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USB DIRECTOR LETTER

New Leader Takes the Helm at the United Soybean Board

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USB Director



The United Soybean Board (USB) is comprised of 77 farmer leaders who volunteer to oversee the investment of national soybean-checkoff funds into important areas such as market development, research and the promotion of U.S. soy products. As farmers and board members, we strive to make wise investments that yield a positive return for our fellow farmers.

As volunteers, we rely on the work of the USB staff and others to help us chart the organization's course. The "boots-on-the-ground" staff help identify and to clarify complex issues. At our July meeting, the USB directors took a big step in helping to set the organization's direction by unanimously selecting a new CEO to lead the organization into the future.

Courtney Knupp comes to the USB with an extensive resume that includes leadership roles with the National Security Council, the U.S. Soybean Export Council, the National Pork Producers Council, the U.S. Department of Agriculture and more. She has also filled roles in agriculture's private sector. She grew up on a farm in Iowa and still has family there, so the importance of investing in and growing the nation's soybean industry is important to her, just as it is for us as farmer leaders.

At our July meeting, Knupp outlined her vision for the organization and her commitment to the soy industry, calling the USB role her dream job. Everyone who spoke with her came away impressed.

We all know that there are challenges and opportunities in the soy industry, both domestically and internationally. I'm confident that, with energized leadership and the commitment of 77 farmer leaders from across the U.S., the USB is poised to continue making good things happen for the nation's soybean farmers.

Rose farms in Wimbledon, North Dakota.