

BM-08

From the ground up, we're all part of the food chain

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Since reading the book *Mind Set!* by John Naisbitt, the concept "while many things change, most things remain constant" has influenced my thinking. From that, it is important to understand the difference between WHAT we do and HOW we do things. The fundamental "what" of crop production really doesn't change much. Farmers deploy capital and resources, plant seeds, nurture the crop, harvest and hope to market that crop for retained profit. Our customers are not animals, industries, or countries. Our customers are people. People determine value and make buying decisions. This has never changed. "How" we produce crops into the future will continue to evolve as technology used in crop production evolves. However, the value of soybeans as determined by people making buying decisions will require all of us along the chain to understand where we are in the big picture and whether our contribution is adding the right kind of value to keep our industry viable into the future. I will present a soybean farmer perspective with examples of the inner connectivity between research, production, and processing in the soybean industry and why we all need to think about the value chain together.