

Whole Bean Partner Messaging



General Message

Response to the EPA RVO Announcement

Focus on Clean Fuels

Focus on Innovation

Core Message

The U.S. Soy industry will reliably serve growing domestic and global demands for both food and fuel now and into the future. The versatility of the whole soybean – along with constant innovation to the crops we grow and the ways we farm, process, transport and consume soybeans – maximize farmers’ ability to produce more with less environmental impact.

Versatility of Soy

Soy offers unmatched versatility.

The protein and oil in every soybean powers our planet and people in multiple sustainable ways. The whole soybean is so versatile that when biofuels (like biodiesel, biomass-based diesel, renewable diesel and sustainable aviation fuel) are made with the oil portion, 80% of the bean remains for use as a meal, or protein. That protein is used to nourish people and animals.

U.S. Soy is critical not only to the global food economy but also to advancing the clean energy economy.

While biofuels are a growing source of demand, this growth has negligible impact on consumers at grocery stores or restaurants. The food chain remains the top use of soy.

The potential for U.S. Soy continues to grow.

The whole soybean touches multiple industries, from food and animal feed uses to biomass-based diesel fuel to tires, fabrics, personal care products and more. We see the versatility of soy every day with our own crops in [state].

[Provide details on where local soy goes – e.g., animal feed for regional pork producers, shipped internationally]

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Meeting Growing Demand

Today, we're growing, processing and using more soy across the value chain than ever before.

U.S. Soy delivers reliable supply and scales production capacity to match growing demand across the food, feed and fuel markets. Over the past 40 years, U.S. Soy production has more than doubled as we continue to see incredible growth in the biofuel and soybean crush industry.

The U.S. Soy industry has – and will continue to – reliably meet growing demands for both food and fuel.

The EPA's proposed RVOs threaten growth in the biofuel and soybean crush industry. The rule fails to account for existing capabilities of the industry, much less for its continued growth. It also fails to account for expanded feedstock availability, including new crush capacity, enhanced distillers corn oil capture, and the recently finalized canola oil pathway for renewable diesel.

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As a U.S. Soy farmer, I've seen incredible advancements in seed technology and farming innovation. In fact, U.S. soybean yields are predicted to continue growing by over half a bushel per acre per year. With my own crop, yields have increased by [XX]% since [year].

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Feeding and Powering the Planet

Feeding the world and protecting the environment are not mutually exclusive. U.S. Soy farmers do both, season after season.

Climate change, the energy transition and food security are integrated challenges. It will take a joint approach to solve them. That's why the versatility of soy is so important – because we can use soybeans for so many purposes, they are critical to ensuring we can reliably and sustainably feed and power our growing planet.

While biofuels are a growing source of demand, the food chain remains the most important use of soy.

Increased use of biofuels has a positive impact on food security. By helping farmers maintain value for all components of the soybean, not just the meal, producing sustainable fuels helps reduce or stabilize soybean meal prices, maintaining its value and appeal for food production to feed a growing population.

U.S. Soy is critical to making renewable biomass-based diesel fuel more accessible.

Biofuels made with U.S. Soy offers a stepping stone on the path toward a carbon-free future. That's important to me as a steward of the land, working to protect our planet and responsibly meet the needs for a growing world.

While there are many factors driving demand, the food chain remains the most important use of soy.

Even as demand grows for renewable fuel and other uses, 80% of every soybean we process remains as protein, used to nourish people and feed livestock.

Reducing Environmental Impact

Today, we grow more soy with less environmental impact than ever before.

The versatility of the whole soybean – along with more sustainable on-farm practices and continued innovation – ensure U.S. Soy will reliably and sustainably meet growing demands for food, fuel and more. We can grow the soy we need using the farmland and natural resources currently available to us.

Today, we grow more soy with less environmental impact than ever before.

U.S. Soy's carbon footprint is the lowest in the world when factoring in cultivation impact and land-use change. In fact, U.S. Soy farmers increased production by 130% between 1980 and 2020, while also improving efficiencies in land, water and energy use, reducing emissions and expanding soil conservation.

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U.S. Soy farmers have increased production annually, while using less land, water and energy. Locally, for example, ...

[Provide local examples of improving efficiencies in land/water/energy use, reducing emissions, using more sustainable farming practices, expanding soil conservation, etc.]

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Innovating for the Future

The innovation opportunities for soy are endless.

U.S. Soy farmers constantly innovate and collaborate with industry partners, researchers and academic institutions to drive ongoing innovation that improves and advances how we grow, process and use soybeans. From more sustainable growing practices to technology that helps increase yields to new uses for soy products that help make the world and the products in it better, we are making advancements that enable U.S. Soy to continue meeting growing demands for food, fuel and more.

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U.S. Soy innovation is a key contributor to the clean energy transition.

The push for decarbonization and the potential of biofuels as a path for mitigating climate change is an example of a current innovation with roots in past advancements around biodiesel. Beyond biofuels, there's incredible potential for soy in bioplastics and as a more sustainable alternative for hundreds of other everyday products – including everything from asphalt and paint to shoes and tires.

U.S. Soy is constantly innovating new ways to meet growing food and fuel demands.

The U.S. leads the world in soybean innovation, spending more on innovation per acre compared to competing nations. As U.S. farmers, we are part of that innovation, working directly with U.S. Soy and other industry partners to collaborate on advancements like *[provide local examples]*.