Modeling	Raster
	Drainage Basins	Modeling	Raster
Crop Development	Satellite Imagery [12 ft]	Planet Labs	Raster
	Yield Monitor	Greenway	Polygon SHP

Note: SHP = Shapefile

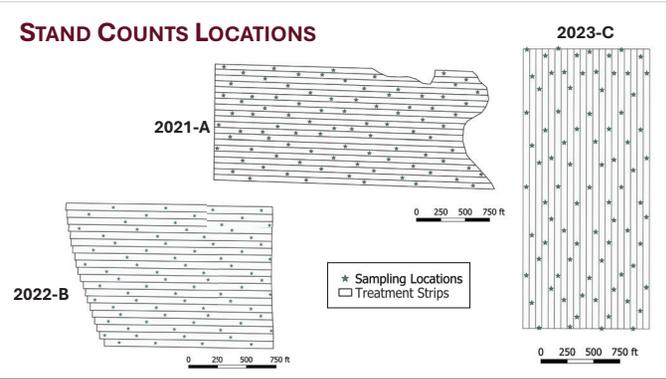
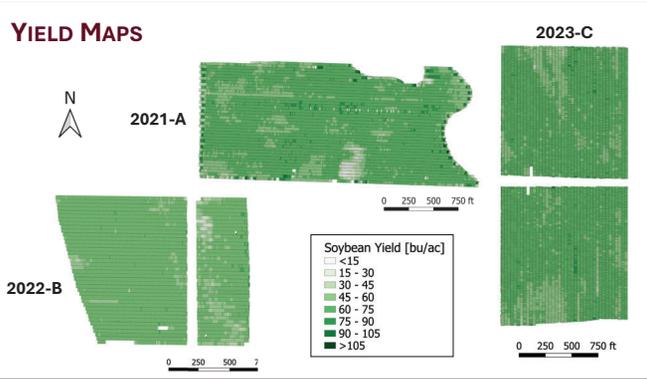
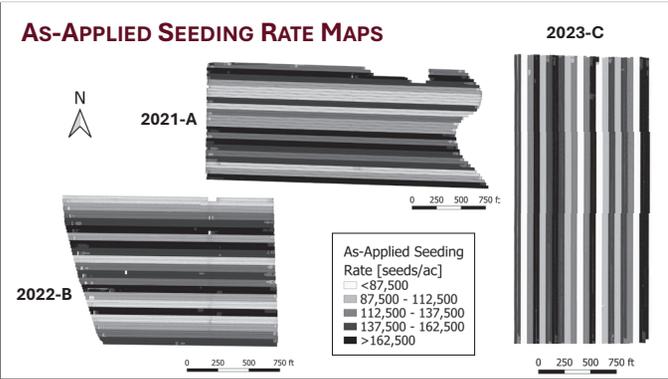
### OUTLINE

1. On-Farm Trials and Data Collection
2. Findings-to-Date
  - a. Crop Response to Treatments

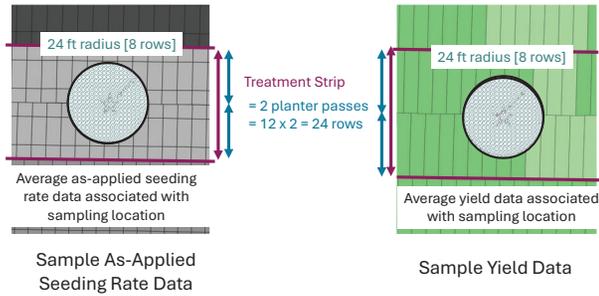
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	Soil Texture	Soil Sampling	Point SHP
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	Flow Accumulation	Modeling	Raster
	Drainage Basins	Modeling	Raster
Crop Development	Satellite Imagery [12 ft]	Planet Labs	Raster
	Yield Monitor	Greenway	Polygon SHP

Note: SHP = Shapefile

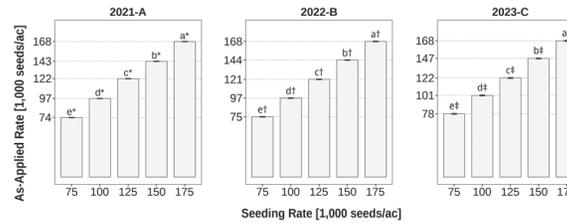


## PLANTER AND YIELD DATA PROCESSING

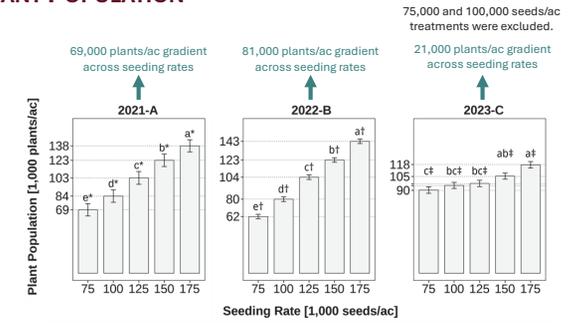


## AS-APPLIED SEEDING RATE

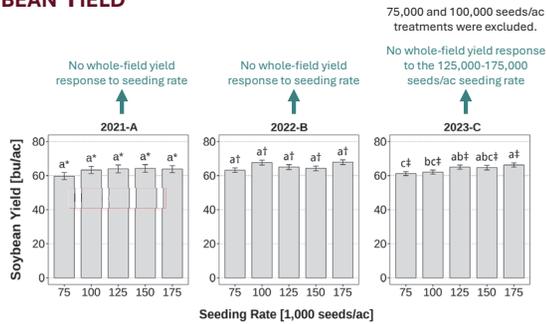
According to the planter data, distinct seeding rate treatments were applied within 5% of the target.



## PLANT POPULATION



## SOYBEAN YIELD



## ECONOMIC APPROACH

In Collaboration with Michael Popp & Jeremy Ross

- (Informed) assumptions about yield response to field conditions
- Descriptive model, predictive/prescriptive capabilities unknown

$$\text{Yield} = f(\text{Plant Population}, \text{Soil Test Potassium})$$

$$\text{Plant Population} = f(\text{Seeding Rate}, \text{Seedling Survival})$$

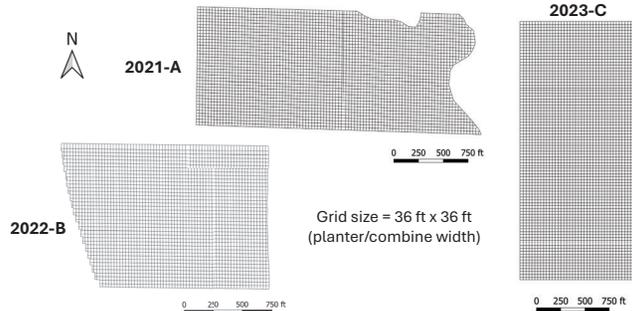
$$\text{Seedling Survival} = f(\text{Percent Sand}, \text{Percent Clay})$$

## CHARACTERIZATION OF IN-FIELD VARIABILITY

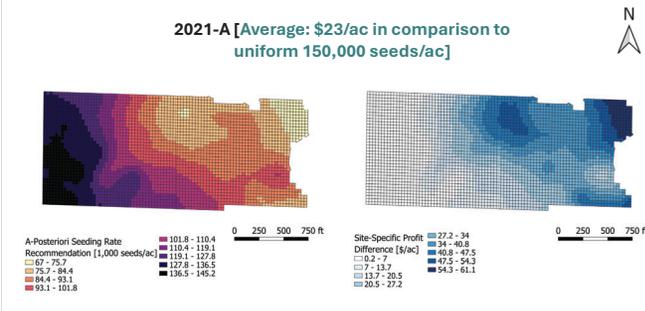
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	Flow Accumulation	Modeling	Raster
	Drainage Basins	Modeling	Raster
Crop Development	Satellite Imagery [12 ft]	Planet Labs	Raster
	Yield Monitor	Greenway	Polygon SHP

Note: SHP = Shapefile

## GROUND-REFERENCE AND YIELD DATA INTERPOLATION

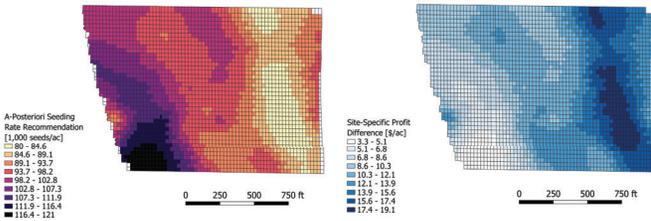


## A-POSTERIORI SEEDING RATE PRESCRIPTIONS & PROFIT



## A-POSTERIORI SEEDING RATE PRESCRIPTIONS & PROFIT

2022-B [Average: \$11/ac in comparison to uniform 150,000 seeds/ac]



## OUTLINE

1. On-Farm Trials and Data Collection
2. Findings-to-Date
  - a. Crop Response to Treatments
  - b. Viability of Variable-Rate Seeding
  - c. Correlations with Satellite Imagery



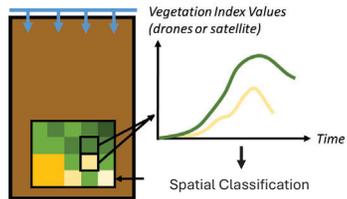
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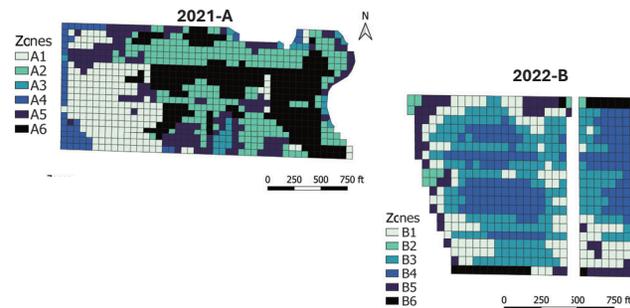
## SPATIO-TEMPORAL SATELLITE IMAGE ANALYSIS

In Collaboration with Mike Hamilton

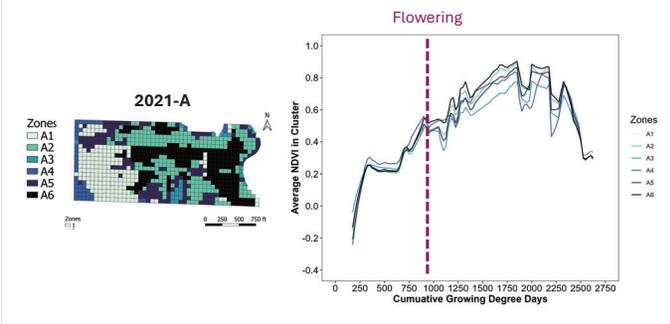


- Normalized Difference Vegetation Index (NDVI)
- Time = CGDD
- Planet satellite imagery because of spatial resolution requirements

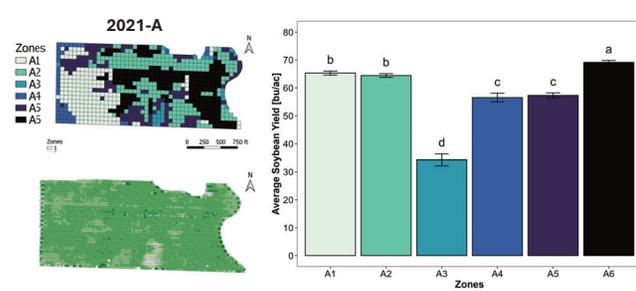
## SATELLITE-BASED CROP CLASSIFICATION



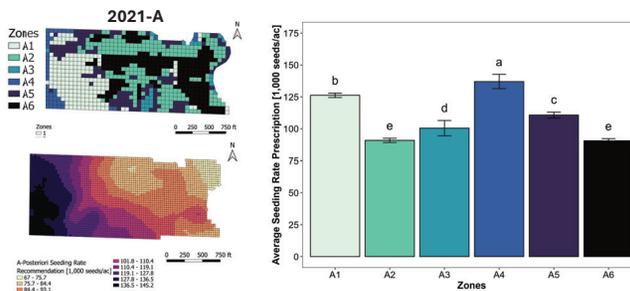
## SITE-SPECIFIC CROP DEVELOPMENT CHARACTERISTICS



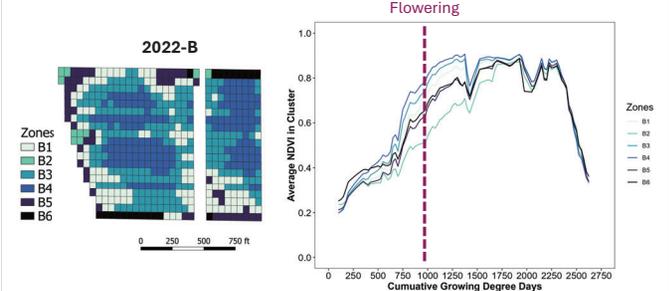
## SITE-SPECIFIC CROP DEVELOPMENT CHARACTERISTICS



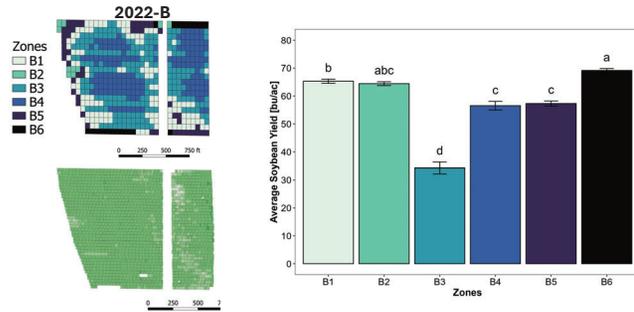
## SITE-SPECIFIC CROP DEVELOPMENT CHARACTERISTICS



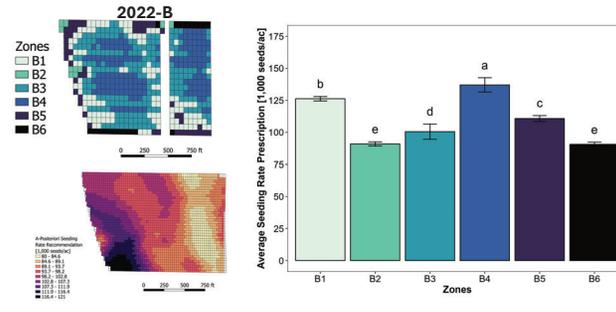
## CORRELATION WITH SEEDING RATE PRESCRIPTIONS



## CORRELATION WITH SEEDING RATE PRESCRIPTIONS



## CORRELATION WITH SEEDING RATE PRESCRIPTIONS



## OUTLINE

1. On-Farm Trials and Data Collection
2. Findings-to-Date
  - a. Crop Response to Treatments
  - b. Viability of Variable-Rate Seeding
  - c. Correlations with Satellite Imagery
3. Next Steps

## NEXT STEPS

- Comparison of findings across growing seasons
- Creation of a-priori prescriptions that manage risk and return
- Utilization of satellite imagery history to inform scouting
- A-priori identification of most suitable field candidates
- Model & computing performance improvement
- Automation & Web-tool development



# 2024 SOYBEAN BREEDER'S TOUR

September 3-5, Memphis, TN  
Soybean Breeding in the Mid-South:  
Challenges and Opportunities

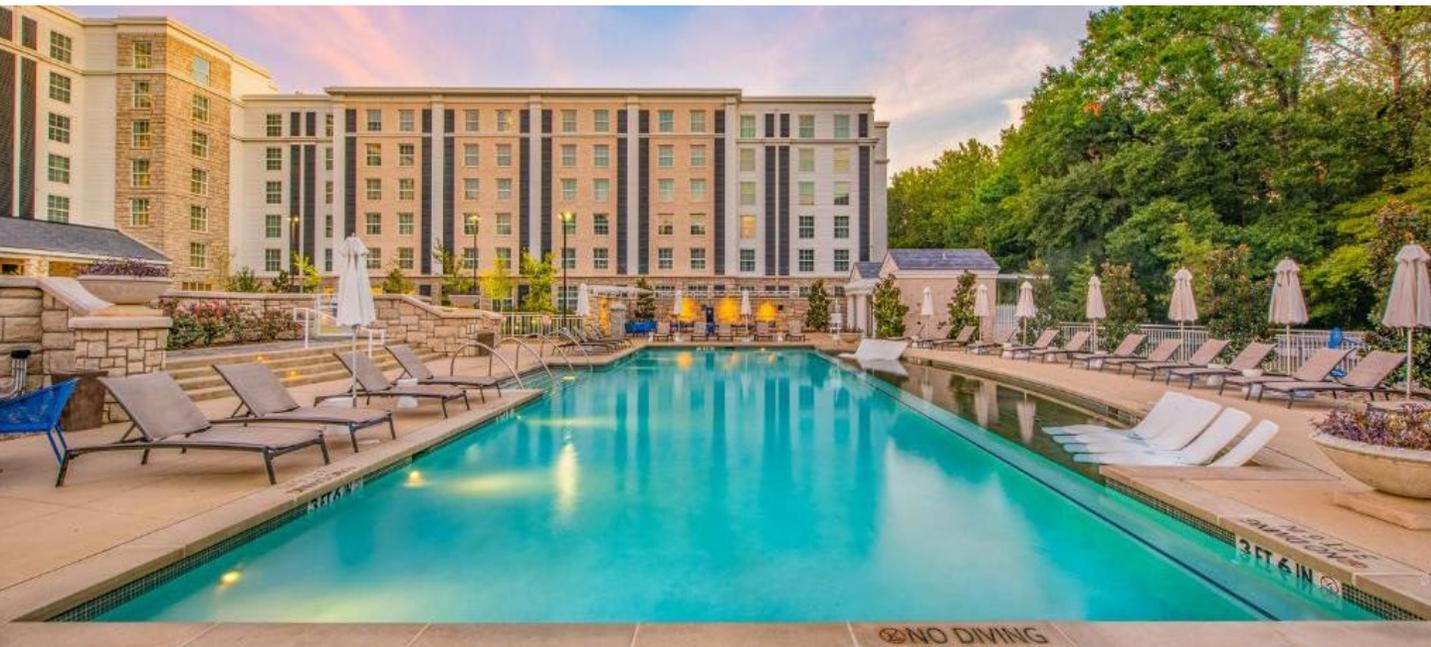
Register now!



2024  
SOUTHERN  
SOYBEAN  
BREEDERS  
TOUR



Hosted by:



## TUESDAY | SEPTEMBER 3

**4:00-7:00 PM** Registration at Guest House at Graceland

## WEDNESDAY | SEPTEMBER 4

**7:10 AM** Depart Hotel to Nutrien Ag Solutions

**7:30 AM** Presentation/Tour at Nutrien Ag Solutions – Dr. Innan Cervantes

**8:45 AM** Depart to Rice Research and Extension Center (RREC)

**11:00 AM** Presentations at RREC

Dr. Jeremy Ross, UADA – *Mid-south Soybean Production: Prospective from a Southern Soybean Agronomist*

Dr. Travis Faske, UADA – *Impactful Soybean Diseases and Nematodes of the Mid-Southern US*

Dr. Jason Norsworthy, UADA – *Weed Management Issues in Midsouth Crops*

**12:00 PM** Lunch

**1:00 PM** Field Tour at RREC

Dr. Stan Guzman/Dr. Xueyan Sha, UADA – *Rice Breeding at the University of Arkansas*

John Carlin, UADA – *Overview of the University of Arkansas Foundation Seed Program*

Dr. Chengjun Wu/Derrick Harrison, UADA – *Soybean Breeding - Flood Tolerance*

Dr. Caio Vieira, UADA – *Soybean Breeding at the University of Arkansas*

**3:00 PM** Departure to Guest House at Graceland

**5:00 PM** Arrive at Hotel

**5:30 PM** Social Event

**6:30 PM** Dinner

**8:00 PM** Graduate Students Social Event

## THURSDAY | SEPTEMBER 5

7:00 AM Departure to Rone Hall

9:00 AM Field Tour at Lee Farm

Dr. Feng Lin, MU Delta Center/ Dr. Caio Vieira UADA – *Identification and Confirmation of Natural Tolerance to Off-Target Dicamba Damage in Non-Xtend Soybeans*

Dr. Francia Ravelombola, MU Delta Center – *Monitoring Soil Moisture for Drought-Resilient Soybeans*

Dr. Ru Zhang, Danforth Plant Science Center – *Accelerating Breeding, Enhancing Resistance, and Increasing Yield of Soybean by Monitoring and Improving Photosynthesis*

Dr. Justin Calhoun, MU FD-REEC – *Moving Forward with Planting Dates and Shorter Maturing Soybeans*

Dr. Justin Chlapecka, MU FD-REEC – *Furrow-Irrigated Rice and its Positive Impact on the Rice/Soybean Rotation*

Dr. Chase Floyd, MU FD-REEC – *Management of Insect Pests in Soybeans*

Dr. Bradley Wilson, MU FD-REEC – *Cotton PGR Effects on Late Maturing Cotton Varieties in a Short Season Environment*

11:30 AM Lunch

12:30 PM Presentations at Rone Hall

Aaron Brandt, MU FD-REEC – *Fisher Delta Research, Extension, and Education Center, an Overview*

Dr. Eric Oseland, MSMC – *Research Updates from Missouri Soybean Merchandising Council*

Dr. Heike Buecking, MU FD-REEC – *TBD*

Dr. Shibu Jose, MU FD-REEC – *TBD*

Dr. Jessica Argenta, MU FD-REEC – *Assessing Soybean Resistance to Diseases and Nematodes in the FD-REEC Soybean Breeding Program*

Dr. Cheryl Adeva, MU Delta Center – *Breeding Strategies for Improvement of Soybean Seed Composition through Conventional and Molecular Breeding*

Harmeet Singh, MU Delta Center – *Unlocking Genetic Potential: Exploring Photosynthetic Efficiency Variation and its Impact on Soybean Yield*

Dr. Feng Lin, MU FD-REEC/Dr. Caio Vieira, UADA – *Closing Remarks*

1:30 PM Departure to Guest House at Graceland



# 2024 SOYBEAN BREEDER'S TOUR

September 3-5, Memphis, TN  
Soybean Breeding in the Mid-South:  
Challenges and Opportunities

Register now!



2024  
SOUTHERN  
SOYBEAN  
BREEDERS  
TOUR



Hosted by:



Sarah Huckabee Sanders  
Governor

## ARKANSAS DEPARTMENT OF AGRICULTURE

1 Natural Resources Drive, Little Rock, AR 72205  
agriculture.arkansas.gov  
(501) 225-1598



Wes Ward  
Secretary of Agriculture



### United Soybean Board (USB) Member Nomination Outreach

- Each state board member was asked for nominations from their various associations, business contacts, etc.
- There is a limited number of people to pick from in Arkansas due to most farmers not having the time to leave the farm.
- 2 applications received. It's been very difficult to receive two in years past.
- All contacts were made through current board members and the associations they represent.
- Due to the demanding responsibilities of USB very few farmers in Arkansas have the time to serve.
- Staff and the state board members will continue to identify individuals who would be a good fit to serve on USB.



### Social Advertising

- 809,607 total impressions
- 75,992 total reach
- 49,914 total engagements
- 820 total reactions
- 8,665 total click thrus

**Top Performing Posts:**



### Digital Website

- 13,787 Total Site Visits
- 2,426 Pages per Session

**Top Content Accessed:**

- Home
- Grow for the Green
- Soy Recipes

**Top Sources:** Facebook/Social, Direct, Google/Organic

*Website Traffic - Spikes attributed to KATV segments and Bean Brief distributions.*

### Digital Social

**Overview** \*Does not include YouTube

- 146 Total Posts
- 518 Total New Followers
- 868,846 Total Impressions
- 4,206 Total Engagements
- 27,780 Total Reach

**Top Performing Posts:**

### Digital Bean Brief

- 6 Total Bean Briefs
- 5,376 Total Sends
- 2,189 Total Opens
- 41.26% Average Open Rate
- 132 Total Clicks
- 30 Total Contact Growth (due to undeliverable emails)



## Public Relations

- 5 Releases Distributed  
*Top Performing: Brad Doyle Appointment, Grow for the Green Applications*
- 27 Total Stories Generated
- 15 KATV Good Morning Arkansas Appearances  
*\*KATV communicated that ASPB appearances were top-performing segments*

TOTAL POTENTIAL IMPRESSIONS  
*(Feb 16, 2024 - July 1, 2024)*

# 34,964,895



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## FY25 Activity

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## FY25 Activity *July 1 - July 30*

- USB Meeting
- QSSB Calls
- Arkansas Cattlemen Association Convention
- Grow for the Green Promotion
- Plantation Museum Partnership
  - Featured Exhibit
  - Spring Event
  - Permanent Exhibit

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## FY25 Activity *Upcoming*

- Arkansas Soybean Month
- Arkansas Farm Bureau Convention
- Annual Research Report
- Field to Film

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Contact: Carson Horn, APR  
[chorn@comgroup.com](mailto:chorn@comgroup.com) | 501-515-0849

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STATE OF ARKANSAS  
Professional Service Contract

Vendor No. 100051405  
Contact Carson Horn  
Your reference S000000283

THE COMMUNICATIONS GROUP  
201 E MARKHAM ST STE 300  
LITTLE ROCK AR 72201-1695

Contract No. 4600054732  
Date 05/23/2024

Contact Kimberly Haywood  
Telephone 501-683-2222  
Fax 501-324-9311

Our ref. ST  
Incoterms FOB  
DESTINATION

**Send Invoice To:**

AGENCY CONTACT: Melissa Barlow EMAIL:  
melissa.barlow@agriculture.arkansas.gov

**Ship To:**

DEPARTMENT OF AGRICULTURE  
1 NATURAL RESOURCES DR  
LITTLE ROCK AR 72205

Valid from: 07/01/2024  
Valid to: 06/30/2025

Target value 335,275.00 USD  
AWARD NUMBER: S000000283  
SERVICES: Public Relations Service  
CONTRACT PERIOD: 07/01/2024 - 06/30/2025  
AASIS#: 4600054732

This is a term contract issued by the Office of State Procurement. This is not authority to ship. A separate purchase order will be issued. This contract constitutes acceptance of your bid along with all terms & conditions therein and signifies the offerer's knowledge and acceptance of all the terms and conditions set forth within the Request for Proposal.

This contract will be for a period of one (1) year and has the option to be renewed up to six (6) years in one (1) year increments or a portion thereof, if mutually agreed upon in writing by the Office of State Procurement and the vendor.

VENDOR NAME: The Communications Group, Inc.  
ADDRESS: 201 E. Markham, Ste. 300, Little Rock, AR 72201

CONTACT NAME: Carson Horn  
PHONE: 501-515-0849  
EMAIL: chorn@comgroup.com

Item	Material/Description	Target Qty	UM	Unit Price	Amount
0001	10132695 PRO SERVICE, ADVERTISING/MARKETING PR for Soybean Promotion Board	335,275.00	Lump Sum	1.00	\$ 335,275.00

**GENERAL CONDITIONS AND INSTRUCTIONS TO VENDOR:**  
All purchasing rules and regulations defined by the State of Arkansas apply to this document.

*Jessica Patterson*

Purchasing Official/Fiscal Officer

**06/21/2024**



**STATE OF ARKANSAS**  
**Professional Service Contract**

**Vendor No.** 100051405  
**Contact** Carson Horn  
**Your reference** S000000283

**Contract No.** 4600054732  
**Date** 05/23/2024  
**Our reference** ST

Item	Material/Description	Target QtyUM	Unit Price	Amount
			Estimated Net Value	<b>335,275.00</b>

**OUTLINE AGREEMENT AWARD TERMS AND CONDITIONS**

1. **GENERAL:** All terms and conditions stated in the invitation for bid govern this contract.
2. **PRICES:** Prices are firm and not subject to escalation, unless otherwise specified in the invitation for bid.
3. **DISCOUNTS:** All cash discounts offered will be taken if earned.
4. **TAXES:** Most state agencies must pay state sales tax. Before billing, the contractor should contact the ordering agency to find out if that agency must pay sales tax. Itemize state sales tax when applicable on invoices.
5. **BRAND NAME REFERENCES:** The contractor guarantees that the commodity delivered is the same as specified in the bid.
6. **GUARANTY:** All items delivered are to be newly manufactured, in first- class condition, latest model and design, including, where applicable, containers suitable for shipment and storage unless otherwise indicated in the bid invitation. The contractor guarantees that everything furnished hereunder will be free from defects in design, workmanship, and material; that if sold by drawing, sample or specification, it will conform thereto and will serve the function for which furnished. The contractor further guarantees that if the items furnished hereunder are to be installed by the contractor, such items will function properly when installed. The contractor also guarantees that all applicable laws have been complied with relating to construction, packaging, labeling, and registration. The contractor's obligations under this paragraph shall survive for a period of one year from the date of delivery, unless otherwise specified in the invitation for bid.
7. **AWARD:** This contract award does not authorize shipment. Shipment against this contract is authorized by the receipt of a purchase order from the ordering agency. A written purchase order mailed or otherwise furnished to the contractor results in a binding obligation without further action by either party.
8. **DELIVERY:** The term of the contract is shown on the face of the contract award. The contractor is required to supply the state's needs during this term. The number of days required to place the commodity in the receiving agency's designated location under normal conditions is also shown. Consistent failure to meet delivery without a valid reason may cause removal from the bidders' list or suspension of eligibility for award.
9. **BACK ORDERS OR DELAY IN DELIVERY:** Back orders or failure to deliver within the time required may be default of the contract. The contractor must give written notice to the Office of State Procurement and ordering agency of the reason and the expected delivery date. If the reason is not acceptable, the contractor is in default. The Office of State Procurement has the right to extend delivery if reasons appear valid. If the date is not acceptable, the agency may buy elsewhere.
10. **DELIVERY REQUIREMENTS:** No substitutions or cancellations are permitted without written approval of the Office of State Procurement. Delivery shall be made during agency work hours only, 8:00 a.m. to 4:30 p.m., unless

**GENERAL CONDITIONS AND INSTRUCTIONS TO VENDOR:**

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STATE OF ARKANSAS  
**Professional Service Contract**

**Vendor No.** 100051405  
**Contact** Carson Horn  
**Your reference** S000000283

**Contract No.** 4600054732  
**Date** 05/23/2024  
**Our reference** ST

prior approval for other delivery has been obtained from the agency. Packing memoranda shall be enclosed with each shipment.

11.STORAGE: The ordering agency is responsible for storage if the contractor delivers within the time required and the agency cannot accept delivery.

12.DEFAULT: All commodities furnished will be subject to inspection and acceptance of the ordering agency after delivery. Default in promised delivery or failure to meet specifications authorizes the Office of State Procurement to cancel this contract or any portion of same and reasonably purchase commodities elsewhere and charge full increase, if any, in cost and handling to the defaulting contractor.

13.VARIATION IN QUANTITY: The state assumes no liability for commodities produced, processed or shipped in excess of the amount specified herein.

14.INVOICING: The contractor shall submit an original and two copies of an itemized invoice showing the bid number and purchase request number when itemized in the invitation for bid. Invoices must be sent to "Invoice to" point shown on the purchase order.

15.STATE PROPERTY: Any specifications, drawing, technical information, dies, cuts, negatives, positives, data or any other commodity furnished to the contractor hereunder or in contemplation hereof or developed by the contractor for the use hereunder shall remain property of the state, be kept confidential, be used only as expressly authorized, and be returned at the contractor's expense to the F.O.B. point, properly identifying what is being returned.

16.ASSIGNMENT: This contract is not assignable nor the duties hereunder delegable by either party without the written consent of the other party to the contract.

17.OTHER REMEDIES: In addition to the remedies outlined herein, the contractor and the state have the right to pursue any other remedy permitted by law or in equity.

18.LACK OF FUNDS: The state may cancel this contract to the extent funds are no longer legally available for expenditures under this contract. Any delivered but unpaid for goods will be returned in normal condition to the contractor by the state. If the state is unable to return the commodities in normal condition and there are no funds legally available to pay for the goods, the contractor may file a claim with the Arkansas Claims Commission. If the contractor has provided services and there are no longer funds legally available to pay for the services, the contractor may file a claim.

19.QUANTITIES: The state may order more or less than the estimated quantity in the invitation for bid.

20.DISCLOSURE: Failure to make any disclosure required by the Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.

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