

Soybeans  
1.38 billion bushels

Soybean Meal  
382 million bushels

Soybean Oil  
1.14 million metric tons

Friday, July 23, 2010



USSEC Technical Director P.E. Vijay Anand and Technical Manager G. Ramesh with Dr. Vasudev Appa, Executive Director of NFDB, at the USSEC booth during INFISH 2010 in India

## Soy-Based Fish Feeds Focus of INFISH 2010

USSEC demonstrated the benefits of using soy-based formulated feed for aquaculture during INFISH 2010, an event presented by The National Fisheries Development Board (NFDB) in India. The marketing strategy focused on increasing fish consumption and advocated the use of processed fish in diets. USSEC consultants also conveyed and promoted the advantages of soy-fed fish as a means to increase fish consumption, which would create a demand for more production - which in turn will depend on higher quantities of soy-based fish feed. Soy-based fish feeds are relatively new to the India market but have been growing due to USSEC's efforts in the region.

## Country Director Expects China to Increase Soybean Imports

China Country Director Phil Laney said in an interview with *Bloomberg Businessweek* that China's import of soybeans may gain at least 6 percent next year. Laney pointed out that total imports of 1.8 billion bushels might be conservative. China's soybean imports are expected to be 1.7 billion bushels this year, according to Foreign Agricultural Service (FAS) estimates. Last year, China imported 686 million bushels of U.S. soybeans. Already, with more than two months remaining in USSEC's marketing year, China has purchased nearly 800 million bushels of U.S. soybeans. USSEC has developed a strong international marketing program in China, whose population is enjoying better incomes and diets. Their diet has more meat and protein based on the raising of animals using soybeans in feed, Laney explained. Soybeans were the top U.S. export to China in 2009, with the value of shipments jumping 26 percent to \$9.21 billion, according to International Trade Commission.



*USSEC's aquaculture program showed how new technologies can improve the production of tilapia and profitability for the farmer*

### **Southeast Asian Aquaculture Program Getting Good Reviews in Indonesia**

USSEC's aquaculture program in Indonesia successfully demonstrated better production technologies for cage production of tilapia. Local Coordinator Dr. Gede Sumiarsa worked with a cooperater at the Kedungombo Reservoir to stock eight Low Volume, High Density (LVHD) cages with fish that had been brought to a stocking size using USSEC-formulated feeds produced by a local feedmill. The demonstration farmer expressed surprise and pleasure at the rapid growth and high survival of the fish using the new soy-optimized feeds, which are also significantly higher quality than the feeds normally used by the farmer. As a result, the farmer said he is looking forward to seeing how the use of the LVHD cage production technology will further improve his operation's overall productivity. Other local cage farmers are also closely watching the demonstration to see if it would be worthwhile for them to change production approaches.

### **USSEC Explores New Human Utilization Opportunities For Soy in Morocco**

Benabdeljelil Khalid, USSEC's consultant in Morocco, initiated a research program to review soy food opportunities for U.S. exporters in that region. Along with Gerard Klein Essink, managing director of Bridge2Food of The Netherlands, Khalid interviewed and discussed with various importers and food companies opportunities that exist for soy ingredients such as soy flour, textured soy proteins, isolates and concentrates. While in Casablanca, both consultants visited and discussed opportunities with Cargill Maroc World Trading Unit, WBS trading Bunge, Dari Couspate (leading producer of couscous and pasta) and Maroc Desserts International. Other companies and organizations visited were I.F.I.M. (the Institute for training of the milling industry), Marjane (largest chain of food retail stores) and U.S. Wheat Associates. Currently, the U.S. has the major share of soy imports in soybeans, soy meal and soy oil in Morocco. USSEC is exploring new opportunities to capitalize on this market share position to increase higher value-added soy products. Meanwhile, research is being conducted in Morocco, Tunisia and Algeria to help establish programs in human utilization for the upcoming fiscal year.

## Feed Millers in Korea Shown Advantages of U.S. Soy Meal Inclusion For Olive Flounder Feeds

USSEC worked with producers and feed millers at Wando Island in the southwest region of Korea. Wando is the second largest production base for olive flounder, supplying 30% of total olive flounder in the country, as well as a large percentage of locally cultured fisheries who deal with international markets. USSEC staff used the opportunity to promote U.S. hipro dehulled soy meal and soy protein concentrate through visits to local feed mills that supply extruded feeds for nearby flounder farming operations. The consultations were focused on increasing the existing inclusion rates of dehulled soy meal in extruded feeds for olive flounder and discussing the extent to substitute soy protein concentrate for fish meal. The local feed mill in Wando started its operation this spring and has seen growing interests in feed-based aquaculture.



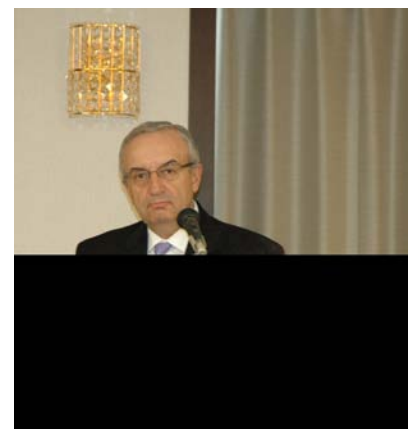
*USSEC worked with Korean feed millers to improve production of U.S. hipro dehulled soy meal*

## U.S. Soybean Leaders Build Upon Relationship With Japan During Soy Food Alliance

The 2010 Japan Soy Food Alliance was seen as a successful forum for promoting U.S. soy and building relationships between the U.S. soy industry and Japanese soy food leaders. A team from the U.S., including USSEC Acting Director Miguel Escobar, met with Japanese executives and officials to exchange information about market needs, soybean variety development and opportunities in support of the long term health and prosperity of the Japanese soy food market. Meetings held during the event resulted in a commitment by the U. S. Soybean Industry to supply the growing Japanese market. The Japanese Soy Food Industry also expressed a commitment to continuing to seek ways to work with U.S. soybean growers and exporters in sustaining market appropriate supplies based on a growing U. S. - Japan relationship. Last year, Japan imported 88 million bushels of U.S. soybeans. So far in this marketing year, Japan has purchased 77 million bushels.



*(top): USSEC Chairman Roy Bardole and Andy Weldon meeting in Kyoto with representatives of Asahi, the largest tofu manufacturers in Japan. (right): USSEC's Miguel Escobar addresses an audience during the 2010 Japan Soy Food Alliance*



## USSEC Events Calendar

Jul 17-24	CFNA Risk Management	China
Jul 20-21	GOC Annual Tactical Planning Meeting	Washington
Jul 24-31	Soy in Baking/NCI	North Dakota
Jul 27-28	USB-IM and ASA-TPIA Committee Meets	St. Louis
Aug 11-19	Latin American Aquaculture Tour	Peru, Honduras
Aug 22-27	Japan Partnership Team	Japan
Sept 13	USSEC Board Meeting	St. Louis



*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.*

