

ARKANSAS SOYBEAN PROMOTION BOARD MEETING
Zoom Option

Minutes

July 23rd, 2025
9:30 a.m.

Members Present In-Person: Brad Doyle, West Higginbothom, Patrick “Matt” Smith, Josh Cureton

Members Present via Zoom: BJ Royce Rogers II

Members Absent: John Freeman, Boyce Johnson, Donald Morton Jr., Matthew Roberson

UADA FIELD TOUR PRESENTATIONS

Board members attended research project presentations by University of Arkansas Division of Agriculture (UADA) investigators at the Jackson County Extension Center in Newport, AR. Presenters discussed current research projects underway at the center.

Following the tour, members asked questions about the research projects. Investigators provided additional information, updates, and answered the members’ questions.

WELCOME & INTRODUCTIONS

Introductions were made by members, guests, and Arkansas Department of Agriculture staff. The former chairman of the United Soybean Board (USB), Mr. Jim Carroll, was present to provide an update and lead a discussion for members.

With five members present, a quorum was confirmed and established.

COMPLETED PROJECT UPDATES

Chairman Doyle introduced a group of FFA State Officers that were able to attend the Commodity Classic conference in Denver, CO, a trip sponsored in-part by the board. The State Officers reported on the importance of their trip and the highlights of representing Arkansas agriculture on a national conference stage.

The state executive director provided a few comments regarding the importance of Arkansas’s 4-H/FFA programs. She highlighted the importance of investing in these types of young adult programs to ensure visibility on the national and international stage, while also investing in the next generation of young leaders in agriculture.

Chairman Doyle introduced the next project update for the Ag Youth Field Day. Greg Allen provided the update informing the board that 587 children are anticipated to participate in their

program this year. He briefly mentioned that the event will feature educational activities and vendors, with t-shirts provided by the AR Soybean Promotion Board. The event is scheduled for October 14th, 2025, in Harrisburg, AR.

Chairman Doyle asked about the logistics of disseminating the shirts to participating schools and mentioned the need for volunteer help. He applauded Allen's efforts and the hard work that he and his staff have poured into this event.

ADMINISTRATIVE REPORTS

PREVIOUS MEETING MINUTES

Chairman Doyle began reviewing the board's administrative reports, starting with the review of the board's previous meeting minutes.

Motion to approve the previous meeting minutes from March 6, 7, & 14, 2025; moved by Patrick Matt Smith, seconded by Josh Cureton. Motion carried.

FINANCIAL REPORT

Chairman Doyle introduced Inoussa Zaki from the AR Department of Agriculture to present the board's financial report. **ATTACHMENT 1**

Zaki reviewed the financials for the period ending June 30th, 2025, noting that the board began the new fiscal year with \$11,110,780 available.

He reported that from July 1, 2024, to June 30, 2025, the board collected \$8,464,488 in total revenue. Of that amount, \$4,085,363 was transferred to the USB and \$125,563 was transferred to other Qualified State Soybean Boards (QSSBs).

During the same period, total expenses amounted to \$5,254,224, with \$950,967 allocated for promotion, \$4,291,651 for research, and \$11,607 for board expenses.

Zaki explained that the board ended the previous fiscal year 2025 with \$9,872,346 in reserve fund balance, with \$2,282,997 remaining in allocation, leaving \$7,589,348 available to fund future projects.

Zaki explained his estimate for the fiscal year 2026 budget using statistics from the National Agricultural Statistics Service (NASS). He added that he believes overall that the board is in a good financial position moving into the new fiscal year.

Motion to approve the Soybean Board's financial report; moved by West Higginbothom, seconded by Patrick Matt Smith. Motion carried.

ELECTION OF OFFICERS

Chairman Doyle launched into the election of officers, stating that the board needs to elect a Vice Chair.

Member Smith volunteered for Vice Chair nomination.

Motion to approve Patrick Matt Smith as Vice Chair; moved by West Higginbothom, seconded by Josh Cureton. Motion carried.

COMMUNICATIONS GROUP REPORT

Carson Horn and staff with the Communications Group presented a summary of the past year's marketing efforts, highlighting the projects and events carried out on behalf of the board. They provided a performance overview of the marketing team and shared insights on website traffic, social media engagement, paid advertising, public relations, and other digital outreach.

ATTACHMENT 2

The group acknowledged that there has been a slight loss in momentum compared to previous years, but they emphasized that the team still achieved strong results overall.

Looking ahead, the group outlined their marketing strategy for the upcoming year. Plans include ongoing website maintenance, continued focus on social media and digital advertising, production of the monthly *Bean Brief* newsletter, advancement of the Field to Film project, and participating in in-person exhibition events.

The group also announced plans to launch a new campaign celebrating 100 years of the soybean industry in Arkansas. During the discussion with the group, members emphasized the need for increased producer education and research efforts.

Chairman Doyle requested that the group let Amy Lyman know of any USB state-staff meeting so that there is better collaboration between the board, the marketing group, and the state administration staff.

Before concluding, Chairman Doyle asked about the group's involvement with developing and exploring international markets. The group responded that they closely follow USB's marketing guidance and welcomed any messaging or information members would like to share with them.

Chairman Doyle asked the board for a motion allowing AR Department of Agriculture state staff to be able to travel to board-related meetings.

Motion for board to cover travel expenses for authorized AR Department of Agriculture state staff to attend regional and national soybean promotion related meetings; moved by Patrick Matt Smith, seconded by West Higginbothom. Motion carried.

POLICY ON REMOTE ATTENDANCE

Sherry Seiffert, Legal Counsel for the AR Department of Agriculture, provided a brief overview of the remote guidance policy for the board. She recommended the board approve the remote attendance policy given recent changes to AR FOIA laws.

Motion to approve the remote attendance policy; moved by West Higginbothom, seconded by Josh Cureton. Motion carried.

UADA DISCUSSION

Chairman Doyle opened discussion regarding a varietal swap exchange between the UADA and a Brazilian genetics company. Dr. Nathan Slaton explained that UADA has chosen to move forward with the agreement, despite previously raised concerns by members.

Acknowledging the sensitivity of the decision, Dr. Slaton stated that while it may not be well received by all, the genetic traits offered by the company could help diversify Arkansas's limited germplasm pool and ultimately benefit Arkansas soybean farmers, prompting further discussion.

Member Smith expressed concern over how to explain the situation to farmers in his district, considering that checkoff dollars might ultimately support a foreign competitor. He noted that this could create challenges in terms of transparency and accountability.

Member Higginbothom inquired about how royalties would be handled under the agreement. UADA responded that those details had not yet been finalized. Member Smith asked for clarification on the specifics of the agreement, prompting Dr. Slaton to provide a brief summary of the varietal exchange.

Dr. Slaton reiterated the limited genetic diversity within Arkansas and emphasized the potential benefits of expanding access to additional traits, which led to continued discussion.

OTHER BUSINESS

Chairman Doyle addressed tentative next-meeting dates, informing the board that they usually hold a winter meeting sometime in November.

Corey Seats, Plant Industries Director for the AR Department of Agriculture, stated that the EPA just opened a public comment period for a proposed registration for over-the-top dicamba use on soybeans and cotton for the upcoming season, with comments being accepted through August 22nd, 2025.

Discussion shifted back to the UADA varietal swap exchange agreement. UADA inquired about any protocols or reviews that may be in place monitoring such an exchange between the university and the genetics company, and it was answered that all terms of the agreement were reviewed by UADA legal teams.

UADA mentioned that the board needed to consider funding for the Tri-State Soybean Forum, requesting the funding prior to their meeting this winter.

Motion to fund the Tri-State Soybean Forum Meeting for \$10,000; moved by West Higginbothom, seconded by Josh Cureton. Motion carried.

Chairman Doyle asked if there was any further business; there was none.

ADJOURNMENT

Meeting adjourned at 2:13pm.

A handwritten signature in cursive script that reads "Brad Doyle".

Brad Doyle, Chairman

Arkansas Soybean Promotion Board Financial Statement

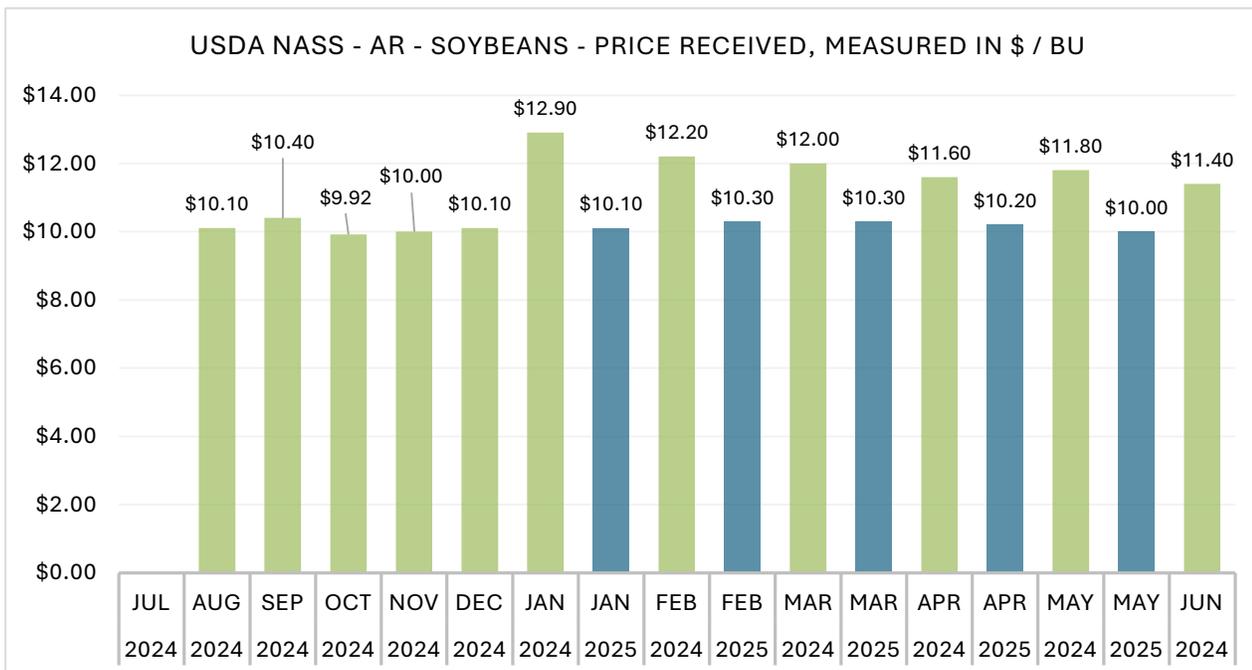
For The Period July 1, 2024 - June 30, 2025

	June 2023	June 2024	June 2025	Budget 2026
Beginning Balance	\$ 6,231,490	\$ 9,347,445	\$ 11,110,780	\$ 7,589,348
Revenue				
Total Collections	\$ 10,663,495	\$ 10,364,704	\$ 8,464,488	\$ 7,800,000
Less				
USB Transfer	\$ 4,948,222	\$ 4,688,217	\$ 4,085,363	\$ 3,631,680
Other QSSB Transfers	\$ 438,553	\$ 417,200	\$ 125,563	\$ 312,000
State Collection Fee	\$ 317,198	\$ 308,582	\$ 250,087	\$ 224,640
Net Transfer to the Board	\$ 4,959,521	\$ 4,950,705	\$ 4,003,476	\$ 3,631,680
Other Income	\$ 4,276	\$ 47,846	\$ 12,315	\$ 7,500
Total Revenue	\$ 4,963,797	\$ 4,998,551	\$ 4,015,790	\$ 3,639,180
Expenses				
Promotion	\$ 590,162	\$ 519,592	\$ 950,967	\$ 793,560
Research	\$ 1,239,261	\$ 2,702,160	\$ 4,291,651	\$ 3,384,611
Board Expenses	\$ 18,510	\$ 13,465	\$ 11,607	\$ 13,465
Total Expenses	\$ 1,847,932	\$ 3,235,217	\$ 5,254,224	\$ 4,191,636
Ending Balance	\$ 9,347,354	\$ 11,110,780	\$ 9,872,346	\$ 7,036,892
Remaining Allocation				
Other Liabilities	\$ 46,691	\$ 157,735	\$ 106,587	\$ -
Research	\$ 1,485,989	\$ 1,664,286	\$ 1,738,182	\$ 1,692,306
Promotion	\$ -	\$ 83,843	\$ 438,229	\$ 396,780
Total Remaining Allocation	\$ 1,532,680	\$ 1,905,864	\$ 2,282,997	\$ 2,089,086
Funds Available	\$ 7,814,674	\$ 9,204,915	\$ 7,589,348	\$ 4,947,807

**Arkansas Soybean Promotion Board
Annual Collections**

	June 2023	June 2024	June 2025	Budget 2025	Estimated Budget 2025		
USDA Soybean Estimates							
NASS SOYBEANS - ACRES PLANTED	3,180,000	2,980,000	3,050,000	3,000,000	3,000,000	3,000,000	3,000,000
NASS SOYBEANS - ACRES HARVESTED	3,150,000	2,950,000	3,020,000	3,000,000	3,000,000	3,000,000	3,000,000
NASS SOYBEANS - YIELD, MEASURED IN BU / ACRE	50	53	55	52	52	52	52
NASS SOYBEANS - PROD, MEASURED IN BU	157,500,000	156,350,000	166,100,000	156,000,000	156,000,000	156,000,000	156,000,000
NASS SOYBEANS - PRICE RCVD, MEASURED IN \$ / BU	\$ 12.00	\$ 13.10	\$ 10.20	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
NASS Value	\$ 1,890,000,000	\$ 2,048,185,000	\$ 1,694,220,000	\$ 1,560,000,000	\$ 1,560,000,000	\$ 1,560,000,000	\$ 1,560,000,000
Implied Checkoff Based on NASS	\$ 9,450,000	\$ 10,240,925	\$ 8,471,100	\$ 7,800,000	\$ 7,800,000	\$ 7,800,000	\$ 7,800,000
Total Soybean Checkoff Collections For Arkansas							
Assessed Bushels	151,466,018	153,516,906	164,530,126	156,000,000	156,000,000	148,200,000	140,400,000
Assessed Bushels Value	2,131,150,000	2,026,794,850	1,695,606,280	\$ 1,560,000,000	\$ 1,560,000,000	\$ 1,407,900,000	\$ 1,263,600,000
In State Collections	10,235,500	\$ 9,942,016	\$ 8,180,403	\$ 7,487,691	\$ 7,487,691	\$ 6,757,641	\$ 6,065,029
Out of State Collections	427,994	\$ 422,688	\$ 284,085	\$ 312,309	\$ 312,309	\$ 281,859	\$ 252,971
Total Checkoff Collections	10,663,495	\$ 10,364,704	\$ 8,464,488	\$ 7,800,000	\$ 7,800,000	\$ 7,039,500	\$ 6,318,000
Implied Price	\$ 14.07	\$ 13.20	\$ 10.31	\$ 10.00	\$ 10.00	\$ 9.50	\$ 9.00
Net Collections for Arkansas Soybeans							
Total Checkoff Collections	\$ 10,663,495	\$ 10,364,704	\$ 8,464,488	\$ 7,800,000	\$ 7,800,000	\$ 7,039,500	\$ 6,318,000
QSSB Transfer							
Alabama	\$ 9	\$ -	\$ -	\$ 19,173	\$ 19,173	\$ 17,304	\$ 15,530
Colorado	\$ -	\$ -	\$ -	\$ 90	\$ 90	\$ 82	\$ 73
Florida	\$ -	\$ -	\$ -	\$ 132	\$ 132	\$ 119	\$ 107
Georgia	\$ -	\$ -	\$ -	\$ 71	\$ 71	\$ 64	\$ 57
Illinois	\$ 1,562	\$ 1,092	\$ -	\$ 1,873	\$ 1,873	\$ 1,690	\$ 1,517
Indiana	\$ 288	\$ -	\$ -	\$ 129	\$ 129	\$ 117	\$ 105
Iowa	\$ 114	\$ -	\$ -	\$ 1,344	\$ 1,344	\$ 1,213	\$ 1,088
Kansas	\$ -	\$ -	\$ -	\$ 213	\$ 213	\$ 192	\$ 172
Kentucky	\$ 1,758	\$ -	\$ -	\$ 3,379	\$ 3,379	\$ 3,050	\$ 2,737
Louisiana	\$ 4,491	\$ 11,675	\$ 13,661	\$ 7,406	\$ 7,406	\$ 6,684	\$ 5,999
Michigan	\$ 4,287	\$ -	\$ -	\$ 1,786	\$ 1,786	\$ 1,612	\$ 1,447
Minnesota	\$ -	\$ -	\$ -	\$ 70	\$ 70	\$ 63	\$ 57
Mississippi	\$ 192,887	\$ 170,846	\$ 44,790	\$ 89,427	\$ 89,427	\$ 80,707	\$ 72,435
Missouri	\$ 202,526	\$ 218,283	\$ 28,925	\$ 126,456	\$ 126,456	\$ 114,126	\$ 102,429
Nebraska	\$ -	\$ -	\$ -	\$ 118	\$ 118	\$ 106	\$ 95
Ohio	\$ 2,449	\$ -	\$ -	\$ 3,054	\$ 3,054	\$ 2,756	\$ 2,473
Oklahoma	\$ 265	\$ 2,833	\$ 14,995	\$ 20,489	\$ 20,489	\$ 18,491	\$ 16,596
Tennessee	\$ 24,019	\$ 5,627	\$ 9,251	\$ 20,045	\$ 20,045	\$ 18,090	\$ 16,236
Texas	\$ 3,645	\$ 6,844	\$ 13,940	\$ 16,491	\$ 16,491	\$ 14,883	\$ 13,358
Wisconsin	\$ 254	\$ -	\$ -	\$ 255	\$ 255	\$ 230	\$ 206
TOTAL QSSB Transfer	\$ 438,553	\$ 417,200	\$ 125,563	\$ 312,000	\$ 312,000	\$ 281,580	\$ 252,720
United Soybean Board Payment	\$ 4,948,222	\$ 4,688,217	\$ 4,085,363	\$ 3,631,680	\$ 3,631,680	\$ 3,277,591	\$ 2,941,661
Arkansas Misc Tax Collection Fee	\$ 317,198	\$ 308,582	\$ 250,087	\$ 224,640	\$ 224,640	\$ 202,738	\$ 181,958
Net Transfer to the Board	\$ 4,970,080.35	\$ 4,950,705.16	\$ 4,003,475.58	\$ 3,631,680	\$ 3,631,680	\$ 3,277,591	\$ 2,941,661
Difference from Budget							
Net Arkansas Assessed Soybean Bushels							
Gross Transfers to the Board less QSSB Transfers	\$ 10,235,500	\$ 9,947,503	\$ 8,338,925	\$ 7,488,000	\$ 7,488,000	\$ 6,757,920	\$ 6,065,280
Bushels Assessed	151,466,018	153,516,906	164,530,126	156,000,000	156,000,000	148,200,000	140,400,000
Implied Price	\$14.07	\$13.20	\$10.31	\$10.00	\$ 10.00	\$ 9.50	\$ 9.00
NASS Soybean Production Estimate	157,500,000	156,350,000	166,100,000	156,000,000	156,000,000	156,000,000	156,000,000
Bushel Difference	6,033,982	2,833,094	1,569,874	-	-	7,800,000	15,600,000
Percent of Bushels Assessed	96.2%	98.2%	99.1%	100%	100%	95%	90%
Uncollected Checkoff	\$ 424,495	\$ 187,019	\$ 80,894	\$ -	\$ -	\$ 370,500	\$ 702,000
Percent Checkoff Collected	108%	97%	98%	96%	96%	87%	78%
Remainder Due to State	\$ 212,247.62	\$ 93,509.25	\$ 40,446.82	\$ -	\$ -	\$ 185,250	\$ 351,000

Year	Period	Data Item	Value
2024	JUL	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	
2024	AUG	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.10
2024	SEP	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.40
2024	OCT	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$9.92
2024	NOV	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.00
2024	DEC	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.10
2024	JAN	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$12.90
2025	JAN	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.10
2024	FEB	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$12.20
2025	FEB	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.30
2024	MAR	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$12.00
2025	MAR	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.30
2024	APR	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$11.60
2025	APR	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.20
2024	MAY	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$11.80
2025	MAY	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$10.00
2024	JUN	SOYBEANS - PRICE RECEIVED, MEASURED IN \$ / BU	\$11.40

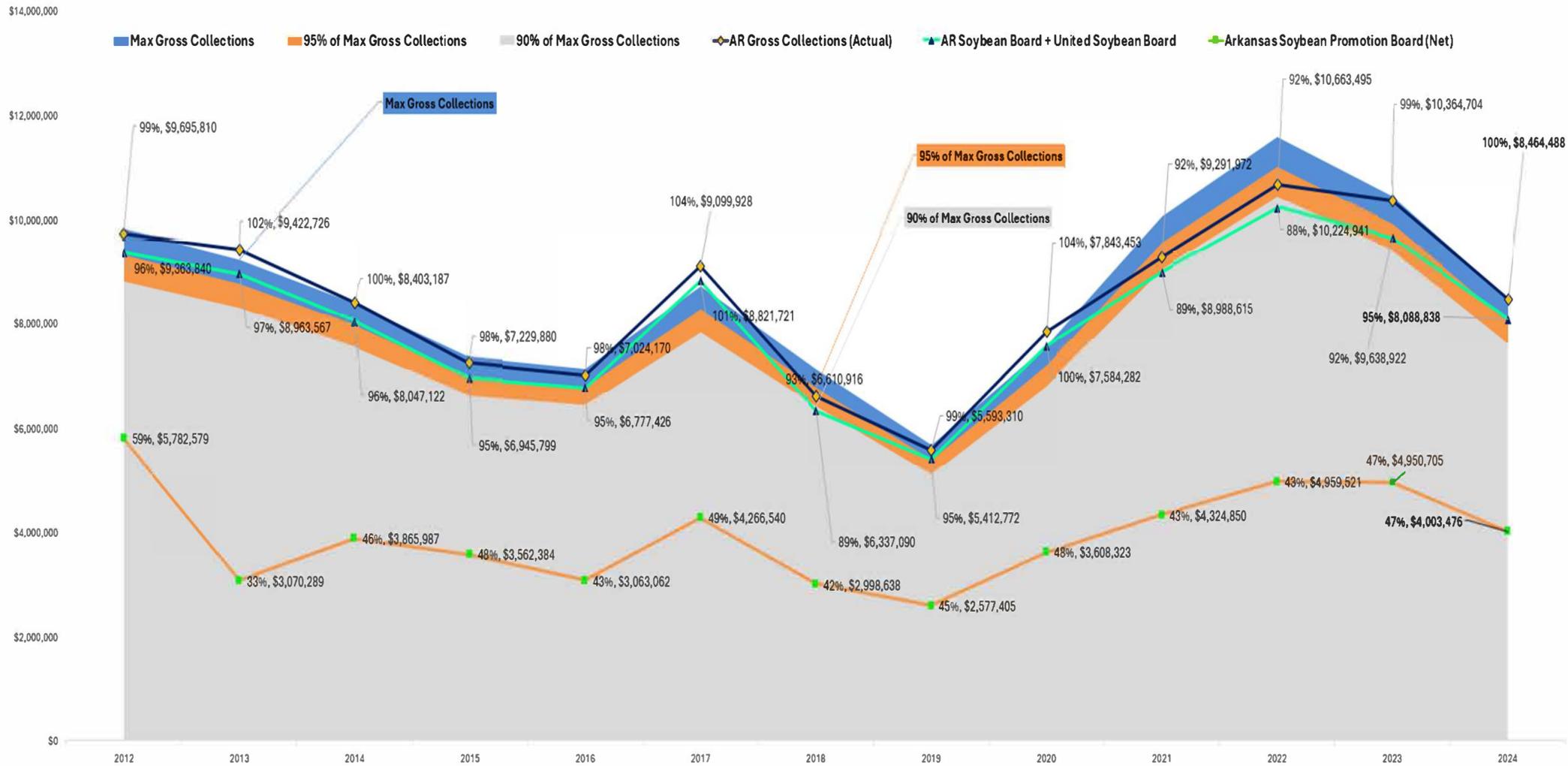


2024 Production #s from USDA NASS 2024 Forecast Data

Arkansas soybean acreage, yield, production, price, and check-off rate with estimated maximum gross collections for years 2012 to 2024

Production Year Fiscal Year, July 1 - June 30	2012 FY-2013	2013 FY-2014	2014 FY-2015	2015 FY-2016	2016 FY-2017	2017 FY-2018	2018 FY-2019	2019 FY-2020	2020 FY-2021	2021 FY-2022	2022 FY-2023	2023 FY-2024 Estimate	2024 FY-2025 Estimate
Planted Acres	3,200,000	3,270,000	3,230,000	3,200,000	3,130,000	3,530,000	3,270,000	2,650,000	2,820,000	3,040,000	3,180,000	2,980,000	3,050,000
Harvested Acres	3,150,000	3,240,000	3,200,000	3,170,000	3,090,000	3,500,000	3,210,000	2,610,000	2,800,000	3,000,000	3,140,000	2,950,000	3,020,000
Yield, measured in bushels / acre	43.5	43.5	49.5	49	47	51	50.5	49	51.5	52	52	54	55
Production, measured in bushels	137,025,000	140,940,000	158,400,000	155,330,000	145,230,000	178,500,000	162,105,000	127,890,000	144,200,000	156,000,000	163,280,000	159,300,000	166,100,000
Price received, measured in \$ / bushels	\$14.30 ✓	\$13.10 ✓	\$10.60 ✓	\$9.46 ✓	\$9.83 ✓	\$9.77 ✓	\$8.81 ✓	\$8.87 ✓	\$10.50 ✓	\$12.90 ✓	\$14.20 ✓	\$13.10 ✓	\$10.20 ✓
Total Estimated Value of Production	\$1,959,457,500	\$1,846,314,000	\$1,679,040,000	\$1,469,421,800	\$1,427,610,900	\$1,743,945,000	\$1,428,145,050	\$1,134,384,300	\$1,514,100,000	\$2,012,400,000	\$2,318,576,000	\$2,086,830,000	\$1,694,220,000
Rate	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%
Max Gross Collections	\$9,797,288	\$9,231,570	\$8,395,200	\$7,347,109	\$7,138,055	\$8,719,725	\$7,140,725	\$5,671,922	\$7,570,500	\$10,062,000	\$11,592,880	\$10,434,150	\$8,471,100
95% of Max Gross Collections	\$9,307,423	\$8,769,992	\$7,975,440	\$6,979,754	\$6,781,152	\$8,283,739	\$6,783,689	\$5,388,325	\$7,191,975	\$9,558,900	\$11,013,236	\$9,912,443	\$8,047,545
90% of Max Gross Collections	\$8,817,559	\$8,308,413	\$7,555,680	\$6,612,398	\$6,424,249	\$7,847,753	\$6,426,653	\$5,104,729	\$6,813,450	\$9,055,800	\$10,433,592	\$9,390,735	\$7,623,990
AR Gross Collections (Actual)	\$9,695,810	\$9,422,726	\$8,403,187	\$7,229,880	\$7,024,170	\$9,099,928	\$6,610,916	\$5,593,310	\$7,843,453	\$9,291,972	\$10,663,495	\$10,364,704	\$8,464,488
AR Soybean Board + United Soybean Board	\$9,363,840	\$8,963,567	\$8,047,122	\$6,945,799	\$6,777,426	\$8,821,721	\$6,337,090	\$5,412,772	\$7,584,282	\$8,988,615	\$10,224,941	\$9,638,922	\$8,088,838
Other Qualified State Soybean Boards	\$331,970	\$459,159	\$356,064	\$284,081	\$246,744	\$459,207	\$273,826	\$180,538	\$268,286	\$303,357	\$438,553	\$417,200	\$125,563
United Soybean Board (Net)	\$3,273,364	\$5,597,066	\$3,923,480	\$3,161,306	\$3,497,455	\$4,281,474	\$3,141,139	\$2,667,418	\$3,731,732	\$4,385,343	\$4,948,222	\$4,688,217	\$4,085,363
Arkansas Soybean Promotion Board (Net)	\$5,782,579	\$3,070,289	\$3,865,987	\$3,562,384	\$3,063,062	\$4,266,540	\$2,998,638	\$2,577,405	\$3,608,323	\$4,324,850	\$4,959,521	\$4,950,705	\$4,003,476
AR Actual Gross Collections % of MGC	99%	102%	100%	98%	98%	104%	93%	99%	104%	92%	92%	99%	100%
AR Soybean & USB % of MGC	96%	97%	96%	95%	95%	101%	89%	95%	100%	89%	88%	92%	95%
QSSB % of MGC	3%	5%	4%	4%	3%	3%	4%	3%	4%	3%	4%	4%	1%
USB % of MGC	33%	61%	47%	43%	49%	49%	44%	47%	49%	44%	43%	45%	48%
AR Soybean % of MGC	59%	33%	46%	48%	43%	49%	42%	45%	48%	43%	43%	47%	47%

USDA/NASS Gross vs. Arkansas Collections (Actual)



ATTACHMENT 2

ARKANSAS SOYBEAN PROMOTION BOARD
Communications Report | July 23, 2025

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Overview

- Digital Recap - themiraclebean.com
- Social Media - Organic and Paid
- Bean Brief Newsletter
- Public Relations
 - Field to Film
 - 2025 Annual Report
- Events & Impact
- Looking Ahead - FY 2025/2026

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Digital - themiraclebean.com

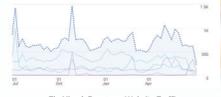
38,909 Total Site Visits
*191 Reported in Previous Communications Report

1.95 Pages per Session
*1.75 Reported in Previous Communications Report

- Content Accessed:**
1. Home
 2. Soy Recipes*
 3. Market Snapshot Include
 4. Grow For Green

*Paid social media

Top Sources: Social Media, Direct, Organic Search



Website Updates/Improvements:

- News Releases/Articles/Bean Brief Added to Trending Page
- ASM page updates
- Updated Board Officers

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Social Media

Overview of Facebook, Instagram, X

346 Total Posts
148 Reported in Previous Communications Report

53,656 Total Impressions
49,822 Reported in Previous Communications Report

2,502 Total Engagements
488 Reported in Previous Communications Report

Top Posts Per Platform

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Social Media

Highlights - Top Performer

Facebook consistently performed the best out of all 3 platforms. The ASPB Facebook page averaged:

- 33,904 Impressions
- 1,653 Engagements
- 240.9 Reach Per Post

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Social Media

Highlights - X Pilot Program

Timeframe: May - June

We heard board members when they said they wanted to see more from their performance on X.

In an effort to do so, we focused on the following goals:

- **Grow reach and awareness** among Arkansas producers
- **Increase post engagement** through better visibility and relevance.
- **Build trust** by consistently sharing valuable, educational content.

Click for full report

Metric	Previous	Target	Current
Avg Post Engagements	2	6	13
Avg Monthly Impressions	1,270	3,500	1,865
Posting Frequency	1-2/week	3/week	3/week

To best reach, we suggest using a mix of broader agriculture hashtags and local ones. It will increase the chances of more local engagements. We also suggest collaborating with local ag groups or schools for cross-promotion which increases trust and credibility with your audience.

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Paid Social Media

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

993,177 Total Impressions

353,517 Total Reach

157,117 Total Engagements

25,280 Total Link Clicks

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Digital

Bean Brief - 12 Total Editions

14,498 Total Sends

6,371 Total Opens

45% Open Rate

industry average: 23%

492 Clicks

3% Click Rate

industry average: 2.94%

+128 Contact Growth

Although 21 individuals unsubscribed, the list grew by 159 new subscribers overall.

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Public Relations

11 Releases Distributed

102 Total Stories

28,313,933 Potential Impressions

(2024-2025 GOAL: 27 M impressions)

News Release Distributed:

- July - Soybean Science Challenge Winners
- August - Board Elects New Leadership
- September - Soybean Science Challenge Open
- November - Arkansas Soybean Month
- December - Reappointment Release
- February - Grow for the Green
- February - Sponsorship for PFA/4-H
- March - Nutrition Month Release
- April - Soy Foods Month
- May - Grow for the Green Application Opens
- June - Soybean Science Challenge Winners*

*The SSCW release generated two divisions from PDV and VAND, respectively more areas with an established DPO professional experience.

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Arkansas Soybean Promotion Board Elects New Leadership

Soybeans Take the Spotlight in April as Arkansas' Top Bean Crop

Annual Research Report

What's new:

- We will be adapting Field to Film: Featured Research assets into a collection of 6 research articles
- Rather than a whole booklet - we will mail jumbo postcards that feature a QR code with direct access to the digital collection of research articles

How it benefits the board:

- Faster production time
- Increased digital awareness
- Lower printing costs
- Additional promotion opportunity - mail



2025-2026 Soy-ennial Celebration

Kickoff: Ag Media Summit 2025

- The Miracle Bean: 100 Years of Soybeans in Arkansas exhibit displayed at the Ag Media Summit 2025 (Rogers, AR)
- ASPB will have a booth at the Ag Media Summit 2025

Soybean Month: November 2025

- Governor's Proclamation
- KATV Promotion
- Exhibit Opens at Museum of the Arkansas Grand Prairie

Soy Foods Month: April 2025

- KATV Promotion
- Press Release

Exhibit Tour - Prospects

- Museum of the Arkansas Grand Prairie | November 2025 - May 2026
- Southern Tenant Farmers Museum | TBD: May 2025 - September 2026
- State Capital Museum | TBD: Late 2026 (Following Labor Day thru Mid-November)
- UADA Extension Center | TBD: Sporadic moves to different extension centers



Questions? Comments? Ideas?