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Quickly Connect With Kansas Soybean Online

A lot of people are interested in Kansas soybeans: farmers, grocery shoppers, livestock feeders, and biodiesel and other biobased-products users, just to name a few. They all want to save time, so the Kansas Soybean Commission (KSC) and Kansas Soybean Association (KSA) have unveiled a couple of technological advances to give them faster access to information.

First, the groups' shared website at <http://KansasSoybeans.org> underwent a complete redesign and reorganization earlier this year. Financial support from the United Soybean Board (USB) facilitated technical assistance from Osborn Barr, a leading agricultural marketing and communications firm. The site now operates on the WordPress platform and provides timelier program and industry information in a modernized, easier-to-navigate format.

"The new website provides enhanced content in a more user-friendly way," said KSC Chairman Jerry Jeschke, a farmer from Robinson. "It is a great resource for those wanting to stay informed about how the soybean checkoff is at work in Kansas."

In addition, the Kansas Soybean mobile app recently became available for iPhone, iPad and Android devices. Using the Conduit Mobile App Maker, the groups created a custom, branded tool to engage users with their own social media content and updates from USB, the American Soybean Association and the National Biodiesel Board. Those who enable the app's push notifications will get on the inside track for breaking news.

"We launched our app to provide quick access to information soybean farmers and soy customers can use every day," said KSA President Terry Reschke, a farmer from Hiawatha. "We hope they find it valuable in keeping up with local, state, national and international issues of importance."

The app is available via the website's home page, by searching the App Store or Google Play for "Kansas Soybean," or going directly to <http://KansasSoybeans.mobapp.at> on the Web.