

## USSEC Supports Food & Ag Export Alliance Efforts in Vietnam

The Food and Agricultural Export Alliance (FAEA), which is supported by USSEC's Global Opportunities Committee, has been invited by the Vietnamese Ministry of Health - Vietnam Food Authority (VFA) to participate in the construct of the Basic Food Law. In a meeting on February 5, VFA invited FAEA to take part in a weekend meeting of a Draft Working Committee review of the draft law. This meeting is scheduled for February 14-15, 2009. In addition, FAEA was asked to attend a weekend retreat of an inter-ministerial review and drafting session of the proposed law to take place March 14-15. These meetings are scheduled on the weekend to assure the team is not disturbed by other business.

The VFA hopes to have the draft law completed by early March. Afterward, a hearing for provincial governments, universities and other government entities will be held to review and comment on the draft. Following revisions, a draft is presented for public comment. FAEA will assist in providing a venue for the comment meetings (one in Ho Chi Minh City and one in Hanoi). The law will also available on the web for comment. A final draft is to be proposed to the Ministry of Justice in May and to the Standing Committee of the National Assembly in August.

## Fellowship Project Supports Ongoing Aquaculture Efforts

USSEC welcomes Dr. Herbert Quintero to our Global Soy in Aquaculture Program. Dr. Quintero will be working as part of our team under a two-year Fellowship Project funded by the Illinois Soybean Association. USSEC designed the Fellowship Project to provide International Marketing with additional aquaculture technical assistance. This project provides a new Ph.D. graduate the opportunity to work in the international aquaculture arena and gain knowledge and skills important to the future of the U.S. soybean and global aquaculture industries.

Dr. Quintero recently earned a Ph.D. from Auburn University, and will provide international marketing and research technical support for marine shrimp and other aquaculture activities in Latin America and Asia. Dr. Quintero has substantial aquaculture experience and has been actively involved in IM and New Uses activities to develop and demonstrate soy-based feeds for marine shrimp through his association with Auburn University.



*Right: Dr. Herbert Quintero working in aquaculture fields.*

## Devaluation of Korean Currency May Impact Feed Markets

USSEC Korea contacted key personnel from the Korean feed, livestock and aquaculture industry to discuss the potential impact that the recent devaluation of the Korean currency may have upon industry. Although U.S. soybean exports to Korea increased three million bushels above last year, the insiders generally think that future demand for soybean meal may decrease as the industry substitutes less expensive protein meals such as DDGS, rapeseed meal and palm meal in animal feeds. USSEC Korea Country Director Say Young Jo and staff discussed the economic advantages of U.S. soybean meal and encouraged all members of the soy value chain in Korea to participate in upcoming USSEC seminars. Seminars will focus on improving feed quality, waste treatment and livestock productivity.

## Soy-Based Chicken Feeds Fetch a Premium

Middle Eastern broiler producers and retailers pay a premium for poultry meat produced with vegetarian feed including soybean meal. Increasingly, Middle Eastern consumers seek out poultry products produced using vegetarian diets for a variety of health based reasons. In this region, soybeans have a strong reputation as a healthy product. Many consumers prefer chicken raised on vegetarian meal instead of on animal based proteins such as meat and bone meal.

USSEC has worked with poultry producers in the Middle East region for several years focusing on the economic benefits of using high quality U.S. soy products. Approximately 100 million bushels of U.S. soybeans and soybean meal were exported to the region in 2008.

*Right: This promotional poster from Al Fakieh Poultry Company in Saudi Arabia notes the composition of its soy-based vegetarian feed products.*

INGREDIENT	
YELLOW CORN	58%
SOYBEAN MEAL	35%
LIME-STONE	1.5%
DCP	1.5%
VITAMINS	1%
MINERALS	1%
VEGETABLE OIL	2%

VEGETARIAN FEED 100%

## USSEC Taiwan Helps Poultry Industry Guard Against Avian Influenza

Industry leaders met with USSEC staff to review results from the Council's poultry disease seminar for poultry industry producers and veterinarians. Seminar organizer Tony Shih reported that participants started using the biosecurity measures suggested by technicians for preventing the invasion of bird flu. In minimizing the risk of an Avian Influenza outbreak, USSEC seeks to maintain the current levels of poultry production and soybean meal consumption.

During the meeting, Taiwanese poultry industry leaders requested that USSEC continue providing information focusing on supply and demand situations linked with U.S. soybeans and the Taiwanese poultry industry. Recently, poultry production costs decreased 15 percent due to a drop in soybean meal costs, but local producers did not profit equally as market prices for poultry products remained depressed. In 2008, Taiwan imported more than 63 million bushels of U.S. soybeans, many of which supplied the island's poultry industry.

## Women-in-Soy Program Kicks Off in Bangladesh



USSEC, under the Women-in-Soy banner, inaugurated a specialized and collaborative program in Dhaka, the capital of Bangladesh, to increase active participation among female entrepreneurs in setting up and operating soyfood processing operations. President of the Women Entrepreneurs' Association of Bangladesh (WEAB) Nasreen Awal Mintoo and Jon F. Danilowicz of the U.S. Embassy spoke during the program. Following the presentations, USSEC hosted a seminar on "Soy Food Processing Industries for Women Entrepreneurs". 130 WEAB, National Association of Small &

& Cottage Industries of Bangladesh and Small Enterprises Foundation members attended.

Currently, most Bangladeshis only recognize soybeans as a source of quality cooking oil and not as an economical protein supply. The Women-in-Soy Program, which includes a group of female farmers serving on the ASA and USB Boards, seeks to improve both health and the economic status of women globally through promoting soy based businesses. Through this project, USSEC aims to popularize U.S. soyfood products in Bangladesh while providing female Bangladeshis with a new avenue for investment. USSEC supports soyfood entrepreneurship in Bangladesh by providing technical training and marketing support.

*Above: Female entrepreneurs in Bangladesh listen to John F. Danilowicz from the U.S. Embassy during the opening ceremony for the Women-in-Soy program. USSEC helps these women start their own soyfood companies promoting economic gains for both the entrepreneurs and U.S. soy farmers.*

## Full Fat Soybean Meal Increases Demand in Vietnam

After five years of fat soybean meal (FFSBM) promotion, USSEC Vietnam Country Manager Tran Trong Chien estimates that more than 50 extruders in the country produce FFSBM for both on-farm use and commercial sale. Many animal rations include FFSBM. In feed for piglets, inclusion rates average 20 percent. USSEC promotion of high protein energy blocks for ruminants, such as cattle and goats, further increased FFSBM use and consequent demand for soybeans. FFSBM use in Vietnam reached approximately 3.6 million bushels in 2008 and increase of 2.9 million bushels from usage in 2003. This increased exports of U.S. soybeans to Vietnam to 28 million dollars in 2008, up 500% from the previous year.

## USSEC Soy Bits

- U.S. soy exports remain very strong with exports of 50 million bushels of soybeans and 7 million bushels of soybean meal reported last week. In addition, sales of U.S. soy oil hit a marketing year high at 45,900 tons for the week.
- Dan Duran, Paul Burke and Matt Rickard participated in a series of meetings with the Foreign Agricultural Service in Washington, D.C. this week that resulted in an open, frank and productive exchange.
- Dr. Miguel Escobar participated in the 80<sup>th</sup> annual National Oilseed Processors Association conference where he exchanged ideas with other key industry members and studied current trade issues. Escobar reported that the conference included an especially beneficial workshop where participants analyzed the challenges and opportunities facing the poultry and livestock industries.
- Dr. Michael Cremer and Dr. Herbert Quintero are attending the Aquaculture Americas 2009 Conference in Seattle. Following the meeting, both gentlemen will attend the fifth annual USB-Aquaculture Coalition Meeting. This marks Quintero's first trip in his new position at USSEC.



*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.*

