

ARKANSAS SOYBEAN PROMOTION BOARD MEETING
Zoom Only

Minutes

March 14th, 2025
8:00 a.m.

Members Present via Zoom: Josh Cureton, John Freeman, West Higginbothom, Matthew Roberson, Royce “BJ” Rogers II, Patrick Matt Smith

Members Absent: Brad Doyle, Boyce Johnson, Donald Morton Jr.

WELCOME

Administrator Scott Bray commenced the board meeting at 8:00 am via Zoom. With six members present, a quorum was confirmed by the Department.

COMMUNICATIONS GROUP REPORT

Carson Horn from the Communications Group presented a midyear marketing and promotion report. He reported that the board’s website received 18,881 visits over the last year, with social media being the top traffic source, followed by direct traffic and search engine results.

ATTACHMENT 1

Horn highlighted recent successes, including the effective soybean booth at recent exhibitions and paid social media campaigns. He noted that the Bean Brief Newsletter continues to perform well, with high open rates and significant growth in new contacts.

Horn also discussed upcoming events where the Communications Group will have a presence and mentioned a temporary soybean exhibit at the Arkansas Plantation Museum, with the possibility of making it more permanent exhibit in the future.

Member Smith asked how long the Communications Group had worked with the board, and Horn replied that they have partnered for fifteen years.

A discussion followed about expanding educational content for farmers/producers. Horn shared plans to increase research and education video content and to collaborate with the University of Arkansas Division of Agriculture (UADA), with farmers as the primary audience.

Admin Bray briefly mentioned that UADA requested the board to select six research projects for promotion with the Communications Group’s assistance.

Dr. Nathan Slaton from UADA briefly reviewed the projects covered last year.

Discussion ensued regarding which research projects the board would prefer to showcase with UADA and the Communications Group.

The board decided to highlight the nematodes-related research project, variety testing/screening research, the verification program, the pigweed pathogen project, the fungicide trials project, and the potassium deficiency project.

Member Smith suggested scheduling the release of project findings to align with key decision-making times for farmers. Horn confirmed they plan content to assist farmers when it's most useful. Member Smith also recommended updating social media stock photos to feature current commercial equipment.

Horn encouraged members to always provide any feedback or ideas to the Communications Group on how they can best serve the board.

OTHER BUSINESS

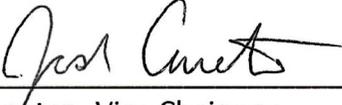
Admin Bray introduced the budget revision request from UADA for the project titled "An innovative approach to generate porous soy proteins with enhanced flavor for the plant-based food industry." **ATTACHMENT 2**

The revision moves a tuition line to direct costs without changing the overall budget, resulting in a net zero to the board.

Motion to approve the budget revision request from the UADA regarding "an innovative approach to generate porous soy proteins with enhanced flavor for the plant-based food industry;" moved by West Higginbotham; seconded by Patrick Matt Smith. Motion carried.

ADJOURNMENT

Meeting adjourned at 8:40 am.



Josh Cureton, Vice Chairman

ATTACHMENT 1



ARKANSAS SOYBEAN PROMOTION BOARD

Mid-Year Communications Report
March 6-7, 2024

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Overview

- Digital and Social Media
- Public Relations
- Upcoming Events

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Digital

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Digital

(July-December)

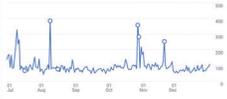
18,881 Total Site Visits

2.22 Pages per Session

Content Accessed:

1. Home
2. Soy Recipes
3. Grow for the Green

Top Sources: Social Media, Direct, Search Engines



TheMiracleBean.com Website Traffic
July 2024 - December 2024

Website Updates/Improvements:

- News Releases/Articles/Bean Brief Added to Trending Page
- ASM page updates
- Board officer updates
- GFTG page updates

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Social Media

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Social Media

(July-December)

Overview of Facebook, Instagram, X

195 Total Posts

815,513 Total Impressions

907 Total Engagements



Top Posts Per Platform

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Social Media

(July-December)

Highlights

Facebook consistently performed the best out of all 3 platforms. On each post, ASPB averaged:

- 122,942 Page Impressions
- 77 Engagement Per Post
- 149 Reach Per Post



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Paid Social Media

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Paid Social Media

(July-December)

**Overview - 3 Campaigns
Producer, Consumer, and Student**

773,401 Total Impressions

322,142 Total Reach

59462 Total Engagements

11,954 Total Link Clicks



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Bean Brief Newsletter

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Digital (July-December)

Bean Brief

7589 Total Sends
3099 Total Opens
41.50% Open Rate
Industry average: 23%
240 Clicks
3.41% Click Rate
Industry average: 2.94%
84 Contact Growth



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Public Relations

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Public Relations (July-February)

102 stories
25,860,733 potential impressions

Completed Releases:

- Board Election
- Soybean Science Challenge Open
- Arkansas Soybean Month
- Robert Petter USB Reappointment
- ASA Seminar
- GFTG Winners

Pipeline:

- Nutrition Month
- Soy Foods Month
- GFTG Open
- Soybean Science Challenge Winners



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Public Relations

2024 Annual Research Report - Completed



2025 Report Pending Funded Research Projects

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Recent Events

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Recent Events

- Arkansas Cattlemen's Association Convention
- Arkansas Farm Bureau
- Tri-State Soybean Forum
- Arkansas Soybean Association Conference
- Arkansas Grown
- Farm & Gin



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Upcoming Events

- Arkansas Plantation Museum (March 21)
- Arkansas Women in Agriculture (March 31-April 1)
- Arkansas FFA Convention (April 21-23)
- State and National Annual Meeting (April 28-30)

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**SOYBEAN PROMOTION BOARD
BUDGET REVISION**

Date: 7/30/2025

BAM-XXXXX

PI: Ali Ubeyitogullari

Project Title: An innovative approach to generate porous soy proteins with enhanced flavor for the plant-based food industry

CCN/Fund #: GR021151

	<u>Current Budget</u>	<u>Revisions</u>	<u>New Budget</u>
SalNC			0
SalClass			0
SalGA	20,000		20,000
Wages			0
WagesStu			0
OtherCom			0
Fringes	840		840
Tuition	6,795	(4,117)	2,678
PERSONNEL	27,635	(4,117)	23,518
Trav (In-State)			0
Trav (Out-of-State)	3,000		3,000
TRAVEL	3,000	0	3,000
Supplies	10,000		10,000
CostDir	3,320	4,117	7,437
OPERATIONS	13,320	4,117	17,437
TOTAL	43,955	0	43,955

Explanation: See Attached Email

APPROVAL: See Attached Email