



*Caption: (Above) Representatives from North Carolina soy industry at a seminar that led to the sale.*

## Cooperative Effort Leads to Containerized Sale

37,000 bushels of soybeans from North Carolina will be shipped to the Shandong Bohai Oil and Fats crushing plant near Qingdao Harbor in China. Shandong, a large soybean crusher, committed to the purchase at a recent seminar and sales meeting in China.

This sale is the culmination of joint efforts by USSEC, the North Carolina Soybean Producers and the North Carolina Department of Agriculture.

## Soy Really Gets Baking in Japan

International Human Nutrition Technical Director Suresh Itapu, Japan Country Director LaVerne Brabant and Marketing Manager Masi Tateishi met with Japan's second largest convenience store operator, Lawson's. The presentation, which was directed at the "Natural Lawson" Division, focused on the health, functional and economic benefits related to soy utilization in baking applications. The Lawson convenience store chain operates more than 9,527 locations in Japan and 295 in China. "Natural Lawson's" focuses on premium health products targeted toward women including fresh-baked breads. Lawson's is interested in learning more about functional properties of U. S. soy, especially shelf-life improvements for bread. The groups discussed a possible future in-store soy campaign focusing on the benefits of soy as an ingredient rather than a specific product.

The team also called on the product development departments of the two largest commercial bakeries in Japan. Both operations have previously expressed interests in multiple soy uses including as a meat substitute, soy flours and other baking applications. Through the meetings, both companies gained a better understanding on how to move forward on soy projects which they tend to market as healthier alternatives to existing product lines.

## Korea Staff Provide Support to U.S. Soybean Meal Customers

Technical Program Managing Director Hyung Suk Lee visited two feed mills and two broiler integrators near Choju City in southern Korea. While there, Lee provided technical and marketing assistance that will help the companies best utilize and capitalize upon U.S. hipro dehulled soybean meal. Three of the companies visited purchased U.S. hipro dehulled meal for December arrival from Cargill Trading. Lee expressed appreciation for the purchase and discussed the quality of U.S. soybean meal with both purchasing and technical staff.



## Indian Trend toward Eggless Baked Goods Lays a Golden Egg for Soy

The American Institute of Baking (AIB) and ASA-IM Asia Subcontinent conducted special joint workshops on “Baking with Soy” at five different locations throughout India. These workshops, coordinated by consultant Raj Kapoor, highlighted the nutritional and economic benefits of soy use in baking. Participants learned the basic of baking with soy including physical dough properties, baked product quality, technical specifications of soy ingredients and health claims associated with these products.

Consultants, including a number of doctors, gave presentations and conducted cooking demonstrations. Products covered included soy supplemented bread, cakes and other bakery products. The participants learned how to make their own formulations in various products of their interest and baked products for evaluation. Various strategies to prepare the baking and soy industry for the trend toward healthy bakery products were discussed.

In India, demand for eggless bakery products continues to grow. Hence, bakers want to learn how to create eggless cakes and muffins using, using lechithinated soy flour formulated recipes.



*Caption: Seminar participants follow a demonstration and then enjoy the fruits of their labor.*

## Providing the Tools to Deal with a Market Risk

In this current volatile and uncertain economic environment, managing business risks by assessing environmental impact on the grain market is extremely important. Over 70 participants from Southeast Asia, India, Japan and the UK representing the Southeast Asian feed and livestock industry, the soyfood and beverage industry and international trading companies attended a seminar on risk management practices in agricultural companies organized by ASA-IM SE Asia, CME Group and USGC in Singapore.

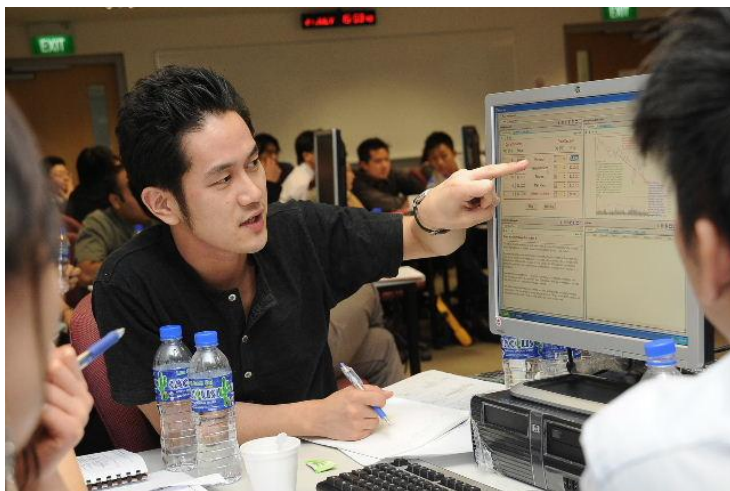
The seminar provided participants with critical market information and explored practical approaches for managing risk in business. Risk is ever present in agribusiness and involves choosing among alternatives to reduce the financial effects of the uncertainties of weather, yields, prices, government policies, global markets and other factors that can cause wide swings in business income and profitability.

The seminar highlighted various risks within the agri-business and commodities industry that must be considered such as: hedge accounting, understanding freight risks and the perspective or approach from a local end-user.

Given the current challenging economic environment, rising commodity and volatile logistics costs and a looming tight supply situation, participants found the event particularly relevant. For some, this seminar provided a good platform for them to review their current business model and reconsider their risks. By providing customers of U.S. soy with the best possible information, the industry creates a mutually beneficial environment through which both parties can whether the current financial storm.



*Caption (Above): A representative from the CBOT, a USSEC member company, walks a small group through a risk assessment exercise during the seminar. These exercises allow participants to practice the theories learned during seminars and better apply them to their own operations.*



*Caption (Above): A CBOT representative works with participants to ensure that they can properly use the latest modeling software. This software will help them better utilize risk management tools.*

## Middle East Poultry Fair Presents Huge Opportunity for U.S. Soy

Poultry industry executives and technicians from Jordan, Saudi Arabia, Egypt, Iran, Israel, Azerbaijan and Turkey visited the ASA-IM Middle East exhibit in the "VIV" International Poultry Fair in Istanbul.

The event focused on the product safety of poultry. Healthy poultry meat is tied to high quality poultry feed. The exhibit stressed the strength of this connection and the consistent quality and high value poultry feed from U.S. soybeans, meal and oil.

Soybean grower leaders from Iowa, Minnesota, Nebraska and South Dakota already on an regional trade mission in Turkey attended the fair to get a firsthand look at one important way IM supports and communicates with industry customers. The presence of U.S. soy industry leaders enhanced the high profile and positive impact of this activity.

As the fair continues to grow, marketing activities grow in tandem to ensure maximum impact is achieved. This year, a record 283 companies exhibited in the Istanbul poultry fair. With many in attendance seeking ways to ensure product safety, messages concerning the ability of U.S. soy to improve their operations were well received.

### USSEC Soy Bits

- See you at U.S. Soy Exports Week August 2-6 in St. Louis, Mo.
- A recent OilWorld forecast noted that, "U.S. exports of soybeans will increase very sharply from end-September 2009 onwards. It is possible that in October and November 2009, world import requirements of U.S. soybean and products will exceed what the U.S. can physically export."

### USSEC Events Calendar

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.*

