



CAN YOU SPOT THE SUPERIOR SOYBEAN?

YOUR CUSTOMERS CAN—AND THEY SHOP FOR THE BEST

This harvest, farmers and seed suppliers are showcasing America's commitment to unsurpassed yield, quality and value by simply dropping soybeans into sample bags. That helps your checkoff-funded U.S. Soybean Export Council and HY+Q (High Yield PLUS Quality) teams measure and showcase the *full* value oil, protein and amino acids put in your bushels. Looking at the data in a better way helps prove U.S. farmers mean business about selling the highest-value soybeans your customers can find anywhere in the world.

Reserve your postage-paid kit at hyqtoday.com/USFTW. We'll measure your beans and send back your confidential results and a groundbreaking new look at why U.S. soybeans pay.

