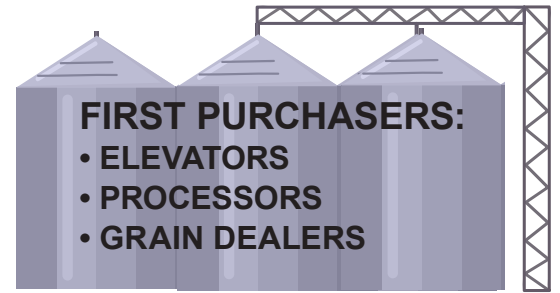


HERE'S HOW THE SOY CHECKOFF WORKS



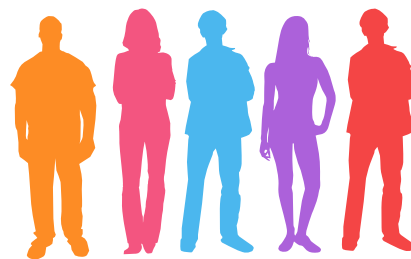
TO



\$ 1/2 OF 1% OF THE TOTAL SELLING PRICE GOES TO THE KENTUCKY SOYBEAN BOARD



WHERE THEY ARE INVESTED BY KENTUCKY FARMERS* INTO



RETURNS TO THE FARMERS' BOTTOM LINE

\$12.34



THE OTHER HALF GOES TO THE NATIONAL CHECKOFF

Led by volunteer soybean farmers*, the United Soybean Board invests and leverages soy checkoff dollars to **MAXIMIZE PROFIT OPPORTUNITIES** for all U.S. soybean farmers.

THE BENEFITS OF CHECKOFFS

Checkoffs fund research that helps commodities uncover production efficiencies, nutrition benefits, new usages and new markets.

Checkoffs help growers of all sizes pool resources to market and promote their commodities to consumers, food manufacturers, menu developers and other purchase decision makers.

This research and promotion helps build and maintain demand for the commodity, which, in turn, brings ROI to the farmer, who then is better able to support their family, employees and surrounding rural communities.

* Farmer-leaders who serve on both the Kentucky Soybean Board and the United Soybean Board are appointed, unpaid volunteers.

U.S. SOYBEAN FARMERS RECEIVE

\$12.34

IN ADDED VALUE FOR EVERY DOLLAR THEY INVEST IN THEIR SOY CHECKOFF