

## **ASA announces changes to Soybean Marketing and Production College**

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Information submitted

ST. LOUIS – The American Soybean Association (ASA) announced the format of its Soybean Marketing and Production College is being updated to better serve soybean growers.

A premier education event originally planned as a two-day conference, the Soybean Marketing and Production College is being condensed so participating growers will only have to commit to one night away from their farms. The conference will now be one day: Tuesday, July 30 at the Crowne Plaza Riverfront Hotel in St. Paul, Minn.

“Every season has its own unique challenges, and this season is no different,” said Bob Worth, ASA Membership and Corporate Relations Chairman. “The Soybean Marketing and Production College is designed to provide information on marketing and production practices to enhance grower profitability. Reducing the number of days off-farm, while still providing the same great content, will allow more growers to take advantage of this key educational opportunity.”

Attendees of ASA’s Soybean Marketing and Production College will participate in learning sessions on herbicide and weed resistance sponsored by Bayer CropScience; precision agriculture, sponsored by AGCO; and global sustainability. Matt Roberts, Ph.D., of Ohio State University, will deliver the keynote presentation reviewing the current supply and demand situation for grains and how growers can take advantage of trends in their own marketing decisions.

The registration fee for the ASA Soybean Marketing and Production College is \$199 for ASA members and \$279 for non-members. Fees have been reduced to reflect the change in format.

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Don't miss out on this important educational program that will help you increase your on-farm profit. Register by Tuesday, July 9! For more information about the ASA Soybean Marketing and Production College, go to [www.SoyGrowers.com/marketingproductioncollege](http://www.SoyGrowers.com/marketingproductioncollege).