

U.S. Soy Sales Grow with the Chinese Swine Industry

China, which holds over 50% of the world's swine population, processing over 575 million hogs in 2008. Now, several companies have announced ambitious plans to develop or expand large-scale commercial hog production in the next few years. Among these is Shineway, Group the largest meat processing group in China with over 40,000 employees and a 13-million hog processing capacity per year. Shineway plans to increase its hog production until it is fully integrated.

USSEC has worked with the Shineway Group for a number of years, providing technical service to help improve its animal and feed production systems. USSEC China staff Dr. M.Y. Huang, Dr. Sam Shi and Dr. Y.M. Han gave a joint in-house technical seminar at Shineway's Headquarters in Luohe, Henan Province on advanced swine production systems, swine genetic improvements, nutrition and feed materials. This seminar ensured that Shineway is using the most advanced technology in swine production and increasing use of soy-based feed. The seminar also aided the company as it launches a new poultry operation.

Following the seminar, Drs. Huang and Shi escorted toured the new swine farm currently under construction and provided insight into possible improvements. Shineway's swine operations already have grown to hold a total of over 6,000 sows. One-on-one technical seminars and on-farm consultations help the industry modernize animal production technology, improve nutritional standards and promote higher inclusion rates of soybean meal in pig diets.



Above: A building in the 2,500-sow farm unit under construction near central Henan Province, where Shineway is currently adding a modern 10,000-sow production base

USSEC Promotes Soy through Southeast Asia's Largest Poultry and Livestock Expo

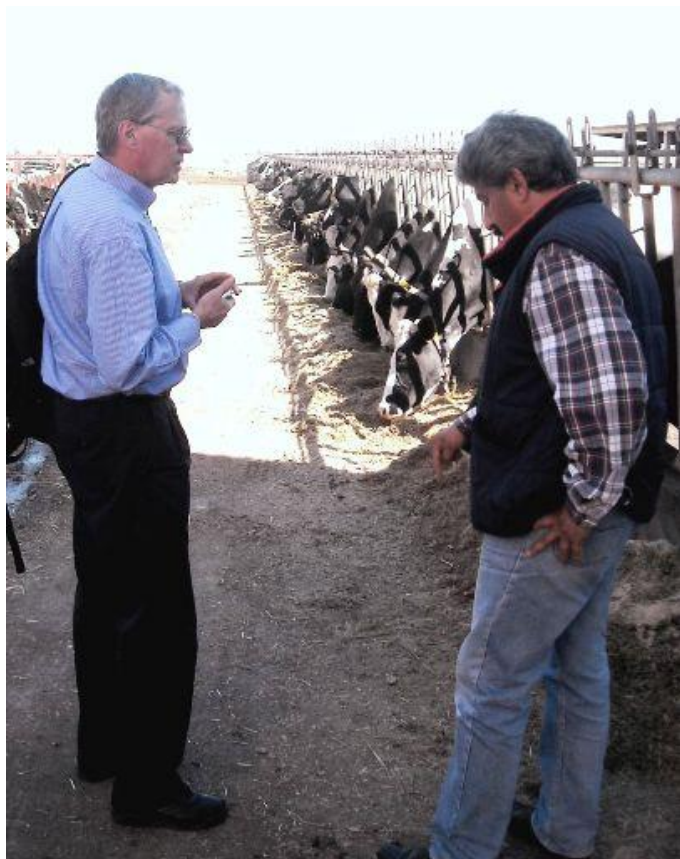
USSEC Southeast Asia participated in the largest poultry and livestock exhibition and conference in Asia, *VIV Asia 2009* in Thailand, which drew over 20,000 participants from 39 countries.

Over 570 exhibitors exhibited various international feeds, feed ingredients, feed additives, farm and feed manufacturing equipment in ten exhibition halls. The exhibition examined how the Asian livestock industry could cope with the current world economic crisis through a 70 presentation seminar.

For the first time, *VIV Asia* featured "Aqua *VIV Asia*" with a special exhibition and seminar. This addition demonstrates the importance of growing aquaculture industry in the Asia-Pacific region. Novus International invited USSEC Technical Director-Aquaculture Lukas Manomitis and USSEC Consultant, Tim O'Keefe to speak at its seminar on aquaculture feed and nutrition. Lukas presented "Protecting Your Customer Base – Feedmills Training Farmers About Feeds" and Tim led a discussion on "Cost-Effective Feed Formulations – In Challenging Economic Times". USSEC Regional Technical Director-Animal Nutrition Dr. Salim Bootwalla, and USSEC Thailand Country Manager Opas Supamornpun also represented the council during the event.

VIV Asia 2009 provided an excellent platform for the USSEC SEA team to interact with feed and livestock industry representatives and academia from various institutions in the region.

Moroccan Dairy Sector Moves Forward with U.S. Soy



USSEC organized dairy nutrition and management workshops in Morocco to update leading dairy nutritionists and managers on the latest nutritional concepts. As the dairy sector in Morocco continues its rapid expansion, incorporation of current industry advancements increases both productivity and soy inclusion.

Two of the world's leading experts in this field, Charles Stallings from Virginia State University and Alex Bach from Barcelona, Spain, presented techniques for improved productivity through enhanced nutrition and better herd management.

USSEC efforts to improve dairy technology and increase the use of U.S. in the Moroccan dairy industry have led to the establishment of several large producers using up to 6.6 pounds of U.S. soybean meal per head daily.

Korean Broilers Prefer U.S. Hipro Dehulled Soybean Meal

USSEC Technical Program Managing Director Dr. Hyung Suk Lee promoted the economic value of U.S. hipro dehulled soybean meal at the feed mills of two broiler integrators, Dongwoo and Cherrybro, in Southwestern Korea who together consume 556,680 bushels monthly. Additional feed mills in this region consume an estimated 1.8 million bushels of soybean meal monthly. If the two industry leaders in this area use U.S. hipro dehulled meal, USSEC Korea will create a feeding standard that affects U.S. soybean meal use throughout the region.



The one-on-one consultations focused on the economic benefits of feeding U.S. hipro dehulled meal to broilers as compared to non-dehulled meals of South American and Indian origins. Both Nanong and Cherrybro now have an established preference for U.S. hipro dehulled meal based upon USSEC Korea's marketing and technical services.



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.

