



Global News Update

Year-to-Date Exports

Soybeans
783million bushels

Soybean Meal
143 million bushels

Soybean Oil
443,000 metric tons

Friday, January 15, 2010

China Field Trials Demonstrate Production, Environmental and Economic Value of U.S. Soy

USSEC staff and China aquaculture farmer cooperators met in Xi'an to review the results of the marine shrimp and freshwater fish feeding trials conducted in 2009. Dr. Michael Cremer, Global Aquaculture Technical Director, presented a summary evaluation indicating that each of the trials was successful in demonstrating the production, environmental and economic value of soy meal and soy protein concentrate-based feeds and sustainable pond and cage technologies. Using a comparison of feeds with four levels of protein, one trial demonstrated the economic superiority of high quality soy-based feeds versus low quality feeds for the tilapia industry. It was noted that the results have



Attendants to the China 2009 Aquaculture Field Trial Evaluation Workshop

application for every tilapia-producing country that works with the Global Soy in Aquaculture program. Another trial involved the first marine shrimp study conducted in Asia to demonstrate the value of high soy diets. This shrimp trial, conducted at the research farm of Guolian Industries, one of China's largest producers and exporters of shrimp to the U.S., demonstrated that, when compared to the current industry standard diet utilized by shrimp producers, equivalent production performance and superior economic return could be obtained by implementing a diet high in soy.

Korea Office Promotes High Quality of U.S. Soybean Crop to Feed Millers

Korea office staff had meetings with executives of Korean feed mills who have expressed interest in soy quality rather than price. USSEC staff used the opportunity to relay details of the 2009 U.S. Soybean Quality Report, which showed the recent U.S. harvest had higher average protein concentrations than the previous year's harvest. The Korean feed mill operators were reminded that U.S. soybean-derived soy meal could help supply better quality of feeds to their customers. As a result, the millers are expected to utilize the information provided by USSEC as part of their purchasing and marketing strategy for 2010.

India Broiler Industry Moving Forward With Modern Feed Technologies

USSEC has succeeded in increasing the use of soy meal in India by exposing the broiler industry to modern tools that will enhance production efficiencies and economics. Working with Feed Management Systems (FMS), USSEC conducted a series of “Best Cost Poultry Feeding” workshops at three locations which covered potential growth markets for poultry in India. These workshops were aimed at providing advanced technology in poultry feed formulation to key feed manufacturers in India. About 145 key poultry entrepreneurs from India participated in these three events. The main aim of these workshops was to help promote a “machine based approach” for formulations and cost savings, which is rather unbiased, especially while recommending a higher inclusion of soy meal in feeds. The modern approaches demonstrated reduction in feed cost and reduction in average feed required to produce



India broiler industry leaders learn about the value of soy meal

broilers. Broiler production in India is a mature industry that uses about 2 million tons of soy meal per year. Due to USSEC’s efforts, soybean meal levels in broiler feed formulations have gone up by almost 5% in the last three years.

Aquaculture Programs in Southeast Asia Continue to Impress Potential Soy Meal Customers

The Southeast Asia aquaculture team conducted two programs in Vietnam, one involving a study team of 10 influential Indian aquaculture stakeholders and the other focused on the Vietnamese Navy 128 Company. The aquaculture group – feed millers, farmers and government representatives – met to observe Vietnam’s *Pangasius* industry, with the goal of developing and indirectly helping U.S. soy meal sales in Southeast Asia. The team gained insight on the research, hatchery, farm, feed mill and processing operations, including marine cage operations in the country. For the Navy 128 Company, Hsiang Pin Lan, marine fish consultant from China, traveled to northern Vietnam to push for a pilot project on OCAT. The team conducted a series of workshops and seminars with marine fish stakeholders and identified a good potential hatchery for future cooperation.

Japan Population's Health Concerns Increase Interest in Benefits of Soyfoods

Japan staff participated in the 6th Natto Health Seminar sponsored by the Federation of Japan Natto Manufacturers Cooperatives. At the conclusion of the seminar, participants were provided gift packages of various natto products made mostly with U.S. Soybeans. Over the last few years, research on the health benefits of Natto has been aggressively pursued in Japan as a result of ultra-health consciousness in some part driven by mandatory medical checks. The government estimates 25% of men and 10% of women between the ages of 40 and 74 suffer from the effects of 'metabolic syndrome' in Japan. The good news is that this awareness has led to increased interest-consumption of soy foods, including soymilk, tofu, natto, miso and soy ingredients. Not only is natto good to eat but consuming it is an excellent anti-aging foods available which is another important factor in the Japan market given the rapidly aging population. Japan continues to provide an important market for non-GMO food bean varieties. Of the approximately 4.7 million bushels of non-GMO beans purchased by Japan each year, 80% of those come from the US.

Korea Efforts Focus on Turning Rockfish Farms On To Soy-Based Feeds

Korea staff visited a fisheries institute run by Chungchungnam-do province and two rockfish farms to investigate the current status of aquaculture and promote the benefits of soy-based feeds. There are over 40 rockfish farming sites and more than 90% of the feed used by them currently are trash fish imported or caught by local fishermen. Addressing the prospects of supply and demand of trash fish and fish meal, USSEC staff explained the benefits of using soy-based feeds compared with trash fish in aspect of environment, disease and economy. USSEC will continue conducting on-spot consultations for rockfish farmers in that region to convince that soy-based feeds will help sustain their business.



ASA-IM staff and a rockfish farmer who is raising rockfish in the near-shore floating cages

Soybits

- In response to a request received from the U.S. Agricultural Counselor in Turkey, USSEC Technical Issues Director Kim Nill provided numerous documents to assist in refuting the claims against biotechnology-derived commodities that are being made by the prominent anti-biotech activist Dr. John Fagan, who met with the Turkish Ministry of Agriculture. The government of Turkey has recently enacted several regulations that greatly restricted imports of biotechnology-derived commodities, and it is considering a regulation that would even further disrupt import of U.S.-origin soybeans.
- Technical Issues Director Kim Nill provided to U.S. soy farmer organizations a notice that U.S. food manufacturers' demand for low-linolenic soybean oil is apparently decreasing significantly, which holds the potential to adversely impact the quality of some U.S. soy exports if excess low-linolenic soybeans are "discarded" into the commodity soybean stream of commerce. Nill suggested alternative avenues be found for those excess low-lin soybeans, to minimize any adverse impact on U.S. exports.

USSEC Events Calendar

Jan 25-28	China Poultry Team	New Orleans/Atlanta
Jan 26-28	Middle East Poultry Team	Atlanta
Jan 27-29	International Poultry Expo	Atlanta
March 1-5	World Aquaculture Conference	San Diego



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.

