

Minnesota Soybean Research & Promotion Council

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Gene Stoel of Lake Wilson Elected Chairman, Minnesota Soybean Research & Promotion Council

MANKATO, MN • June 30, 2010 • The Board of Directors of the Minnesota Soybean Research & Promotion Council (MSR&PC) has elected Gene Stoel, Lake Wilson, Minn. as chairman for 2010-11.

“Investing soybean checkoff dollars effectively on behalf of Minnesota’s soybean farmers is an important and necessary responsibility, and it is an honor to be selected to serve as chair of the council, Stoel said. “Every business needs to promote its product, and soybean farmers are no different. “If we don’t promote our product, why grow it?”

Stoel said he looks forward to helping keep farmers informed about production research funded by the checkoff and in developing national and international relationships that support market development for Minnesota soybeans.

Other officers elected by the MSR&PC board are: Ron Obermoller, Brewster, vice chair; Brian Greenslit, Franklin, treasurer, and Paul Simonsen, Fairfax, secretary.

The Minnesota Soybean Research and Promotion Council is an elected board of 15 soybean producers from across the state. The directors are elected to three-year terms by their fellow soybean farmers in elections conducted by the Minnesota Department of Agriculture.

As required by law, the MSR&PC collects checkoff dollars from first purchasers across the state. Half of all checkoff funds collected in Minnesota are sent to the United Soybean Board for investment in projects of a national and international nature. The other half stays in Minnesota and is invested in well-defined research, marketing, education and commercialization programs designed to increase demand and thereby improve the profitability of Minnesota’s soybean farmers.

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Gene Stoel, Chair,
Lake Wilson



Ron Obermoller,
Vice Chair, Brewster



Brian Greenslit,
Treasurer, Franklin



Paul Simonsen,
Secretary, Fairfax