



**MURRAY STATE**  
UNIVERSITY

Hutson School of Agriculture

## SOYBEAN PROMOTION DAY

**Tuesday, Jan. 23, 2024**

CFSB Center Murray Room

**NOTE – MORNING SCHEDULE!**

Registration 8:30 a.m.

Program 9:00 a.m.

Lunch/Door Prizes at noon.



**Mike Pearson**

Host of RFD-TV This Week in Agribusiness, Broadcaster Mike Pearson will speak on **THE FOUR MEGATRENDS IN AGRICULTURE**

Pearson takes an in-depth look at the way agriculture will be changing in the next 20 years. The past century has been one of non-stop progress in efficiency, technology and yield and Mike pulls together his wide-ranging reports on the industry to analyze the four biggest trends driving agriculture forward.

**Analytics:** Big Data has been the watchword in production for the past several years, and the future will see new tools that allow producers to analyze the piles of data they have been collecting. The new suite of applications will put growers back in the driver's seat for decision making; as they'll be able to model various input application rates, hybrid selection and weather effects on the crops they are contemplating.

**Robotics:** Many consumers are already familiar with robots taking care of some household chores like vacuuming. It won't be much longer before we see true robotics in the field, reducing the burden of time-consuming tasks. From weed eradication to manure lagoon agitation,

as qualified help on the farm becomes harder to find, robots will be a logical place for farmers to invest capital.

**Biotechnology:** The field of biotech saw incredible advances over the past decade as science and profits combined to allow geneticists and plant breeders space to try amazing things. In the next two decades, those advances become a springboard for some truly revolutionary changes to the industry. This will encompass not just plant-based biotech, but biological soil amendments and treatments as well.

And finally, the **Structure of the industry** will continue to change. As record-level profits become just a memory, producers will find new ways to maximize their ROI. There will be continued consolidation at all levels; farm, elevator and coop and input supplier. The lines will blur between retailer and wholesaler as larger growers operate more like elevators and demand greater leverage from suppliers. There will also be a growing number of smaller scale producers dedicated to niche markets; the organic or local food movements are most likely here to stay as consumers continue to have the disposable income to make those food decisions.



**Dr. Katherine Stowe**

Dr. Katherine Drake Stowe leads the U.S. Soybean Research Collaborative (USSRC). The project, involving multiple state and national soybean organizations, including Qualified State Soybean Boards and the United Soybean Board, will initiate and sustain greater connectivity between agronomic soybean research and all facets of the U.S. soy supply chain.

The project raises awareness, builds bridges and creates collaborative public and private partnerships that go beyond traditional research, which has been focused on production and new uses.

One potential outcome from greater collaboration throughout the soy value chain is linking traits and genetics of soybeans produced by farmers with the needs of the end user.