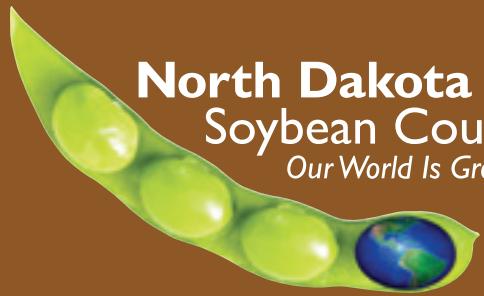


# Teamwork Yields Results



**North Dakota  
Soybean Council**  
*Our World Is Growing.*



**2014 Annual Report**

# North Dakota Soybean Council Leadership Report

Dear Valued Soybean Producers:

If we could sum up 2014 in one word, it would be WOW! Teamwork among the North Dakota Soybean Council (NDSC) Board of Directors, employees, soybean producers, land-grant universities, and state and national soybean and agricultural organizations yielded significant results for you and our industry:

- Advances in soybean research have resulted in soybeans being grown in nearly every county in North Dakota. The state ranks fourth in planted acres for the nation, and a record harvest is expected.
- Eight international trade teams, comprised of top soybean buyers from China, Vietnam, Indonesia, Philippines, Sri Lanka, Thailand and Japan visited North Dakota soybean producers, seeing firsthand the quality of our soybean crop and developing critical relationships with the farmers who grow it.
- Advances have been made to educate overseas buyers about the importance of considering essential amino acids as a true

measure of soybean quality. We expect that this knowledge will lead to North Dakota soybeans commanding a higher value in the marketplace.

- Soybean producers across the state received valuable education that included Soybean Cyst Nematode, weed management and commodity grain trading.

The year saw the retirement of board member Mike Satrom after two years of service. We thank Mike for his expertise, guidance and leadership to the NDSC. We also welcomed a new director, Perry Ostmo, and look forward to his contributions and counsel.

A special thank you goes to our board of directors and employees for their hard work, endless energy and enthusiastic support. They embody innovation, professionalism, dedication and commitment, making it possible to achieve our mission. Thanks to their efforts, we head into 2015 with a sense of accomplishment and an anticipation of continued success.

Finally, we are mindful that the North Dakota soybean industry and soybean producers will

prosper through our focus on the fundamentals of good business and sound checkoff investments. We see tremendous opportunities and will continue to work in partnership with our constituents at the local, state and national level to achieve them.

Sincerely,



*Scott Gauslow*

Scott Gauslow  
Chairman of the Board



*Diana Beitelspacher*

Diana Beitelspacher  
Chief Executive Officer

## Vision

North Dakota soybeans are the most sought-after agricultural commodity in the global market.

## Mission

Effectively invest and leverage North Dakota soybean checkoff resources to maximize the benefits of North Dakota soy.

### Core Values

#### Commitment

We work to achieve maximum value for each producer's checkoff dollars.

#### Relationships

We base our relationships on integrity, openness, trust and respect.

#### Teamwork

We work as a team to create value for our growers, researchers and the communities we serve.

#### Innovation

We continually evaluate and refine our programs/processes in anticipation of grower needs.

#### Knowledge

We invest in training and development for our employees, directors and growers.

### Strategic Objectives

#### Soybean Quality

Increase the value of North Dakota soybeans through continued research in the area of essential amino acids; identify and communicate marketing opportunities; and educate international customers that higher essential amino-acid values are a key advantage.

**Measurement:** Changes in the volume and value of North Dakota soybeans.

#### Infrastructure

Maintain and enhance the efficiency and reliability of North Dakota's transportation infrastructure.

**Measurement:** Changes in the volume of North Dakota soybeans that flow to destination markets.

#### Agronomy

Address North Dakota soybean producers' greatest production challenges through continued investment in research programs.

**Measurement:** Agronomic opportunities and challenges are identified, addressed and communicated to North Dakota soybean producers and other key constituents.

#### Branding

Continue to enhance the image of the soybean industry and the NDSC through ongoing communications, promotion and education.

**Measurement:** The NDSC is top of mind with soybean producers and key constituents as a valued and respected source for information and education. There is increased awareness of how checkoff dollars are invested for the benefit of soybean producers.

# International and Domestic Marketing

Utilizing soybean checkoff investments to help fund international market development efforts in order to build and maintain international demand is crucial for the future of North Dakota's soybean industry. NDSC is connecting and building strong relationships with consumers worldwide by teaming up with partners and collaborators in North Dakota and around the world. Our approach for increasing demand revolves around education, promotion and relationships.

NDSC's continued commitment to educate global soybean buyers about the value of amino acids that naturally occur in northern-grown soybeans took on legs of its own in the past year. NDSC committed to being part of four seminars that target our largest soybean buying markets. NDSC representatives traveled to these markets and helped give technical presentations for livestock feed nutritionists and soybean buyers, explaining how to utilize and ask for soybeans that are high in amino acids. These seminars were well-received overseas, and NDSC is dedicated to continuing



**Brent Kohls, a soybean farmer from Traill County, discusses soybean crop quality.**

these efforts in 2015, with the goal of helping northern-grown soybeans gain equal footing in the market.

During the past year, NDSC collaborated with industry partners to host eight international trade teams in North Dakota. Each of these soybean-buying teams heard NDSC's message about the importance and value of essential amino acids in soy quality. The trade teams scheduled their visits around the harvest season to look at the current crop that they would be purchasing, and the teams had the opportunity to

meet North Dakota farmers and their families.

NDSC continues to team up with the Northern Crops Institute (NCI) for various short courses that take place throughout the year, bringing in buyers from all over the globe to learn about using soy in various food and feed applications. NDSC sponsored six soybean-related short courses in Fargo during the past year. NDSC's work with NCI continues to pay dividends by increasing demand for, and



**Soybean purchasers visit the Lovas Farm in Hillsboro.**



**United Soybean Board member Joel Thorsrud of Hillsboro with an international guest.**

knowledge about, the soybeans grown in North Dakota.

The personal relationships developed with these visits are key to keeping North Dakota soybeans at the forefront as buyers look to make their purchases each year.

While export markets are vital, it's not all about global marketing. Many NDSC programs are focused locally, working to increase the domestic utilization of soybeans, which is important to the long-term profitability of soybeans. NDSC invests checkoff dollars in programs that increase the demand for soybean meal and soybean oil, which result in new, and continued, uses for the soybeans that North Dakota farmers grow annually.

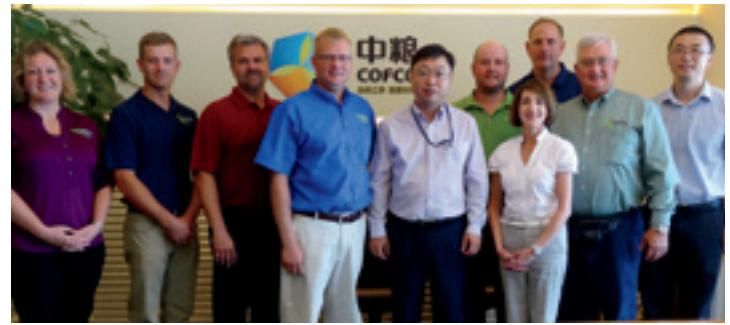
NDSC's membership on the National Biodiesel Board, and through the soybean checkoff's efforts, supports U.S. biodiesel production and increases consumer awareness about alternative fuel sources, keeping soybean demand and markets strong.

In 2014, other domestic marketing projects that NDSC funded included



**NDSC Chairman Scott Causlow and his family host feed manufacturers from China in Colfax.**

new soy uses, promotion of soyfoods, and support of North Dakota's livestock and dairy industries. The NDSC also worked closely with NDSU's Department of Agribusiness and Economics by funding the Commodity Trade Room. This project strives to ensure that NDSU students have the best tools and leadership available so



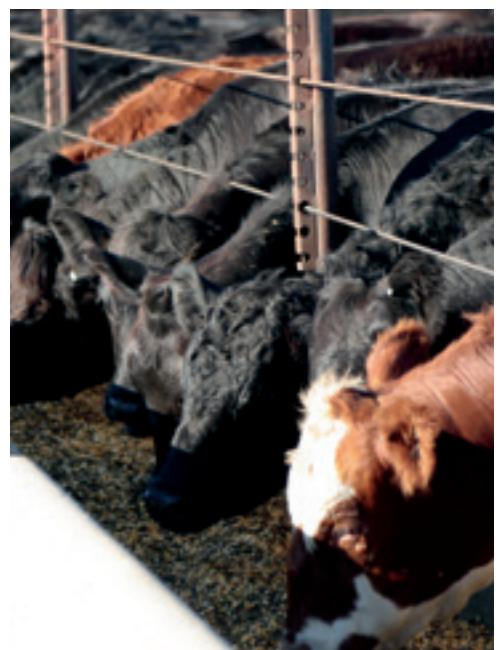
**NDSC delegation met with Chinese importers in Beijing in 2013.**

North Dakota retains strong, young professionals in the agricultural industry.



*Photo courtesy of Results Unlimited*

**1.7 billion gallons of biodiesel were produced in 2013.**



**U.S. soy's number one customer at home and abroad is animal agriculture.**

# Transportation

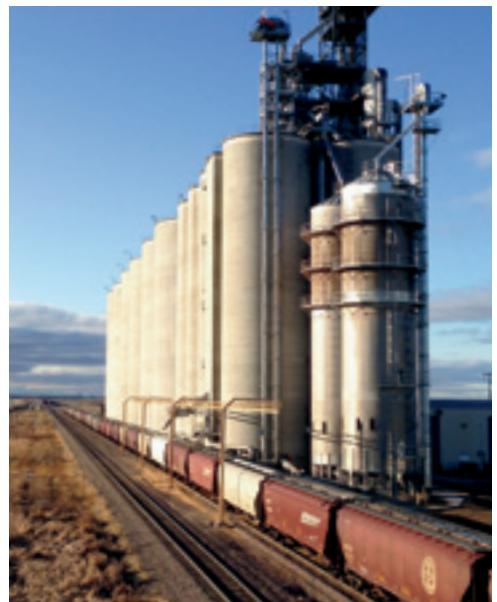
At least 70 percent of North Dakota soybeans are shipped to the Pacific Northwest and, from there, to our international customers. Transportation is vital to maintaining overseas markets. In 2014, NDSC continued its efforts to identify transportation opportunities and overcome challenges that impact producers' profitability.



Exporting soybeans in shipping containers to reach foreign markets is efficient and profitable.

In 2014, North Dakota witnessed significant and unprecedented rail-service disruptions that prevented moving North Dakota soybeans to market. As a result, NDSC collaborated with the Soy Transportation Coalition, the North Dakota Soybean Growers Association, NDSU, railroads, elevators, the farming community

and key influencers to identify what NDSC could do to help facilitate and expedite solutions for rail delays. In 2015, NDSC will focus on bringing alternative transportation solutions to the table regarding rail service in North Dakota.



Alton Grain Terminal shuttle loading facility in Hillsboro.

# Consumer Information

Every day, consumers are inundated with conflicting messages about American agriculture. In truth, thanks to modern American farmers, U.S. families enjoy the safest, healthiest and most affordable food choices in the world.

Because many misconceptions exist about the production of food, feed, fuel and fiber, NDSC continues to educate and communicate with consumers in various ways throughout the year. The NDSC exhibits at state agricultural trade shows, health fairs, energy conferences and other events to build greater awareness among consumer audiences about the benefits of U.S. soy and its end uses.

In 2014, NDSC and the U.S. Farmers & Ranchers Alliance (USFRA) held an advanced, private screening of the documentary film "Farmland" in Fargo. "Farmland" offers an intimate and firsthand glimpse into the lives of six young farmers and ranchers across the United States, chronicling their high-risk/high-reward jobs as well as their passion for a way of life that has been passed down from generation to generation, yet continues to evolve.

NDSC invited professionals working in the restaurant, medical, health,

*—continued on page 6*



NDSC's sponsored premiere screening of the movie "Farmland" in Fargo.



**North Dakota's Inaugural Banquet in a Field hosted by CommonGround N.D.**

*—continued from page 5*

nutrition, grocery and food industries, along with the media, to the private Fargo premiere.

NDSC continues to support the CommonGround movement in North Dakota. CommonGround is a grassroots movement to foster conversation among women—on farms and in cities—about the origin

of our food. The National Corn Growers Association, the United Soybean Board and their state affiliates developed CommonGround to give farm women the opportunity to interact with consumers through a wide range of activities.

Katie Pinke of Wishek, N.D., is CommonGround North Dakota's coordinator. Katie is an advocate, consultant and speaker about food, family, and

farm and rural life. With the help of other North Dakota volunteer farmwomen, the CommonGround team organizes events and programs throughout the year, working to dispel myths about modern agriculture and to build trust in North Dakota farming communities and farm families.

This summer, CommonGround North Dakota held the inaugural Banquet in a Field at Peterson Farms Seed near Prosper, N.D. More than 100 urban, influential consumers enjoyed a five-course meal prepared by Sarello's Restaurant. The Banquet in a Field event was designed to give consumers the opportunity to connect with North Dakota agriculture. Consumers toured plots of 11 different crops, tasted appetizers featuring each crop, engaged in conversation with farmers and asked questions about food production.

To learn more about CommonGround North Dakota, check out the organization's Facebook page: [facebook.com/CommonGroundNorthDakota](https://facebook.com/CommonGroundNorthDakota)



**Aerial view of Banquet in a Field at Peterson Farms Seed near Prosper, N.D.**



**CommonGround N.D. volunteers and NDSC staff.**

# Producer Education and Communication

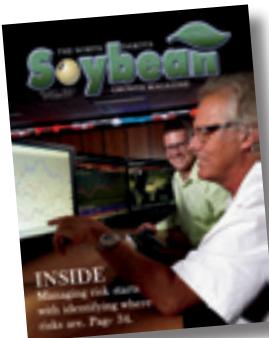
Whether it's a new development in soybean research, an upcoming educational opportunity or a milestone for soybean exports, communication is a key element for each checkoff investment. NDSC is committed to keeping growers informed about how checkoff dollars are invested for growers' benefit.

NDSC provides news and information about checkoff activities and industry issues using print, television, radio, electronic and digital communication. NDSC's

communications include a magazine, the annual report, the research update, radio messages, timely brochures and periodicals, podcasts, print

ads, presentations, and exhibits at various meetings and trade shows. NDSC also offers timely information via social media, email and news releases, as well as interviews and responding to the news media. The official publication of NDSC continues to be The North Dakota Soybean Grower Magazine which is printed quarterly.

Ensuring that North Dakota producers receive the most current



**NDSC's See For Yourself program to the Pacific Northwest.**

education on key topics that impact operations is a top priority for NDSC. Therefore, NDSC continues its annual sponsorship of the Northern Soybean Expo, the Best of the Best in Soybean and Wheat Research and the Getting It Right in Soybean Production meetings, among other pertinent and timely education events throughout the year.

This summer, NDSC hosted a second See for Yourself program and sent North Dakota soybean growers to the Pacific Northwest (PNW) to see how their soy checkoff dollars are put to work.

Last spring, NDSC sponsored the Grain Trading Seminar at NDSU in Fargo. The two-day seminar, led by Dr. Bill Wilson and Dr. Frayne Olson of NDSU's Agribusiness and Applied Economics Department, was offered

free to North Dakota soybean producers who learned more about trading grain in today's fast-paced markets. Participants spent the two days using state-of-the-art equipment in NDSU's Commodity Trading Room at Barry Hall and learned how trading impacts a farmer's bottom line.

To be added to NDSC's email list and be the first to learn about producer education opportunities such as the See for Yourself program and Grain Trading Seminar, please send your email address to [swolf@ndsoybean.org](mailto:swolf@ndsoybean.org).

You can find NDSC online at [ndsoybean.org](http://ndsoybean.org), and on social media at [facebook.com/NDSoybeanCouncil](https://facebook.com/NDSoybeanCouncil), [twitter.com/NDSoybean](https://twitter.com/NDSoybean) and [pinterest.com/ndsoybean](https://pinterest.com/ndsoybean).



**2014 Northern Soybean Expo.**



**Grain Trading Seminar.**

# Leadership

## *North Dakota Soybean Council Board of Directors*



Scott Gauslow  
Chairman  
Colfax, District 1



Tyler Speich  
Vice Chairman  
Milnor, District 2



Harvey Pyle  
Secretary  
Fargo, District 4



Dusty Lodoen  
Treasurer  
Westhope, District 11



Lucas Rode  
Adrian, District 3



Rick Albrecht  
Wimbledon, District 5



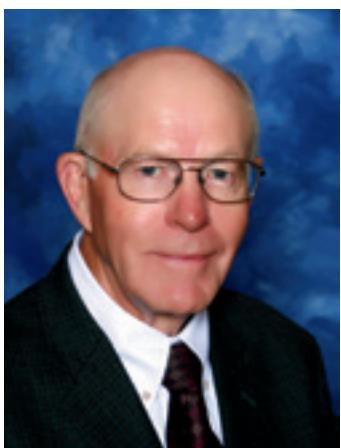
David Gasal  
Jamestown, District 6



Troy Uglem  
Northwood, District 7



Perry Ostmo  
Sharon, District 8



Charles Linderman  
Carrington, District 9



Art Wosick  
Minto, District 10



Mike Appert  
Hazelton, District 12

# Leadership

## North Dakota United Soybean Board Representatives



Joel Thorsrud  
Hillsboro



Jared Hagert  
Emerado



Jay Myers  
Colfax

## North Dakota Soybean Council Employees



Diana Beitelspacher  
Chief Executive  
Officer



Molly Fern  
Manager of Business  
& Administrative  
Services



Kendall Nichols  
Director of Research  
Programs

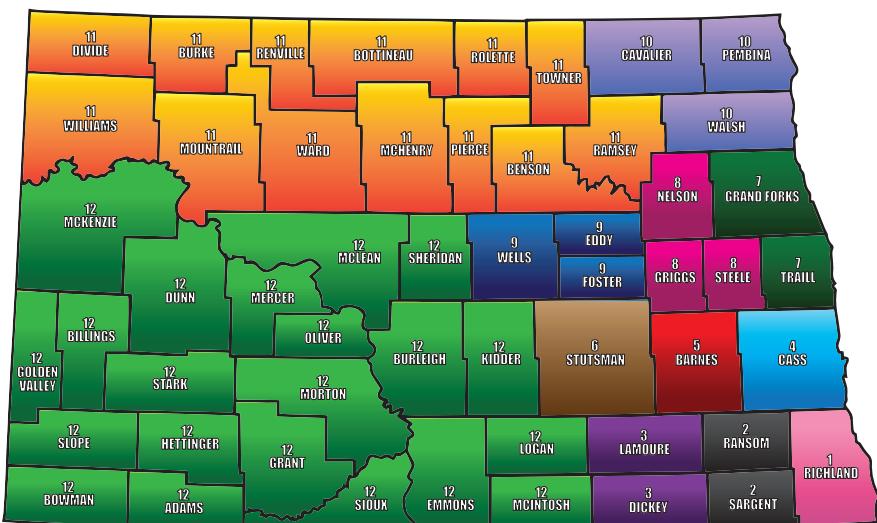


Stephanie Sinner  
Director of  
Marketing



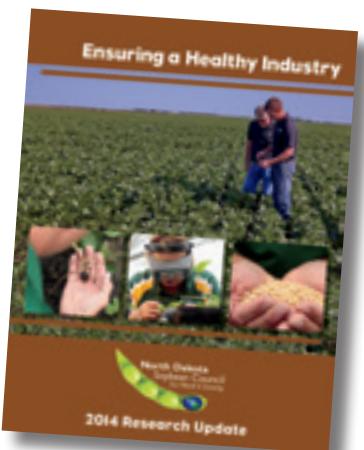
Suzanne Wolf  
Communications  
Director

## District Map



## NDSC 2014 Research Update

Look for this useful publication that highlights research programs funded by the North Dakota Soybean Council. You can also find this report online at [ndsoybean.org](http://ndsoybean.org)



# Financial Report

## Balance Sheet

June 30, 2014

<b>Assets</b>	
Cash and cash equivalents	\$ 9,361,655
Investments	1,558,300
Assessments receivable	210,605
Interest receivable	526
<b>Total assets</b>	<b>\$ 11,131,086</b>
<b>Liabilities and Fund Balance</b>	
<b>Liabilities</b>	
Accounts payable	\$ 657,005
Accrued payroll	374,346
Due to other state agencies	706
Due to the United Soybean Board	44,806
Due to other qualified state soybean boards	60,708
<b>Total liabilities</b>	<b>\$ 1,137,571</b>
<b>Fund Balance</b>	
Restricted	\$ 9,993,515
<b>Total fund balance</b>	<b>\$ 9,993,515</b>
<b>Total liabilities and fund balance</b>	<b>\$ 11,131,086</b>



## Statement of Revenues, Expenditures

### and Changes in Fund Balances

For The Fiscal Year Ended June 30, 2014

### Governmental Funds

<b>Revenues</b>	
Assessment revenues collected from 1st Purchasers	\$ 11,164,149
Less:	
Assessment revenue remitted to qualified state soybean boards	(442,082)
Assessment revenue remitted to United Soybean Board	(4,894,477)
<b>Net assessment revenues</b>	<b>\$ 5,827,590</b>
Interest income	8,972
Miscellaneous revenue	29,502
<b>Total revenues</b>	<b>\$ 5,866,064</b>
<b>Expenditures</b>	
Program expenditures:	
Printing	\$ 11,009
Marketing	1,024,731
Communications	651,604
Producer education	254,014
Research	1,488,751
<b>Total program expenditures</b>	<b>\$ 3,430,109</b>
Administration	\$ 806,070
<b>Total expenditures</b>	<b>\$ 4,236,179</b>
Revenues over expenditures	\$ 1,629,885
Fund Balance, Beginning of Year	\$ 8,363,630
<b>Fund Balance, End of Year</b>	<b>\$ 9,993,515</b>

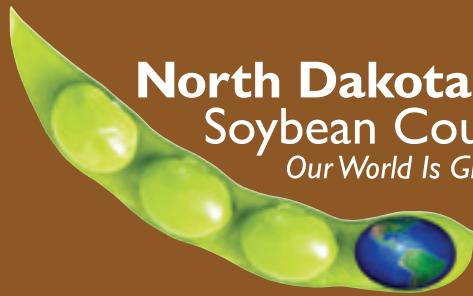
*This audited financial statement for the fiscal year ending June 30, 2014  
is provided courtesy of the North Dakota Office of the State Auditor*

# North Dakota Soybean Council County Representatives

Rick Albrecht .....	Barnes
Dusty Lodoen .....	Bottineau
Harvey Pyle .....	Cass
David Flemming .....	Eddy
Mike Appert .....	Emmons
Charles Linderman .....	Foster
Troy Uglem .....	Grand Forks
Terry Nagel .....	Grant
Neil Fanta .....	Kidder
Lucas Rode .....	LaMoure
Troy Jangula .....	Logan
Keith Reinowski .....	McHenry

Terry Ulrich .....	McIntosh
Robert Sondrol .....	McLean
Kevin Landeis .....	Nelson
Rob Watson .....	Pembina
Paul Billing .....	Ransom
Scott Gauslow .....	Richland
Jason Martodam .....	Rolette
Tyler Speich .....	Sargent
Perry Ostmo .....	Steele
David Gasal .....	Stutsman
Brent Kohls .....	Traill
Art Wosick .....	Walsh

**North Dakota  
Soybean Council**  
*Our World Is Growing.*



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(701) 239-7194 • 888-469-6409 • [www.ndsoybean.org](http://www.ndsoybean.org)**