



Global News Update

Year-to-Date Exports

Soybeans
1.28 billion bushels

Soybean Meal
314 million bushels

Soybean Oil
1.04 million metric tons

Friday, April 23, 2010



(Left) The USSEC Aquaculture team discusses the value of including U.S. soy meal in shrimp feeds

USSEC Encouraging Thailand's Shrimp Industry to Include More Soy Meal in Feeds

Thailand Country Manager Opas Supamornporn, International Marketing Shrimp Specialist Herbert Quintero and Technical Director Lukas Manomaitis visited an ongoing collaborative research project with Inteqc Feedmill in Thailand. The objective of this study is to show the utility of soy inclusion in shrimp feeds - in this case with U.S. soy meal as Inteqc is part of a U.S. soy buying group that was coordinated by USSEC. It is expected that through collaborative research trials, field research and demonstration projects, such as this one, that the Southeast Asian feed and aquaculture will be encouraged to continue to move away from use of fishmeal in aquafeeds. This initial research trial with Inteqc Feedmill is expected to be one of many in future years to give the Southeast Asian industry a chance to learn more about the utility of soy through direct use instead of from literature.

U.S. Soybean Farmers Recognized For Involvement With Global Customers

One of Taiwan's leading economists publicly praised U.S. soybean farmers collectively during the 2010 U.S. Soy Oil Import Crushing and Oil Business Conference recently held in Taiwan. After Bill Wiley presented on how U.S. growers will meet international demand, Dr. Paul S.C. Hsu pointed to Wiley, a Kansas farmer and USB International Marketing Committee member, as someone who has the vision to become involved in the marketing of U.S. soy. Greg Olwig, USSEC's Marketing Manager, said that Hsu's reference is a good example of how grower leader involvement with global customers solidifies the U.S. Soybean Farmer brand.

Japanese Trade Leaders Presented Updates on U.S. Soybean Market

International Marketing staff in Japan organized a well-attended trade meeting during China Country Director Phil Laney's visit to Japan. Major Japanese soybean traders, including Marubeni, Mitsubishi, Mitsui, and Zen-Noh, along with J-Oils, JOFIEA, and FAS Tokyo officials attended the meeting held in the Japan Office. The goal of the meeting was to learn first-hand about key developments in the trade of U. S. Soybeans in China. Chinese soy meal imports, which now occupy the number one imported soybean meal distinction in Japan, reached a 35.9% market share in 2009. The Japanese soy complex continues to be interested in as well as concerned about the future availability of soybean supplies from the U.S.



China Country Director Phil Laney presents on the China Market

Korea Staff Co-Hosts Feed Technology Short Course Promoting Soy Meal and Soy Products



International Marketing staff making a presentation on the utilization of soybean meal and soy products in feeds at the feed ingredients session of the short course

USSEC's Korea staff co-hosted a biennial short course on feed technology with the Korea Society of Animal Nutrition & Feedstuffs. The objective of co-hosting the short course was to ensure the advantages of feeding soy meal and soy products in aspects of quality control, feed formulation, livestock productivity and profitability of livestock growers. About 120 participants from local feed mills, feed ingredients suppliers, traders, research institutes and universities had opportunities to update of the most recent information on the field of nutrition, feeding, feed ingredients, feed processing, feed additives and environment through a total of 28 presentations given by local and foreign speakers. International Marketing staff participated as a speaker to highlight the benefits of hipro dehulled meal and soy products derived from US soybeans. This biennial program has a reputation for providing the most recent feeding- and nutrition-related information to Korean feed and livestock industry.

USSEC Markets U.S Soy at Oils & Fats Conference and Expo in Istanbul

International Marketing's Middle East Regional Director Tim Burleigh, Soy Foods consultant Dr. M. Hikmet Boyacioglu and Communications Coordinator Sule Basa attended the Oils & Fats International Turkey 2010 Conference & Expo in Istanbul, joining about 200 delegates from the host country and neighboring Jordan, Lebanon and Syria. They met with several oils and fats producers, including soybean processors, equipment manufacturers and traders. USSEC was the only commodity organization attending the conference and officially sponsored the conference's "Show Newsletter." USSEC also had a booth in the expo featuring brochures entitled "The Benefits of Biotechnology" both in Turkish and English, along with CDs containing presentations of regional consultants on soybean oil. Soybean processors attending the conference made several requests for visits to provide technical assistance.



Middle East Communications Coordinator Sule Basa at the International Marketing booth

Soybits

- USSEC recently welcomed two new members: the DSH Soytek Company, a California-based exporter, and the North Carolina Soybean Producers Association, the research, promotion, and advocacy organization serving the interests of North Carolina's soybean producers.
- Technical Issues Director Kim Nill authored several white papers for a German science publisher that plans to include a chapter on sustainability in its next book. Nill's papers detailed how U.S. soybean production has become more sustainable during the past 14 years due to widespread U.S. adoption of biotechnology-derived soybeans and how U.S. soy exports have helped the animal production industries of numerous overseas countries become more sustainable.

USSEC Events Calendar

Apr 6-25	Chinese Aquaculture Team	KS, MN
May 1-7	Japanese Dairy Producers	IL, MO, CA
May 10-14	Latin American Team to FMI Show	Las Vegas
May 16-20	Latin America Team to AOCS Meeting	Phoenix
Jun 6-13	Latin America Team to INTSOY	Illinois
Jun 7	USSEC Board Meeting	St. Louis
Jun 19-26	European Soy Meal Roadshows	Europe
Jun 20-26	Korean Soy Meal Buyers	MN, IL, LA
Jun 20-27	Japan Crusher Team	MO, LA, IL



The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the USDA's Foreign Agricultural Service investments provided through the American Soybean Association.

