



# Global News Update

Final Year- End Exports MY09

Soybeans  
1.24 billion bushels

Soybean Meal  
314 million bushels

Soybean Oil  
880,000 metric tons

## Record Week of Soybean Exports for U.S. Soybean Farmers

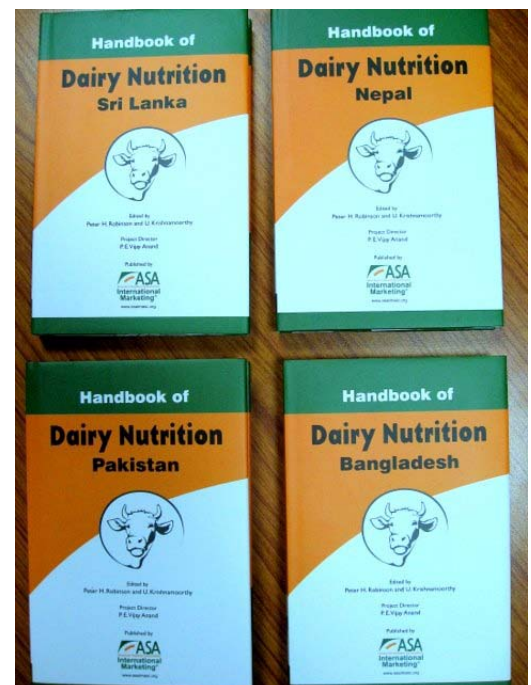
Soybean exports of over 63 million bushels hit the highest mark on record for weekly inspections during the last week of October. These record exports occurred despite the slow soybean harvest due to one of the wettest Octobers in memory. The global shortage of soybeans ensures very strong exports for U.S. exporters during the next few months prior to South American soybean harvest. The 2009/10 marketing year for soybeans is already shaping up to another record with over 700 million bushels of booked sales for U.S. soybeans and nearly 150 million bushels already exported. Booked sales are 80% ahead of last year's pace.

## Benefits of Soy Feed Highlighted in Dairy Nutrition Handbooks For Asia Subcontinent

Pakistan is now the fifth largest milk producer in the world, with Bangladesh, Nepal and Sri Lanka close behind. The dairy industry's rapid growth in the Asia Subcontinent region has led entrepreneurs to invest in quality dairy cattle and improved animal care, nutrition and reproduction. Economic stability combined with a growing population creates a high demand for quality milk.

The India office recently published dairy nutrition handbooks to provide guidance in animal health and milk production, with special emphasis on dairy feeds made from soy products. The handbooks teach that soy-based feeds are a dependable source of protein that will in turn support increased quality milk production. Four versions of the booklet are available, geared toward the specific needs of Pakistan, Bangladesh, Nepal and Sri Lanka.

Dr. P.E. Vijay Anand, Technical Director of Poultry, Livestock and Aquaculture coordinated the publishing of the handbook working with over 50 industry experts. Dr. Anand stated that as a result of this project, he looks forward to improved dairy nutrition and increased usage of quality ingredients with an emphasis on soy throughout the regions.



Dairy Nutrition Handbooks for Bangladesh, Nepal, Pakistan & Sri Lanka.

## **Work Continues To Lift Turkish Biotech Regulations**

Turkey issued new regulations on Oct. 26 placing additional requirements on all imported food and feed products containing genetically modified components. The ban would cover everything from a bag of potato chips to grains. Meanwhile, millions of bushels of soybeans scheduled to reach Turkey in coming weeks will not be able to be imported under this impromptu ruling. Regional Director Tim Burleigh and Sinan Goker worked with Turkish business leaders to help lift the ban, with poultry producers, food producers and feed manufacturers pleading their cases to the Minister. The groups are warning that all food-related sectors will cease production if the regulation is put into effect. In addition to work in Turkey, Kim Nill provided documents detailing the health and environmental benefits of biotech crops to several dozen officials of USDA, U.S. State Department, and the office of the U.S. Trade Representative (USTR), each who are working to try to get the government of Turkey to rescind its recently issued restrictions on the import of biotechnology-derived ag commodities.

## **Omega-3 Soybeans Approved By Food and Drug Administration**

Biotech soybeans that produce oil containing omega-3 fatty acids - recommended for heart and brain health - is safe to eat, the U.S. Food and Drug Administration has ruled. The decision means food companies can begin testing it in food products such as baked goods and baking mixes, breakfast cereals, cheeses, frozen dairy desserts, pastas, meat and milk products, processed fruit juices and more. Up until now, fish oil has been the principal source of omega-3 fatty acids.

## **Southeast Asia Provides Support to Preferred Customers in Philippines**

Philippines Technical Manager Dr. Basilisa Reas visited Cebu province to provide technical assistance to Cebu AgriPlus, one of the largest U.S. soybean meal distributors in the region. The Philippines is now the second largest customer for U.S. dehulled soybean meal outside of North America, with sales reaching over 22 million bushels in 2008/09. Dr. Reas collected samples of U.S. SBM from an arriving barge and from nearby warehouses for NIRS analysis to determine crude protein and amino acid levels. Past soybean meal deliveries were said to contain lower crude protein than the standard minimum level of 47 percent.



*Dr. Reas shows soybean meal collected in Cebu*

## **Trans Fats Seminar Conducted in Mexico City**

Several Mexico consultants presented a seminar on trans fats to food and restaurant industry professionals in Mexico City. Along with culinary students, the seminar was attended by representatives from Proteinas y Oleicos, Danisco, Unilever and AYPECSA. Participants learned of the advantages of using soybean oil - a trans fat-free oil that is rich with Omega 3 and Omega 6 fatty acids found to be beneficial to heart health. The consultants lectured on the health problems that come from diets high in trans fats, such as high cholesterol, increased blood insulin levels and poor immune response.

## **New Sausage Industry Requirements Lead to High Demand for Soy in Costa Rica**

An increase in the amount of vegetable protein allowed in the making of sausage products is expected to bolster the use of soy protein in Costa Rica. The Latin American country imported a total of more than 6.3 million bushels of U.S. soybeans last year. New regulations calling for a minimum of 11 percent protein in all sausage products could create an increased market for high value soy products. The new rules, published in September, allow 49 percent of the total protein content to be from vegetable sources. A committee under the direction of Costa Rica's Ministry of Economy, Industry and Commerce formed the changes to include all sausages, hot dogs, bologna and chorizo. Industry officials noted that the change in Costa Rica regulations could lead to similar changes in other countries.

## **U.S. Soy Promoted at Mexico Restaurant Trade Show**

Mexico staff participated in the 2009 edition of ABASTUR, Mexico's largest restaurant and hotel trade show, held in Mexico City. Staff promoted 15 kinds of soybean products, including soybean oil, soy beverages, soy protein products, snacks and tofu. Mexico staff members interacted with over 75 key decision makers in the restaurant and hotel industry during the three-day event. Visitors to the booth were invited to taste soy products in a variety of dishes. In addition to staff, four local companies were in the booth to promote their soy products directly to buyers.



*Restaurant trade show participants learn U.S. soyfood products*

## **Mexico Restaurateurs Learn Benefits of Cooking with Soy**

Consultants Adriana Cadena and Jorge Martínez conducted four seminars in Cancun and Playa del Carmen to train major restaurateurs, hotel decision-makers and culinary staff on the benefits and versatility of cooking with soybean oil and other soy products. The goal was to introduce potential soy customers to the versatile soybean so they are more inclined to incorporate it into their menus, thus increasing the market for U.S. soy products. Among the products presented were tofu, edamame and soy beverages. Topics included the differences in frying methods when using soybean oil and its advantages over conventional oils. Hands-on demonstrations were given on how to incorporate soy into their current menus.

## Japan Office Attends Vegetable Protein Food Seminar

Japan staff members LaVerne Brabant and Masi Tateishi attended a seminar by the Japan Vegetable Protein Food Association to discuss the value of soy foods. Japan has the highest aging rate in the world, with food for seniors growing in importance to food companies. Emphasis has been placed on soy protein utilization in that country because a wide variety of soy foods offer not only health and nutrition benefits but are convenient to prepare and serve. Among the 65 association members attending the seminar were ADM, Dupont, Fuji Oil, Nisshin OilliO and Showa Sangyo. Nisshin OilliO opened the session by speaking on the importance of the rapidly expanding food market for seniors, a demographic that is growing over 20 percent annually in Japan's aging population. Other lecturers included the President of ADM-Far East, who addressed the topic of global and U.S. grain supply and demand, and the Secretary General of the Japan Care Food Association, who spoke on the current and future care food market in Japan.

### USSEC Soybits

- Ralph Loos is the USSEC Communications Associate, working on a part-time basis at the St. Louis office. He will be responsible for the Weekly Newsletter and other writing and communications responsibilities. Ralph's background includes editor of a twice-monthly outdoor newsletter/website, reporter/editor for newspapers in Illinois and Tennessee, and a marketing writer for IBM. Ralph grew up on a soybean and corn farm in southern Illinois and received a degree in Journalism from Southern Illinois University.

### USSEC Events Calendar

Nov 12	Nat'l. Farm Broadcasters Trade Talk	Kansas City
Nov 17-20	USAEDC (FAS Cooperators) Conf.	Baltimore
Nov 15-23	U.S. Soy Quality Conferences	China, Korea
Nov 17-25	U.S. Soy Quality Conferences	Japan, Taiwan
Dec 3-4	USB Annual Board Meeting	St. Louis
Dec 1-3	ASA Board Meeting	St. Louis
Dec 5	USSEC Board Meeting	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.*

