

Checkoff Supports The Story Of U.S. Agriculture On “America’s Heartland”

Soybean Checkoff Takes Leadership in Supporting TV Show

ST. LOUIS, MO.

The United Soybean Board (USB) and the soybean checkoff have made a major funding commitment to “America’s Heartland,” the highly rated, nationally distributed TV program on today’s agriculture aimed at consumers. The checkoff joins other agricultural organizations and businesses in their support and encourages others in the agricultural industry to take part in the Friends of America’s Heartland campaign, which will assist in the continued funding of the popular program.

“‘America’s Heartland’ reaches more people whom we might not normally reach,” says Todd Gibson, soybean farmer from Norborne, Mo., and member of the USB Communications Committee. “It’s another avenue to use to reach out and talk to people who don’t know much about agriculture.”

In recent years, the soybean checkoff has stepped up efforts to reach consumers about today’s agriculture. Through a partial sponsorship of the upcoming season, USB already has funded “America’s Heartland” to ensure the TV show’s ability to carry on telling fact-based, entertaining stories about U.S. farmers and ranchers. More information about the Friends of America’s Heartland campaign can be found on their website at <http://www.friendsofamericas-heartland.org/default.htm>.

The “America’s Heartland” TV show began in 2005 with the goal of educating consumers

about U.S. agriculture and the men and women who work hard to supply our nation and world with food, feed, fuel and fiber. Viewable on 230 public broadcast stations that cover 62 percent of the United States, “America’s Heartland” can also be found on RFD-TV and online on YouTube. The series reaches 40 million viewers each season.

“It’s a very down-to-earth-type program that lets real people tell their own stories,” adds Gibson. “I think it’s a credible show and it’s very well done.”

USB is made up of 69 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA’s Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

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