

International Poultry Expo Provides Opportunity to Highlight Benefits of U.S. Soymeal

USSEC Staff Dr. Miguel Escobar, Brent Babb and Greg Olwig attended the International Poultry Expo (IPE) in Atlanta, Georgia where they, with USB International Marketing committee member Bob Metz, promoted the advantages of U.S. origin soybean meal to international buyers. Additionally, USSEC cosponsored a symposium and reception with Commodity & Ingredients Hedging (CIH). Mike Shawver of CIH presented on “Feed Cost Management: Gain Confidence and Control Over the Prices You Pay.” The symposium attracted considerable interest and further allowed USSEC staff to connect with potential U.S. soybean meal buyers. The event, held annually, attracts over 20,000 participants including 4,000 international attendees whose companies work in broiler, layer and turkey production. With the largest reach of any poultry event, IPE participation allows USSEC to connect with a variety of customers quickly and in a cost efficient manner.

USSEC Promotes Healthy Soyfood in Taiwan

USSEC, in cooperation with *Common Health Magazine* (CHM), held “Biking Meets Walking” on a sunny Saturday in Tainan, a large city in southern Taiwan. The Tainan City government, National Cheng Gong University and several well-known companies also took part in the event. CHM estimated that more than 10,000 people participated. The mayor of Tainan officially started the event where participants walked and rode bicycles with their family members.

USSEC invited three major U.S. soybean importers located in Southern Taiwan to attend and promote their soy food products. Uni-President Enterprise Corporation (UPEC, the largest food company in Taiwan) and the Great Wall Company displayed their soybean oil products in the USSEC exhibit booth. The Tainan Tofu Association (TTA) displayed tofu and soymilk products made from U.S. food grade non-GMO soybeans. TTA also prepared soymilk and tofu samples for consumer taste tests. CHM organized a series of games and prizes to attract consumers into visiting USSEC’s booth where staff provided health and food safety information about U.S. soybeans.

USSEC sponsored this event to help food grade soybean processors promote their quality U.S. soybean products to local consumers and also to help crushers communicate the advantages of soy oil to consumers. By increasing end-user demand for products made from U.S. soybeans, USSEC ensures strong exports in Taiwan.



Elegantly prepared tofu samples entice customers

USSEC Korea Promotes the Advantages of U.S. Hipro Dehulled Meal

USSEC Korea met with feed mill executives and purchasing staff that recently purchased U.S. hipro dehulled soybean meal to determine how they perceived the quality the product. USSEC Korea staff highlighted technical aspects of what differentiates U.S. hipro dehulled meal from less expensive South American and Indian non-dehulled soybean meals. USSEC Korea will continue conducting meetings, roundtables and one on one consultation to ensure that buyers continue to realize the advantages of U.S. dehulled meal. Korean importers purchased 7.9 million bushels of U.S. soybean meal in 2008.

USSEC Soy Bits

- The USSEC exporter membership class elected Doug Grennan to represent them on the Board of Directors. Mr. Grennan also served as a USSEC Director on the 2005-2006 inaugural Board.



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.

