



Global News Update

Year-to-Date Exports

Soybeans
1.34 billion bushels

Soybean Meal
331 million bushels

Soybean Oil
1.1 million metric tons

Friday, May 07, 2010

U.S. Soy Exports Break Record For Fourth Consecutive Year

U.S. soy exports recently topped historical marks set last year, meaning that 2010 will be the fourth consecutive record year. As of May 1, total soy exports stood at 1.66 billion bushels – with a full four months remaining in the marketing year. Soybean exports were at 1.3 billion bushels, eclipsing the 2009 record of 1.24 billion bushels. China, which imports nearly one-fourth of U.S. soy, continues to be the biggest customer. China is 22 percent ahead of its buying pace of last year, when it imported a total of 686 million bushels of U.S. soybeans. Mexico has imported 77 million bushels this year and Japan has imported 63 million bushels – putting both ahead of last year’s purchasing pace. Meanwhile, the U.S. has already exported 331 million bushels of soy meal this year, after exporting a total of 318 million bushels last year. With support from the soybean checkoff and Foreign Agricultural Service, USSEC continues to promote U.S. soy through international marketing efforts and work with overseas buyers to increase exports, in turn providing U.S. farmers greater profits.

Japanese Feed Nutritionists Visit Illinois Farms to Learn About U.S. Soy Meal Quality

USSEC hosted a team of six nutritionists from some of Japan’s largest feed companies – including Zen-Noh, Marubeni and Nippon Feed – on a tour of farms in Illinois to educate the Japanese about the U.S. dairy industry. The visit began with a stop at the University of Illinois at Champaign, where Dr. Mike Hutjens presented to the group a program on U.S. dairy production techniques, emphasizing the value of utilizing U.S. soy meal. The Japan team then visited the Boyd Schaufelberger dairy farm to hear about successes of and challenges facing U.S. dairy farmers. The final stop in Illinois was at the Jack McCormack farm. McCormack, president of the Randolph County Farm Bureau, explained to the Japanese how U.S. soybean farmers plan to meet future global soy needs by embracing biotech crops and improvements in farming equipment. USSEC invited Osborn and Barr, a USB Communications Contractor, to video the



Mike Maekawa, of USSEC’s Japan office, and Dr. Mike Hutjens, Dairy Specialist from the University of Illinois, explain soy meal quality

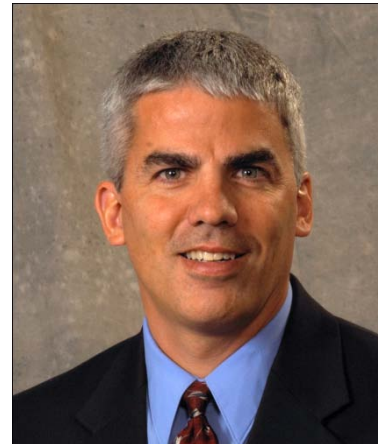
exchange between U.S. farmers and the representatives of Japan’s feed industry. The video will help demonstrate to U.S. farmers the process of marketing their crop to global customers. Last year, 55 percent of the soybeans grown in the U.S. were exported, creating a richer market and better pricing for the grower.

Soy Meal as Valuable Protein Source Presented at Moroccan Dairy Workshops

International Marketing staff and consultants in North Africa conducted seminars and on-site visits to key dairy feed and milk producers. Included was a program presented to 26 feed industry leaders to increase knowledge of recent developments on the use of high quality calf starter feeds that utilize soy meal as a viable protein source. The seminars and on-site visits were conducted by USSEC Moroccan consultant Dr. Benabdeljelil Khalid, Dr. Charles Stallings and Shanne Braddock of Virginia Tech University. Morocco is in the middle of a transition from small family run dairy operations to larger commercial installations, which makes it important to improve the education about early development of calf rumen and its influence on lifetime production. Experience shows that grain offered early in life develops the rumen at a greater rate than less expensive forages. Also, Morocco has a well developed agriculture extension program. It is believed that leaders in the feed industry, working with extension staff and USSEC assistance, could develop training sessions in target areas to demonstrate improved feeding methods resulting in rapid rumen development, reduced age at first calving and increased lifetime production.

USSEC's Babb Appointed to USDA's Committee on Emerging Markets

Brent Babb has been appointed to serve on the USDA's Advisory Committee on Emerging Markets. Babb, USSEC's Director of Communications and Program Development, has been involved in the promotion of soybeans for more than a dozen years, including his role as Division Director of the Europe/Middle East and Africa marketing program. USDA's Emerging Markets Program provides funding for technical assistance activities to promote exports of U.S. agricultural commodities and products to emerging markets. The committee consists of representatives of the various sectors of the food and rural business systems of the United States. The role of the Committee is to provide information and advice, based upon knowledge and expertise of the members, useful to the USDA in implementing the Emerging Markets Program.



Brent Babb

Korean Feed Millers Gather to Hear Updates on U.S. Soy Meal, Soybean Prospects

International marketing staff in Korea had meetings with key representatives of the two soy meal purchasing groups that represent 42 feed mill members of the Korea Feed Association. One group represented large feed mills and the other represented small to middle-sized feed mills. Both groups have experience using U.S. hipro dehulled meal and the purpose of the meeting was to provide an opportunity for USSEC's preferred customers to access information helpful for their soy meal purchasing strategy in the future, including the prospects of 2010/11 U.S. soybean crop and the soy meal market. The meeting also helped USSEC compile a list of members for a trade team that will be hosted by U.S. soy meal providers in June.

USSEC Promotes U.S. Soy Meal By Sponsoring ‘Poultry Beyond 2015’ in New Zealand

International Marketing staff in Southeast Asia participated at the “Poultry Beyond 2015 – Fourth International Broiler Nutritionists Conference” in New Zealand. Organized by the Poultry Industry Association of New Zealand, this conference was the fourth in series which occurs every four to five years and focuses on the future prospects of poultry industry mainly in an area of poultry nutrition. USSEC was a main sponsor of the conference, along with Biomin, Novus International, Elanco and Aviagen. The participants were invited poultry nutritionists’ representing poultry and allied industries from Australia, New Zealand, Malaysia, Thailand, Indonesia, Vietnam, Philippines, Japan, China, Brazil, USA and India. Prior to this event, USSEC also participated at “Advancing Poultry Products – Massey Technical Update Conference,” organized by the Massey University and the World Poultry Science Association-New Zealand branch. At this conference, the attendees were mainly from New Zealand and Australia representing different poultry integrators. At both conferences, Technical director Dr. Salim Bootwalla was invited to speak on the topic “Why Soybean Meal is Still the Preferred Protein Source for Broilers.” The presentation covered three main areas – History of Soybeans and Soybean Meals, Market trends and Future Outlook of Soybean meal in broiler nutrition. Dr. Bootwalla also chaired different workshop sessions during the ‘Poultry Beyond 2015’ conference.

Soybits

- USSEC’s Soy in Aquaculture Program will be holding informational presentations in Turkey, Egypt and Greece June 21-July 1 to demonstrate the efforts that the U.S. soybean industry is undertaking in that region. The program will include observations of marine fish production with high potential for soy-based aquafeed use, visits to local fish farms, aquafeed mills and research facilities, and interaction with members of the global aquaculture team. For information, contact Aquaculture Marketing Manager Catalina Valencia at cvalencia@ussec.org.
- USSEC recently welcomed two new members: The Tennessee Soybean Promotion Council, a Qualified State Soybean Board (QSSB) for Tennessee producers in the national checkoff program, and the Kansas Soybean Commission, which has a mission of improving the profitability of Kansas soybean producers
- Technical issues Director Kim Nill responded to a request from the North American Export Grain Association for assistance in opposing a draft law mandating “GMO labeling” of food/feed in Peru by creating a Spanish-language document explaining how such laws decrease food safety.
- Nill provided information to assist several speakers in their presentations representing U.S. soybean farmer organizations at the annual Chicago conference of BIO (Biotechnology Industry Organization) addressing sustainability and biotechnology-liability issues.

USSEC Events Calendar

May 10-14	Latin American Team to FMI Show	Las Vegas
May 16-20	Latin America Team to AOCS Meeting	Phoenix
Jun 6-13	Latin America Team to INTSOY	Illinois
Jun 7	USSEC Board Meeting	St. Louis
Jun 7-12	XXV FEFAC Congress	Germany
Jun 19-26	European Soy Meal Roadshows	Europe
Jun 20-26	Korean Soy Meal Buyers	MN, IL, LA
Jun 20-27	Japan Crusher Team	MO, LA, IL
Jun 27	Risk Management Workshop 2010	Mexico
Jul 27-28	USB-IM and ASA-TPIA Committee Meets	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.

