



# Global News Update

Year-to-Date Exports

Soybeans  
1.35 billion bushels

Soybean Meal  
333 million bushels

Soybean Oil  
1.1 million metric tons

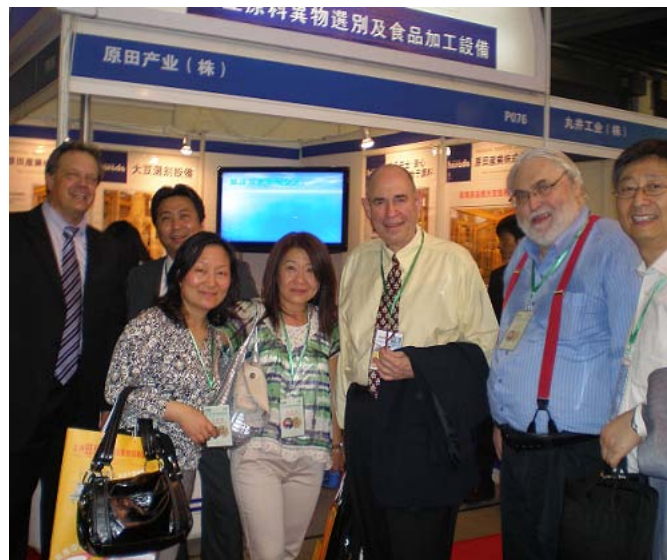
Friday, May 14, 2010

## 42 Million Bushels of U.S. Soy Negotiated During Annual Southeast Asia Conference

USSEC, in collaboration with the U.S. Grains Council, successfully organized the 4<sup>th</sup> Southeast Asia Grain Transportation Conference. Over 135 participants from across the region representing some 80 companies involved in different aspects of the grain import business were in attendance. Based on actual customer feedback, more than 17 million bushels of U.S. soybeans and 25 million bushels of U.S. soy meal were negotiated and or transacted at this year's event. This year's conference themed "Shipping and Supply Chain The Next Decade" was designed to provide a valuable perspective on the business of moving grain and help agribusinesses and their cooperators identify the drivers of change in global food and feed ingredient sourcing in order to formulate the right strategies and solutions for their companies.

## Japan and China Staffs Team to Engage Food Industry at International Soy Conference

International Marketing staff members from China and Japan came together in Shanghai for the first International Soy Food Industry Development Conference. Japan staff was in Shanghai supporting more than 35 Japanese Soy Food Complex Trade and Media participants at the conference and the concurrent 2010 China International Soyfood Processing Technology & Equipment Exhibition. The events brought together not only the Chinese food industry but also major soy food players from Japan, Taiwan and the U. S. Japan Tofu Association executives and Sun-Opta executive Curt Petrich were among the many distinguished expert speakers at the Soy Food Conference. The Chinese soyfoods industry uses approximately 294 million bushels of soybeans annually for foods - including soymilk, tofu and other soy-based products – which is 10 times the size of Japan's current soy food market. However, there are more similarities



*Curt Petrich of Sun-Opta, Naoki Harada of Harada Sangyo, Claudia Chong of USSEC Shanghai, LaVerne Brabant of USSEC Japan, Phil Laney and Zhang Xiaoping of USSEC Beijing in Shanghai*

than differences in the two markets, and the Japanese Industry has a strong interest in expanding the soyfoods market with improved technology.

## USSEC Host Seminars to Promote Benefits of Soy Oil for Central American Fast Food Chains

Soybean oil, soy lecithin and soy proteins were promoted in four seminars given by USSEC to fast foods chains in Panama City, San Salvador, Guatemala City and Tegucigalpa. Attendees were presented information indicating that soy oil provides the best option for frying when it comes to health benefits, nutritional characteristics, stability and flavor of fried products. The many uses of soy lecithin as surfactant and moisturizing agent were promoted to customers producing dairy, bakery and meat products. These seminars, attended by more than 100 customers of fast food chains, were conducted in cooperation with INOLASA, a major soybean oil and lecithin producer using U.S. soy, and were seen as highly valuable to prevent the entrance of other edible oils in the Central America market.

## Soyfoods Consumption On Rise in Jordan

USSEC Middle East Consultant Mousa Wakileh reports that the consumption of soyfoods is increasing in Jordan. Soyfood imports started in the region only a few years ago at the request of the Japanese Embassy in Jordan. Soon after, demand for soyfoods began to grow rapidly and today that demand has expanded to cover health conscious people and those with higher incomes who can afford to pay more for imported soyfood products. In addition to growing U.S. soy imports, local production has started to include a wide range of products, such as tofu, soy yogurt, soy cheese and a variety of soy milks. For U.S. soy producers, this is considered good news, as soyfood production is expected to expand, thus increasing demand for soy.



*Soyfoods have earned more shelf space in Jordan*

## Soy-Based Dal Analogue Receives Critical Commitments From Indian Corporations

A team represented by Dr. M.M. Krishna of USSEC and Doug Baldwin of Wenger Manufacturing of Kansas City met with two major food companies – Neramac, a Government enterprise in the north east region of India, and Gujarat Ambuja Exports, a private enterprise in the western Indian region of Gujarat - to discuss capacity building commitments for soy-based dal analogue. Gujarat Ambuja, the second largest soy processing company in India, operates three integrated soy processing complexes. The company is actively considering soy-based dal analogue as an effective vehicle for meeting protein needs for a portion of the region's population. Because of USSEC's effort, a representative of Gujarat Ambuja was planning to visit Wenger's facility in Sabetha this month to observe production trials. Meanwhile, USSEC and Wenger had detailed discussions with the technical committee of Neramac's Board of Directors and clarified all issues to the company's satisfaction. The process of capacity building at Neramac has reached the stage of executing a confidentiality agreement.

## USSEC Builds Relationships With Two Important Soy Meal Customers in Korea

International Marketing staff in Korea visited the Korea Industry Co. and Haedrim Feed Co., two southeastern feed mills that purchase U.S. hipro dehulled soy meal in 2008 and 2009. The meeting with Korea Industry was aimed to develop business relationship with the newly assumed purchasing manager of the feed mill, which primarily produces swine feed. Staff members explained the role of USSEC and highlighted the value of U.S. soy meal's nutrient content, including digestible amino acids and energy source.

USSEC invited the purchasing manager to join the Korean team that will visit the U.S. in June. In a meeting with the plant manager of Haedrim, the Korea staff explained the supply and demand situation of U.S. soy meal and how efficiently Korean feed mills can access U.S. hipro dehulled meal. The plant manager, who coordinated the company's protein meal purchases for feed mills in the region, was also invited to join the Korean buyer team's upcoming visit to the U.S. Haedrim has been producing 10,000 metric tons of swine feed monthly since 2008. All together, the feed mills in southeastern Korea are importing 928,000 bushels of soy meal each month.



*The feed mill plant of Haedrim Feed Co. in Korea*

### Soybits

- USSEC consultants Miguel Marquez and Pedro Pablo Lora participated in a poultry disease technical assistance program to support poultry producers in the Dominican Republic. Field work included the visits to two poultry farms and post-mortem fields to support poultry producers. Marquez presented on the “World Situation of Poultry Industry” and provided the current status of avian diseases and bio-security measures. The Dominican poultry industry represents 65% of the soy meal imports from the U.S., at about 11.6 million bushels of soy meal per year.
- Technical issues Director Kim Nill provided input for a formal presentation about value-added biotech soybeans that will be delivered by USB Director Jim Call and ASA Director Johnny Dodson during an upcoming “EU Roadshows” in Europe.

## USSEC Events Calendar

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 21-Jul 1	Soy in Aquaculture Presentations	Turkey, Egypt, Greece
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.*

