

# Empowering **GLOBAL** Soybean Productivity

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The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.



Phil Bradshaw, Griggsville, Illinois  
United States of America



# Deep Local ROOTS Wide International Reach

Driving past miles of emerald Illinois fields, many motorists enjoy the quiet contrast to the fast-paced city they left behind. Other people glide by without a second thought—never making a link between the land and themselves, the farms and their food, or the fuel in their car. Unless they see farmers planting or gathering the crop some people get the mistaken idea there's not much happening here in rural America. We're happy to offer a viewpoint on that.

When we travel the road leading to Bradshaw Farms, we make the connections. That road running by our farm is far more than a blacktop.

The road behind modern farming is a 10,000-year journey that began with raising a few special plants and animals that were native to Europe and Asia. Farming those first crops instead of hunting or gathering food caused social changes that led to the rise of modern civilization. The road producers are on today is space-aged, with orbiting satellites guiding the tractors that fertilize, plant and gather crops. And the road ahead is a link far beyond our cities and towns; it joins our fields to a network of global trade with economic, political and environmental benefits that we never take for granted.

Bradshaw Farms visitors will see that raising soybeans and corn in Griggsville, Illinois calls for a careful blend of tradition and technology. They will learn that farming connects us—and our customers—directly to the land. And they will understand that farming is a way of life and a business at the same time.

Farming is work with deep local roots and wide international reach.





Griggsville, Illinois

# BRADSHAW FARMS

United States of America

Phil Bradshaw is a third-generation farmer, and his son, Todd, carries on the family tradition by managing day-to-day operations raising corn, soybeans and hogs. Bradshaw's land has been farmed since 1963 and owned since 1972. Phil grew up in the same home where Todd lives now a few miles away. Bradshaw is very active in local and national agricultural groups, including past leadership roles in the Illinois Soybean Board, the Illinois Pork Producers Association, and the U.S. Animal Health Association. Phil is current chairman for the Interamerican Group for the Eradication of Foot and Mouth Disease in the western hemisphere and he serves on the USDA Secretary's advisory committee on foreign animal diseases and is a director of the United Soybean Board. Phil and Linda married in 1961 and the couple has three children, four grandchildren and one great grandson.







# Farming is **FREEDOM**

United States agriculture has a proud heritage that helped bring life to the American dream. Nearly one-half of the 56 people who signed the U.S. Declaration of Independence were farmers by birth or profession. Farmers were among the original citizens; the people who shaped powerful ideas about personal liberty, religious freedom and market-driven economy into a new birth of democracy in 1776.

Those “self-evident truths” the founding farmers wrote about still flourish today in America’s heartland. On U.S. farms we not only pursue happiness we enjoy something more lasting. We experience the enduring joy of seeing hard work pay off with food so abundant the United States can share the harvest with the world.

But being a U.S. farmer is far more than a chance to enjoy personal liberty; it’s also a call to public responsibility. Every crop we plant is a living promise to provide for our families, our land, our towns, our country and our global trade partners.

Farming is freedom—a living example of sharing the American dream.



# Cycles and SEASONS

Unlike the straight production lines in other businesses, soybean farming comes in cycles with the seasons. Farmers work a steady rhythm of birth, growth, harvest, winter darkness and spring renewal.

The pace quickens during spring and fall, but we're always busy managing the farmland, equipment and finances. Whether planting soybeans, corn or forages—or raising livestock—we manage research and development, financials, production and marketing with the same criteria as any Fortune 500 business.

But unlike any other industry our productivity is connected directly to the seasons, the land and the weather.







# Farm-town VALUES

The rural communities where soybeans are raised are far different from cities in ways that outsiders might not notice on a short visit. Farm towns are places where people stay connected for a lifetime.

We live where time-honored values are the heart of relationships with neighbors and business associates who we've probably known since they were school mates. Those life-long relationships make ideas like honesty, integrity and doing what you promise vitally important.

Whether we're buying supplies at the farm store, meeting friends for morning coffee, joining neighbors at Sunday services or delivering soybeans to the elevator, American farmers have strong personal values that will never be compromised.

When U.S. farmers do business in our community or across the globe those values are part of the deal.

# Local Investment; GLOBAL Payback

On Bradshaw Farms, the soybean crop we raise is America's leading agricultural export. Our productivity enriches our communities with our local spending and leads to a harvest we can share with the world.

The average U.S. soybean yield is 42.7 bushels per acre, up 32.6 percent since 1990. On average each acre of soybeans raised by Midwestern producers means hundreds of dollars spent in local goods and services. America's farmers raised 86.7 million metric tons of soybeans in 2006 worth about \$20 billion. Nearly 37 million metric tons of soybeans were exported in the form of whole beans, meal, oil and other products.

But U.S. soybean farmers know our global customers are no longer looking for yield alone. While production volume is still vital, today's U.S. soybean industry is delivering identity-preserved soybeans with special nutritional qualities, or value-added traits such as high oil or protein content. Whether our domestic or global customers seek commodity beans for feed or fuel, or food grade beans, count on U.S. farmers to deliver a high-quality product.





# BRADSHAW FARMS

Customers are not markets, They're People

.....living in more than 120 countries, speaking hundreds of languages, practicing dozens of faiths; citizens of kingdoms, democracies, empires and socialist systems—with everyone sharing a need for high-quality, low-cost food.

Whether helping people thrive or just survive, U.S. soybean products are unsurpassed at building bridges of peace, health and prosperity.







# Natural BALANCE

As an agricultural product, U.S. soybeans are unmatched in versatility and environmental qualities.

A soybean crop yields everything from human foods like milk or tofu, to livestock, poultry or aquaculture feed. As a food source, it has a rare blend of high quality and low price—with tremendous health benefits as an added bonus. There are also myriad industrial uses for soybeans, and more applications are being developed for soy every day.

More so than in any other soy-producing country, U.S. soybean production also protects and enhances the environment. For example, U.S. soybeans play an important role in biofuel production, helping reduce global dependence on fossil fuels. Soybeans are also helping protect ocean ecosystems by replacing large-footprint protein sources like fish meal with low-impact, renewable soy-based feeds. And thanks to biotechnology, today's U.S. soybeans are produced in ways that reduce fuel consumption, cut greenhouse gas emissions and actually improve soil and water quality compared to traditional crop production methods.

U.S. soybeans are an economic and environmental success story that is unsurpassed in global agriculture.



# Our COMMITMENT

While the technologies that help produce sustainable U.S. soybeans are cutting-edge, the U.S. farmer's commitment to sustaining and sharing the harvest is deeply rooted in rich agricultural tradition.

Phil Bradshaw's family is committed to honoring that tradition by connecting the best of Illinois agriculture with a global food supply system that counts on United States farmers to help meet the increasing need for sustainable agricultural products.

