

USSEC Elects New Board of Directors Plans for 2011

Members of the soy industry, USB and ASA met in St. Louis, Mo. last week to elect the USSEC Board of Directors for 2010 and begin the strategic planning process that will result in the 2011 Unified Export Strategy (UES).

Ike Boudreaux now serves as the Chairman of the USSEC board and Scott Fritz continues his service as Vice-Chair. Other members of the Executive Committee include: Treasurer Danny Murphy, Secretary Terry Ecker, Doug Grennan of The Scoular Company and Alex Stemme of the Missouri Soybean Merchandising Council.

During the meetings, members of the USB-IM and ASA-TPIA committee met to determine the budget allocations each market will receive in 2011. These allocations will allow USSEC staff to commence work on the UES that they will present to the board for approval in 2010.



The 2010 USSEC Board of Directors (From Left to Right): (First Row) USB Philip Bradshaw, SunOpta Rhonda Cole, USB Terry Ecker, USB Ike Boudreaux, ASA Scott Fritz, ASA Danny Murphy, Scoular Co. Doug Grennan (Second Row) USB Jim Stillman, ASA Johnny Dodson, Missouri Soybean Merchandising Council, Alex Stemme, USB Marc Curtis, Northstar Grain International Jeremy Frandson, ASA Rob Joslin (Third Row) ASA Randy Mann, USB Richard Fordyce, USB Jim Call, ASA Ron Moore, ASA Alan Kemper, Missouri Soybean Association Greg Sharpe

U.S. Soybean Meal Soars in Sri Lanka's Animal Feed Market

Frequent demonstration of its advantages in Sri Lanka's poultry broiler-layer industries led to feed market preference of U.S. soybean meal, despite its higher price. By calculating the cost-benefit ratios for both meals, Technical Director of Sri Lanka Athula Mahagama showed the industry how to off-set higher priced U.S. meal against the numerous disadvantages of Indian soybean meal. The Sri Lankan animal feed industry now recognizes the consistent quality of U.S. Soybean meal and its presentation in a pre-ground form which allows producers to make 8 to 12 percent more feed from U.S. meal. Large Sri Lankan poultry operators reported better bird performance with feeds formulated with U.S. soybean meal. Due to these efforts, imports of U.S. soybean meal into Sri Lanka surpassed 325 thousand bushels, a 300% increase since last year. Activities promoted the use of U.S. soybean meal in feed for poultry breeders, layers and broilers. This demand creates an inroad to create greater usage in the dairy industry.

Asia Subcontinent's Aquaculture Teams to China Yield Good Dividends

The aquaculture industry in the Asia Subcontinent grown remarkably over the past three years. Until recently, this region did not use plant based feed in fish production nor did it have the extrusion facilities that produce the proper feed type. To establish this market for U.S. soy exports, aquaculture teams travel annually from the Asia Subcontinent to witness successful operations utilizing soy-based feeds in China. The team from 2007 set up an extruder feed mill, obtained a license for tilapia farming, increased use of soy-based fish feed and established marketing systems that successfully sell soy-based fish feed. The team from 2008 experienced similar successes.

In 2009, eight aquaculture industry members from India and Bangladesh researched possible soy-based fish feed ventures while visiting Soy in Aquaculture projects in China. Upon their return, the participants plan to replicate the successes they witnessed through proper protocol adaption and implementation of more current technologies. Through this replication, they will grow the market for U.S. soy in the Asia Subcontinent directly and serve as models for other perspective soy-based fish feed operations in the area.

India and Bangladesh are the second and third largest producers of freshwater fish respectively. As current feed methods rely solely on traditional practices, the market offers 100% growth potential.



The Asia Subcontinent aquaculture team visits a Chinese extrusion feed mill that produces soy-based fish feed.

USSEC Soy Bits

- Cathryn Dixson has accepted a new position and will depart her Communications Associate position at USSEC on August 13. Cathryn is moving forward in her career and we appreciate her hard work over the past two years in communicating the efforts and successes of the soy industry and wish her well in the her future endeavors.

USSEC Events Calendar

Sept. 9-11 Soy in Aquaculture Stakeholders Meeting
Sept. 25-29 World Aquaculture Show 2009

Montgomery, AL
Vera Cruz, Mexico



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.

