



Our Mission: To be the preeminent Midwestern agribusiness organization that provides educational, networking and professional development opportunities for its members, and promotes a positive image and future for agriculture to the consuming public.

NEWS RELEASE

BECHERER NAMED AG LEADER OF THE YEAR BY ST. LOUIS AGRIBUSINESS CLUB

ST. LOUIS, December 14, 2009 -- The St. Louis Agribusiness Club named John Becherer, chief executive officer of the United Soybean Board (USB), the winner of its 2008-2009 Ag Leader of the Year award at the group's monthly meeting on December 10, 2009.

As the CEO of the United Soybean Board, Becherer works with 68 USB directors – who are soybean producers appointed by the U.S. Secretary of Agriculture -- as they invest soybean checkoff funds to benefit U.S. soybean producers and increase global demand for U.S. soybeans.

According to Dale Ludwig, Executive Director of the Missouri Soybean Association, “John leads one of the most successful farmer-checkoff programs in the world.” John strategically manages the \$63 million annual collections budget to improve the soybean industry by supporting projects that lead to development of new domestic and international markets and by allocating funds for the research and development of soybean uses and production. A recent study on ROI's conducted by the Texas Agribusiness Market Research Center at Texas A&M University found that the soybean checkoff has returned an astonishing \$6.40 in additional profits to U.S. soybean farmers for every dollar invested, Ludwig said.

“The foundation that John has laid at the USB has surely contributed to the successful outcome of the checkoff program,” Ludwig added. “As a result of his leadership, the USB is making a difference for soybean farmers in the St. Louis region and the rest of the country.”

According to Agribusiness Club President Cindy Myer, each year the club selects a person who has made a substantial contribution to the agriculture industry in the St. Louis region, either at a local or national scale. Past recipients of this award include Senator Kit Bond and Dr. Roger Beachy who was recently appointed by President Obama as director of the National Institute of Food and Agriculture (NIFA).

“The St. Louis Agribusiness Club recognizes the outstanding efforts of John Becherer in the agriculture industry not only in his role as CEO of the USB, but also in his continued effort to support the industry through his interaction with government officials, producers, and various agriculture groups,” Myer concluded.



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