

Friday, March 05, 2010

## India Livestock Farmers Embracing Full Fat Soybeans for Lactating Buffaloes

International Marketing Asia Subcontinent consultant Dr. Ramesh Thaper is working with India's National Dairy Research Institute to increase the use of full fat soybeans as a source of good quality protein and fat for Murrah buffaloes. According to Thaper, buffalo herds in Haryana state, which number about 200,000, could potentially consume as much as 2.2 million bushels of soybeans annually. This developing feed source creates uses for direct soybean consumption, in turn supporting the reverse marketing efforts in the region, Thaper said. India's Murrah buffaloes are heralded because they yield a substantial amount of milk per lactation. To maintain and even increase an animal's milk production, the National Dairy Research Institute recommends one kilogram of



*Murrah buffaloes at an Indian commercial dairy farm*

full fat soybeans per buffalo per day for 300 days of milk yield, in addition to traditional feed.

## Japan Staff Participates in Annual Soy Nutrition Institute Soy Symposium

International Marketing Japan staff participated in the 4<sup>th</sup> Soy Nutrition Institute of Japan Soy Symposium at the National Institute of Health in Tokyo. During the event, Japanese scientists presented three recent findings on the benefits of soy: "Isoflavone Metabolism and Intestinal Bacteria;" "Functionality Improvement by Deamidate Soy and Wheat protein;" and "Diabetes Prevention." The symposium was attended by more than 70 food industry participants, including researchers, media and soyfood association officials. SNIJ was first established in 2007 to examine and promote the health benefits of soy through science based research and review. The Japan IM office is one of eight members of the SNIJ Board that includes SRL, Otsuka Pharmaceutical, Kikkoman, Nichimo Biotech, Fuji Oil, Fujicco, and Fuji Protein Technology. The timing of the symposium was important because SNIJ recently announced plans to continue activities that educate the public about the importance of soy benefits, with a particular focus on Isoflavones due to recent developments in soy Isoflavone regulation in Europe. SNIJ is preparing a response to a request from the European Food Safety Authority for soy Isoflavone research data.

## **International Marketing Team Meets European customers to Present Values of U.S. Soy Meal**

A team consisting of USB International Marketing Chairman Jim Call, European Union Regional Director Mark Andersen and International Marketing consultants Gonzalo Mateos, Dr. Johann Fickler, Dr. Jannes Doppenberg and Dr. Nelson Ruiz met with over 80 customer and feed association representatives in Italy, Romania, Ireland and the United Kingdom to demonstrate a new method of evaluating the soybean meal values using protein, digestible amino acids and energy. Four presentations were presented covering the aforementioned topics, including real-time Low Cost Formulation showing the Euro values through shadow pricing by soy meal by origin and by broiler, layer and pig diets. In addition, Call presented facts about growing biotech soybeans, the savings of doing so and new soybean traits expected in the future. In the four countries visited by the team, U.S. soy meal export sales year-to-date are 10.8 million bushels



*Jim Call speaks to European soy meal customers*

Ireland represents about 40 percent of the market share of soy meal imports. When it comes to the entire EU, so far this year, including future sales, the U.S. has exported 33 million bushels of soy meal, compared to the 4.6 million bushels this time last year.

## **Korea and Europe Staff Coordinating U.S. Meal Buyer Team in Netherlands**

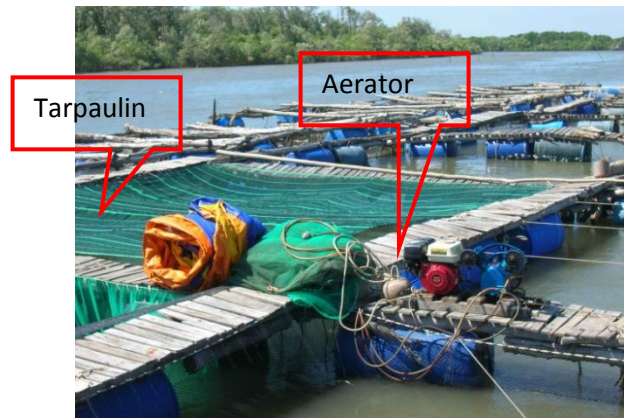
International Marketing staffs in Korea and Europe have been coordinating the U.S. meal buyer's team visit to the VIV Europe 2010, a global level feed and livestock fair in Netherlands. This a U.S. meal buyer support program to provide the participants an opportunity to observe future standards to secure egg and meat safety and models for sustainable development of feed and livestock industry and other related industries. Included in the team members are the CEOs of the feed mills that purchased U.S. hipro dehulled meal for three years in a row and their staff employees in charge of research and development and purchasing. The Korea office is preparing this team visit to maintain the feed mills' loyalty to U.S. hipro dehulled meal and to increase their year round demand.

## Southeast Asia Team See Progress in Marine Cage Farming Following Vietnam Seminar

Vietnam Local Coordinator Vo Van Binh and China Aquaculture Specialist Hsiang Pin Lan visited the Quyet Tien Cooperative Marine Cage Farm in Vung Tau, Vietnam to discuss the status of the aquaculture industry and improvements to the farm since a seminar about one year ago. An International Marketing team had visited the area in late 2008 to present ideas on marine cage culture and disease. Because of that previous visit, Quyet Tien farmers are using aquafeeds for pompano and Asian sea bass as an alternative to trashfish. The technological approaches for feed-based culture and disease management were also adopted after the 2008 IM seminar, with farmers using feeding enclosures for floating feed and batch treatment for disease - lessons taught during that 2008 seminar. Quyet Tien officials noted that, due to improvements in the technology and orientation and spacing of the farm in relation to other cages, the survival of pompano had increased to 80 percent. This is seen as good progress in the marine cage aquaculture industry in Southeast Asia. By teaching farmers using examples from China's aquaculture industry, it is expected that the region's marine cage industry will continue to develop. Southeast Asia's marine cage industry still largely uses trashfish, but is expected to become a major user of processed aquafeeds as better technologies are adopted and demand for marine fish increases for these products.



*In 2008, the setup of the Quyet Tien cage farm*



*In 2010, a bath treatment approach for disease*



*2010 improvement: feeding enclosure in cages for floating feeds*



*Opaque covers on cages (in 2010)*

## USSEC Events Calendar

Mar 4-6	Commodity Classic	Anaheim
Mar 10-14	Natural Food Products West/Soyfoods 2010	Anaheim
Mar 13-31	Morocco Buyers Team	IL, MN, VA, LA
Mar 14-16	Boston Seafood Show	Boston
Mar 15	ASA TPIA Meeting	Washington
Mar 21-26	Polish Soy Bypass Buyer's Team	IA, WI
Mar 29	USSEC Board Meeting	St. Louis
Apr 3-12	Chinese Aquaculture Disease Team	Louisiana
Apr 6-25	Chinese Aquaculture Team	KS, MN
Apr 20-23	Global Feed and Food Congress	Mexico
May 1-7	Japanese Dairy Producers	IL, MO, CA



*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.*

