

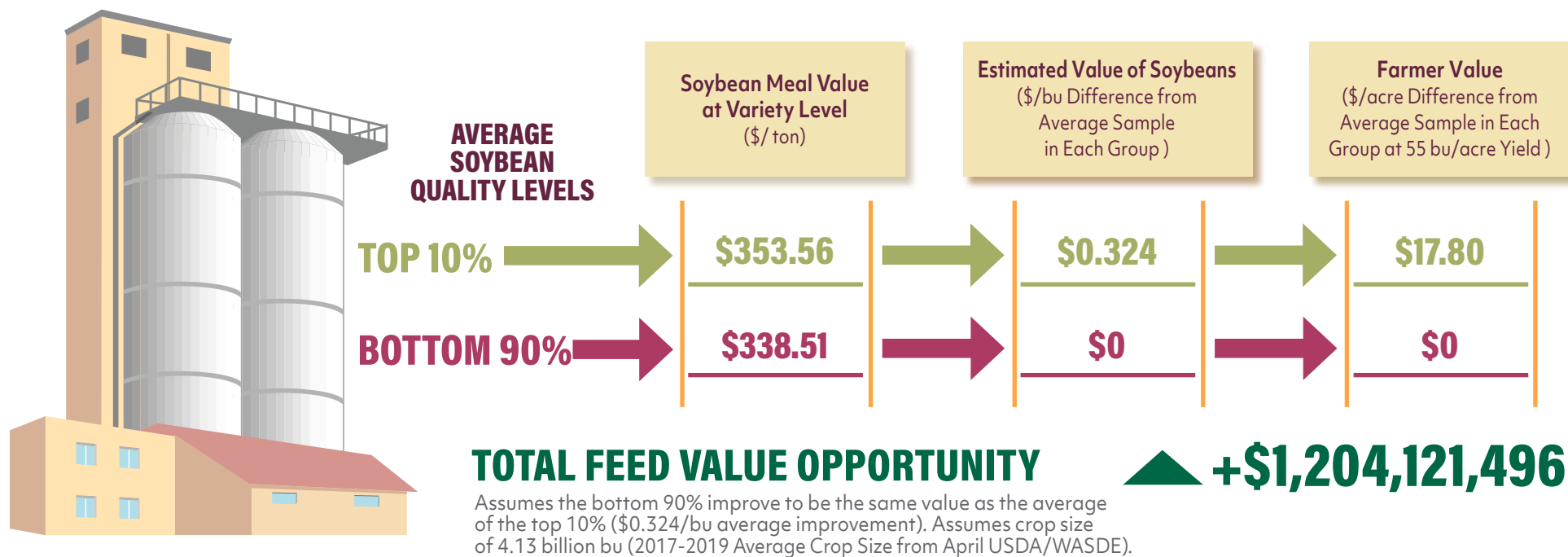
# SOYBEAN VARIETY SELECTION IS A MULTIBILLION-DOLLAR MARKETING DECISION

The financial impacts of soybean quality are mostly hidden to farmers because they are paid for bushels. However, there are billions of dollars in hidden value at stake when it comes to variety selection. Checkoff-funded Illinois Soybean Association analysis of more than 15,000 soybean samples found there are big differences in the feed value of soybeans at the variety level. While that value will remain hidden, there are financial impacts that are easy to see with a closer look into the livestock feed value of soybeans.

## VARIETY-LEVEL FEED VALUE VARIES WIDELY

Illinois Soybean Association compared the value of more than 15,000 soybean samples in livestock feed. They found that the difference in feed value per bushel between the top 10% and bottom 90% of the samples was approximately \$0.32. If that value could make it directly back to the farmer, the difference in value amounts to \$17.80 per acre for the best beans compared to the beans in the bottom 90%. We say "if" because farmers are not paid directly for high quality.

All totaled, there is about a **\$1.2 billion** difference in value potential at the variety level if the bottom 90% of beans improved to be the same value as the average of the top 10%.



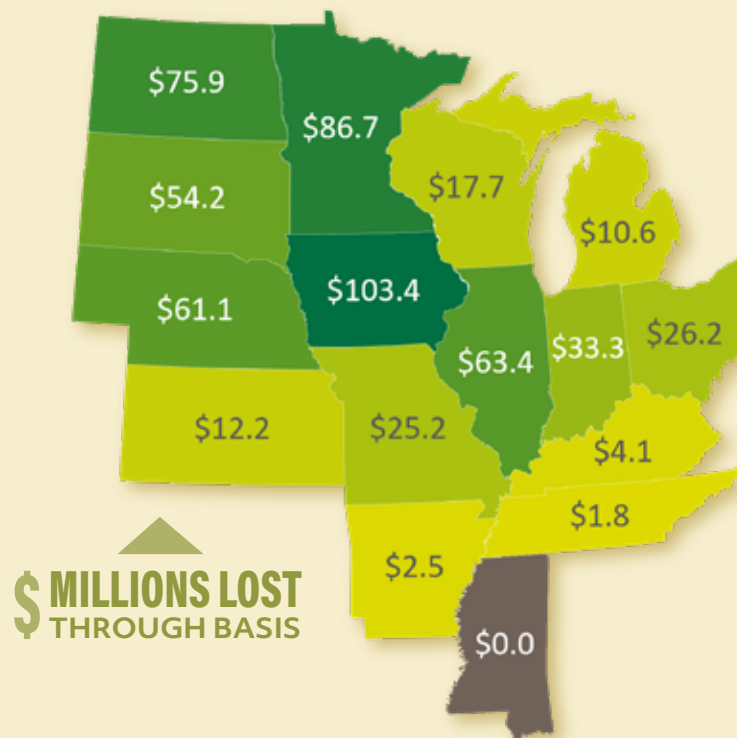
## SOYBEAN QUALITY IMPACTS BASIS

Although farmers are not paid directly for quality, the price they are paid for their soybean bushels is impacted by quality.

### How quality impacts basis at the state level:

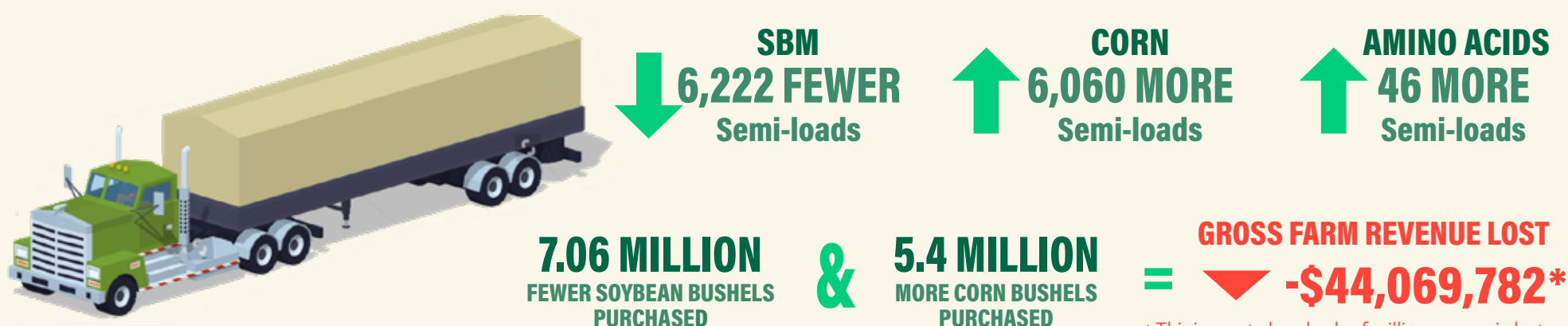
We used Mississippi for a comparison because it had the best quality in the U.S. between 2013 and 2019. The numbers in each state show how much basis is impacted by quality in each of the other soybean-production states. If the 43,000 soybean farmers in Illinois had the same quality as Mississippi farmers, their hypothetical elevator check would be larger by about \$63.4 million, or about \$1,474 each.

**U.S. FARMER DOLLARS LOST IN BASIS**  
**▼ -\$600 MILLION PER YEAR**



## SOYBEANS REPLACED BY COMPETITORS

Soybeans compete with other feed ingredients. Synthetic amino acids and other grains have displaced billions of dollars in farm revenue. Here's a look at revenue farmers have lost with just one livestock company. This lost market share has been hidden by the significant increase in global livestock production.



\* This jumps to hundreds of millions a year in lost revenue when looking beyond this single customer.

Source: R. Dean Boyd, PhD, Nutritionist for Hanor Company, SBM Use, 2000 vs 2010, 90k Sows - 2.45 MIL pigs per year

