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PRESS RELEASE

Minnesota Soybean Welcomes New Communications Director

Mankato, MN – October 26, 2011 – Minnesota Soybean is pleased to announce the recent addition of Dan Lemke as Communications Director. Dan comes to the organization with more than 15 years of experience in the agricultural industry.

“Dan brings a varied and experienced background to Minnesota Soybean. We are pleased to welcome him to our team and look forward to the new ideas and programs he brings to the table,” says Jim Palmer, Minnesota Soybean executive director. “

Most recently, Lemke served as Director of Communications for Agriculture Utilization Research Institute (AURI), where he worked to develop and implement numerous communications strategies. His background also includes work as a freelance video producer, news director and broadcast journalist.

Lemke has a variety of experiences related to market development and public education for agricultural commodities. Most notably, he has served as a media and communications representative on a soybean trade mission to China, Thailand and Singapore. He has represented agriculture to various non-agricultural organizations through the years.

Lemke attended Southwest State University, where he earned his Bachelor of Science degree in speech communications. His post-graduate education includes business communications courses and a Mini Masters of Marketing Management at the University of St. Thomas. “I have been impressed with the programs of MSR&PC and MSGA over the years, and am thrilled to be joining the organization and helping contribute to its ongoing success,” Dan said.

The Minnesota Soybean Research & Promotion Council (MSR&PC) oversees the investment of soybean checkoff dollars on behalf of approximately 25,000 farmers in our state. The council is governed by the rules of a federally mandated checkoff program that requires all soybean producers pay a fee on the soybeans they sell. This money is used to promote, educate and develop market opportunities for soybeans.

The Minnesota Soybean Growers Association (MSGA) is a membership-based organization that conducts legislative work on behalf of nearly 3,500 soybean farmer members. Since, federal law prohibits checkoff dollars from being spent on policy and advocacy, MSGA must work with the American Soybean Association to fight for farm-friendly legislation in St. Paul and Washington D.C.