



## NEWS RELEASE

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# Billion Dollar Arkansas Soybean Industry Gets October Spotlight

*Gov. Beebe Proclaims October Arkansas Soybean Month*

**LITTLE ROCK, ARK.; OCTOBER 05, 2010** – The Arkansas Soybean Promotion Board announced today that October has been proclaimed Arkansas Soybean Month by Gov. Mike Beebe. Soybeans are grown by thousands of farmers in 50 of Arkansas' 75 counties. Last year, Arkansas produced 122 million bushels of soybeans valued at \$1 billion.

The Arkansas Soybean Promotion Board encourages residents statewide to harvest the potential of the crop known widely as the "miracle bean" for its many uses. Arkansans are invited to utilize soy-based products in homes and businesses through use, education and conversation. For more ways to bring soy products into your home or business, visit [www.TheMiracleBean.com](http://www.TheMiracleBean.com).

Arkansas' poultry and livestock industries make our state the third largest consumer of soybean meal, and Arkansas ranks 10<sup>th</sup> in the nation in soybean production. More than 6,800 Arkansans make their living from growing soybeans and thousands more are employed in related industries.

The promotion board has planned activities to celebrate Arkansas Soybean Month, including a partnership with Future Farmers of America chapters in the state. FFA members are helping distribute education materials and soy products at regional fairs. The promotion board will take part in the FFA's "Ag in Action" exhibit at the Arkansas State Fair.

"We're excited about the opportunity to work with the young people in the FFA. That organization has a great group of students who are prepared to lead our state into the next generation of agriculture," said Todd Allen, chairman of the Arkansas Soybean Promotion Board.

The Arkansas Soybean Promotion Board invites all residents to take part in Arkansas Soybean Day at the Arkansas State Fair on Oct. 17. On that Sunday, the fair will be dedicated to Arkansas soybeans. Those attending the fair will be able to find things such as soy-based products, soybean games, prizes and cooking demonstrations to inform Arkansans about the benefits of soybeans in our state.

(MORE)

**ABOUT THE BOARD**

The Arkansas Soybean Promotion Board was established to improve the profitability of soybean production in Arkansas and to distribute funds from the checkoff for research and extension projects conducted by the University of Arkansas Agricultural Experiment Station and Cooperative Extension Service. Like producers of other commodities, such as beef, dairy and eggs, soybean farmers collectively invest a portion of their end-of-season profits to fund research and promotion efforts. This collective investment is called a checkoff.

The board consists of soybean producers nominated by various producer organizations within Arkansas and appointed by the governor. Board members are: Todd Allen, West Memphis, chairman; Tom Gist, Marianna, vice chairman; F.H. Lyons, Altheimer, secretary/treasurer; Drew Oliver, Proctor; Shannon Davis, Bono; Thad Freeland, Tillar; Jim Carroll, Brinkley; Robert Stobaugh, Atkins; and Gary Sitzer, Weiner.

The Arkansas Soybean Promotion Board can be found online at [www.TheMiracleBean.com](http://www.TheMiracleBean.com), on Facebook and on Twitter at [www.twitter.com/theMiracleBean](http://www.twitter.com/theMiracleBean).

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