

USSEC Is On the Move

This week, USSEC is moving its global headquarters to Chesterfield, Mo., a western suburb of St. Louis. Please note our new address:

16305 Swingley Ridge Road
Suite 200
Chesterfield, MO 63017
USA

The main telephone number will not change during this process. USB and SmithBucklin are also currently moving into separate offices in this building.

USSEC would like to thank move team leader Nelleke Weese, Lisa Conner, Ethan Brewer, Sara Streckfuss and Tara Ries for their hard work and attention to detail. Their effort allowed for a smooth transition.



Caption: Nelleke Weese makes final preparations for the move.

News of Soyfoods' Health Benefits Spreads in Indonesia

The Indonesian Nutritionist Association of Gorontalo Province (PERSAGI), in collaboration with ASA-IM Southeast Asia and Nestle Indonesia, conducted a Soy and Nutrition Seminar in support of the provincial organization's annual congress. The event disseminated information on soyfoods, their availability and their ability to prevent nutritional problems and diseases.

Nutritionists and other health professionals transmit a significant amount of information on the health benefits of various foods to the public here. With 175 nutritionist members in attendance, Indonesian Soyfood Program Manager Dady Maskar presented on "Soyfood Development: Challenges and Opportunities for Health and Nutrition". The information he conveyed demonstrated to these opinion leaders the most current data on soyfood health benefits.

Consumption of soyfood products, such as tempe, tofu and soymilk, remains low in Gorontalo Province. During the program, participants discovered the nutritional properties of soyfoods, their health and nutritional benefits and the availability of Indonesian traditional soyfoods in their area.

Indonesia is the fifth largest customer of U.S. soybeans worldwide. In 2009, the country will consume over 44 billion bushels of U.S. soy with the majority of this used in tofu and tempe manufacture.

A Rough Market in Japan Equates to Opportunities for U.S. Soy

Japan Country Director Laverne Brabant and Marketing Manager Masi Takeishi called on major food grade soybean traders, wholesalers and manufacturers to learn more about their needs and explore ways for the U. S. soybean industry to cooperatively promote the use of soybeans from the U. S. in Japan. The companies, located in the greater Tokyo Metropolitan area, include Toyota, Sojitz, Hanamaruki and Kikkoman.

Customers welcomed news of increased food grade soybean plantings in the U. S. Many here face challenges including economic recession, a shrinking population and high raw material costs. However, Japan staff sees a number of potential opportunities to capitalize upon market trends here in enhanced flours and dairy and animal protein substitutes. Data released by the Japan Vegetable Protein Food Association indicates the volume of soy protein in country reached historical highs in 2008. Increased production costs associated with the manufacture of food products is driving expanded use of soy protein. Textured vegetable protein consumption increased by 6.7 % over 2007 and soy protein use in beer manufacture and dairy substitute show significant promise. Japan's protein industry expects demand for soy to continue expanding in 2009.

Creating Consumer Demand for Soy-Based Aquaculture in India

Asia Subcontinent staff participated in the Indian Fish Festival 2009 conducted by the National Fisheries Development Board in to present information to 200,000 participants on the effectiveness and safety of soy-based aquaculture for freshwater fish species.

At the event, Technical Manager - Aquaculture G. Ramesh and Technical Director for Poultry, Livestock and Aquaculture Dr. P. E. Vijay Anand convinced entrepreneurs to invest in extrusion feed mills and motivated fish farmers to use soy-based fish feeds.

Staff also spoke to a broader consumer audience about the health benefits of adding fish to human diets. Presentations and materials put forth the idea of "soy-fed fish" and promoted the concept of eating fish grown using vegetarian diets. These messages increased the perceived value of soy-based animal feeds by fostering the idea that animals raised on a soy-based diet make healthier food for humans.

The forum demonstrated the rapid growth of the soy-based fish feed sector to Indian government officials. ASA-IM projects the Indian aquaculture industry will require 350,000 metric tons of soy-based fish feed containing 30-50 percent soybean meal by 2012.

Korean Aquaculture Industry Moves Off-Shore

The Vision 21 Aquaculture Forum and ASA-IM Korea co-hosted a seminar on marine aquaculture practices. Specifically, the seminar suggested that off-shore cage aquaculture is a viable alternative to the currently dominant near-shore cage and land-based tank systems. The current model pollutes coastal waters and contributes to disease in fish populations.

The first off-shore cages in Korean waters were set up near Cheju Island in 2005. As of July 2009, 19 total cages operate in this area. Through the forum, sponsor groups promote off-shore technology and soy-based fish diets that increase both fish health and growth rates while decreasing pollution.

USSEC Soy Bits

- USSEC received \$3,878,853 in funding for MAP programs in FY09.
- 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
Sept. 25-29	World Aquaculture Show 2009	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.

