

Dr. Nelson Ruiz named as USSEC International Animal Soy Utilization Technical Director

USSEC announces that Dr. Nelson Ruiz is named as International Animal Soy Utilization Technical Director. In this consulting position he will provide support, guidance, and coordination for USSEC's international poultry and livestock soy-based feed programs. Ruiz previously worked for 7 years as the International and Poultry Information Manager for Cargill Animal Nutrition focused in Asia, Europe, and Latin America. He also worked with Continental Grain Company for 15 years as the Manager of Nutritional Services and Quality Assurance for the Latin American business which included Mexico, the north of South America and the Caribbean. Dr. Ruiz obtained his B.S. in chemistry at the National University of Colombia, and his M.S. and Ph.D. degrees at the University of Florida. Dr. Ruiz is the author/co-author of over 60 technical publications including 27 journal papers. He is based in Atlanta, Georgia.



FAS Honors Mousa Wakileh

FAS awarded Jordan-based ASA-IM Middle East Regional Consultant Mousa Wakileh the Distinguished International Service Award. In December of 2008, FAS established this honorary awards program to recognize those not employed by the government who have contributed to the FAS mission. USDA announced the first recipients of this award, including Wakileh, in June. Mousa has served American soybean producers and U.S. soy industry in growing Middle Eastern markets for more than 20 years.

The award specifically recognizes Wakileh for applying his "experience and expertise to promote soybean utilization in the region's poultry, dairy, aquaculture, feed milling, oilseed processing and soyfood sectors" in Jordan, Iraq, Saudi Arabia, United Arab Emirates, Syria and Lebanon.

Special mention was made of his leadership in Jordan, and cooperation with FAS offices around the region to limit the damage caused to the poultry industry by Avian Influenza. The award also

cited Wakileh's work to rebuild the market in Iraq.

USDA Agricultural Minister-Counselor Peter Kurz in Cairo extended his congratulations to Wakileh, acknowledging that "together ASA-IM and FAS make an outstanding team in that our different types of work complement each other and help the American soybean farmer in particular, and American agriculture in general, be part of a great effort to improve human nutrition and the quality of life around the world."



International Foods Show Helps Highlight Quality of U.S. Soy



Caption: Taiwan Country Director Anthony Thang exchanges contact information with potential customers visiting the ASA-IM booth at the Taipei International Foods Show.

The Taipei International Foods Show is the largest and most popular food show in Taiwan attracting 80,000 importers and consumers from Taiwan and neighboring countries annually. Visitors come to scout out new food items and ingredients for enriching and diversifying their current product offerings.

ASA-IM Taiwan uses this event to highlight the quality of U.S. soybeans and soy products. This year, messages focused on the hard work U.S. farmers devote to growing soybeans for the world. Staff also highlighted the great products made from U.S. soy such as soybean oil, soymilk and tofu. Consultants conducted product tastings that allowed consumers to sample a variety of quality foods produced with U.S. soy.

Economic Daily News interviewed Food and Human Nutrition Manager Julian Lin who expounded upon both the quality of soy and the effort that U.S. farmers put into supporting their customers after the sale.

Pests Are More than Pesky for Southeast Asian Feed Millers

Southeast Asian feed millers face serious pest control difficulties as the region's hot humid climate creates an ideal breeding environment for rodents and insects. Dr. Subramanyam of Kansas State University and Technical Director - Animal Nutrition Dr. Salim Bootwalla conducted a series of seminars and feed mill inspections in Thailand and Indonesia that helped feed millers create strategies to cope with pest problems

During the seminars, Dr. Subramanyam discussed about pests such as weevils, beetles, moths, rats, mice, pigeons and sparrows. He cautioned that pests can damage grains and feeds, deplete nutrients and cause microbial contamination. This damage often decreases the value of feed between 10 and 30 percent. The professor also stressed the importance of proper storage conditions for grains, soybean meal and feed as well as the judicious use of various pesticides and pest control tools.

Many participants commented that ASA-IM is the only organization of its kind to offer practical courses that help them improve their operations. By helping businesses across the globe best utilize soy, U.S. soybean farmers differentiate their product and create a preference.

Livestock and Poultry Industry Create Demand for U.S. Soy in Honduras

In 2008, Honduras was the second largest market for U.S. soybean meal in Central America importing over seven and a half million bushels. To help maintain a presence in this key market, ASA-IM Latin America participated in the largest livestock and poultry tradeshow in Honduras, the Juniana Fair. This marks the organization's fifteenth year of supporting the event through offering expert presentations and providing direct technical assistance to feed, livestock and poultry producers in attendance. During Juniana Fair, Consultant Carlos Campabadal met several Honduran livestock and poultry producers whom he provided with information on the advantages of U.S. soybean meal. He also advised three feed mills and one dairy farm on best production practices in conjunction with this activity.

Soy in Aquaculture Program Launches Bangladesh Project

Bangladesh Aquaculture Consultant Ruhul Amin and Asia Subcontinent Technical Manager Gangatharan Ramesh spearheaded a campaign to disseminate information to prominent fish feed companies in Bangladesh on soy-based fish feeds. Through a workshop, they informed the feed manufacturers of India's successful move toward extruded soy-based fish feeds and modern farming methodologies. The workshop also included a presentation on "Opportunities for Soy-based Extruded Fish Feeds in Bangladesh." This talk helped entrepreneurs envision how to utilize the country's aquaculture resources and formulate business plans that include modern soy-based feeds.

ASA-IM chose to launch an aquaculture program in Bangladesh in 2009 after studying the potential for soy utilization through introduction of fish feeds. Bangladesh stands third in the world for freshwater fish production and has more water than land. The fish currently grown in this region accept soy-based diets well. Given this, Bangladesh presents U.S. soy farmers an opportunity to grow exports through the advancement of soy-based fish feeds.

Currently, it appears that the country may establish three extrusion feed mills by the end of 2010.

Chinese Swine Industry Expansion Gives Strong U.S. Soy Exports Another Boost

To promote higher soybean meal inclusion rates in swine diets, ASA-IM China supplies constantly updates the swine industry on the latest advances in production technology. To help achieve this goal, Technical Directors Dr. M.Y. Huang, Dr. Sam Shi, and Sunny Zhang, along with consultant Dr. Robert Swick, conducted seminars and on-farm consulting services for four major integrated swine production groups. Swine farm producers, technical service managers, feed millers and corporate technicians learned about practical topics including soybean meal quality, sow nutrition and feeding management and feed processing technology and its influence on pig performance.

One of the participating companies, TQLS Group, currently grows feed production by 15 percent annually. This young progressive company plans to manufacture one million metric tons of feed in 2009. Another participant, the Hong Zui Group recently became the largest swine operator in Northeast China, that country's main soybean and corn producing zone. The Group currently holds 13,000 breeding sows and aims to produce 10 million hogs. ASA-IM China is pleased announce its invitation to serve as a technical supporter helping this key government designated enterprise implement its ambitious expansion plan. Its long-term growth, along with that of TQLS Group, present huge potential for U.S. soy producers to grow the amount of product shipped into their #1 export market.



Caption: The team toured experimental livestock and poultry farms at the Animal Science Branch of the Jilin Provincial Academy of Agricultural Sciences in Gongzhuling, where a synthetic swine breed by the name of Song-Liao Black Pig was developed from Duroc, Landrace and a local breed from Northeast region. A potential collaboration with the Academy to promote soy in animal feeds is under consideration.

Korean Feed Mills Move Closer to Soy-Based Fish Feed Production

ASA-IM Korea Technical Director In Soo Shin worked with three fish feed producers to help them replace fishmeal with U.S. soybean meal in their products. While there, Shin provided them with materials on the flounder feeding trial currently underway at the National Fisheries Research Development Institute. Technical staff at all three mills visited. All technical showed interest in the feed formulation used in the trial which replaces up to 65% of fishmeal with varying levels of soybean meal and soy protein concentrate. When the trial concludes, staff plans to conduct a series of educational programs to present the results.

Donation Brings Soy and Hope to Guatemala

The International Rotary Clubs donated three soy cow machines capable of producing 35 liters of soymilk per hour to local charitable and community organizations in Guatemala. ASA-IM Latin America sent a consultant to ensure that the recipients knew how to properly operate the new machinery. This donation is part of a larger soydairy project established by the World Initiative for Soy in Human Health (WISHH) and the World Soy Foundation (WSF).

The Guatemala soydairy project aims to improve the quality of life for the people of Guatemala by introducing them to soy protein through a business model for income-generation known as SoyCow technology.

A SoyCow is a processing system that can grind and cook whole soybeans into soymilk from which beverages, soy cheeses, tofu, yogurt and other soyfoods can be made. In 2008, WISHH staff and consultants offered technical assistance for the installation and related education on the use of soydairy technology. The project was done in collaboration with Rotarians from Guatemala and Honduras who purchased three SoyCows but needed whole soybeans to feed the SoyCows for one year. Through the World Soy Foundation, North Dakota and Minnesota firms collectively donated 20.4 metric tons of whole soybeans, enough to feed the three SoyCows for one year.

This year, The World Soy Foundation is working with U.S. based Saunders County of Nebraska to place a SoyCow in a home for abused girls in partnership with a local group in Guatemala.



Caption: Children and WISHH Director Jim Hershey enjoy the nutritious soy beverages produced by the SoyCow (back right).

USSEC Soy Bits

- USSEC welcomes the Ohio Soybean Council as a member organization.
- Miguel Escobar and Paul Burke are participating in the U.S. Agricultural Development Council meeting in Bethesda, Md.
- ASA Director John Freeman and Greg Olwig are traveling to China for the China Food Bean Trade Show held July 18-24.
- Please register for U.S. Soy Export Week August 2-6. Registration forms and info is available online at http://ussec.org/news/events/export_wk.php

USSEC Events Calendar

July 18-24	China Food Bean Trade Show	China
July 20-23	ASA Board Meeting	Washington, DC
August 2-6	U.S. Soy Export Week	St. Louis, MO
Sept. 9-11	Soy in Aquaculture Stakeholders Meeting	Montgomery, AL



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.

