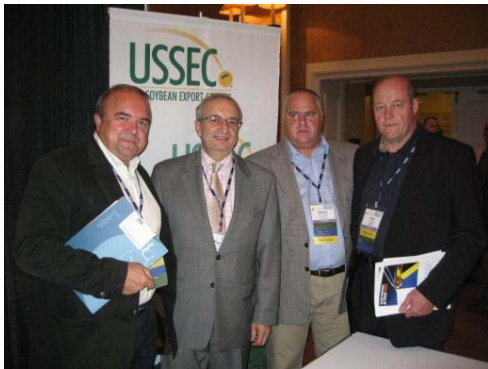


Friday, November 13, 2009

\$100 Million in U.S. Soy and Grain Purchased at Transportation and Soya Conference



Romanian importers discuss containerized soy shipment during the conference

USSEC and ASA-IM staff arranged for three ASA-IM international trade teams totaling 70 soy importers to attend Soyatech's Global Soybean & Grain Transport and Soya Summit in New Orleans. Trade teams from Southeast Asia, China and the European Union met with multiple U.S. exporters during the conference and several USSEC organized meetings. The 29 companies from Southeast Asia negotiated purchases of over \$100 million in soy and grain imports. In addition, U.S. exporters are continuing discussions and quoting shipments with conference attendees from China and Europe.

During the conference the participants heard presentations covering many topics, including an overview of today's worldwide shipping trends, the impact of the world economic recession on the industry capacity and stability, and challenges facing international regulatory oversight to ensure the safety of the global food and feed value chain. The conferences included an educational commodity shipping tour of the Port of New Orleans, Zen-Noh Grain Plant and the Cooper Consolidated Floating Elevator.



Southeast Asia trade delegation negotiated and purchased about 286,000 metric tons of U.S. soybeans, soybean meal, DDGS and corn gluten meal valued at over \$100 million during New Orleans conference

Southeast Asia Team Promotes U.S. Soy at Aquaculture Conference

Several ASA-IM team members took part in the Asian Pacific Aquaculture Conference in Kuala Lumpur, Malaysia. The group co-chaired the "Aquafeeds" session and each representative gave at least one presentation, allowing ASA-IM to spread the message about the value of soy products - specifically U.S. soy products - for use in aquaculture. The bi-annual conference, considered the premier gathering of the aquaculture industry in Asia, had record participation this year, with over

1,700 participants registered. Along with the topic of soy in aquafeeds, ASA-IM staff also presented information on freshwater aquaculture, marine finfish, production systems and tilapia. Team members participating were Dr. Michael Cremer, USSEC Global Aquaculture Technical Director; Lukas Manomaitis, Technical Director; and regional specialists Hsiang Pin Lan, Levy Manalac, Vo Van Binh, and Gede Sumiarsa.

Yoga-Related Organization in India to Manufacture and Sell Soy Products

With ASA-IM guidance and technical help, a popular health center in India started fortifying multigrain flour with soy flour, creating a potential growth market for soy products. Marketed as “Arogya Atta” (Healthy Flour), the flour is being served by Patanjali Yog Peeth, a very popular health center that promotes lifestyle patterns and foods in collaboration with Yoga and *Ayurvedic* (herbal medicine and natural life style) activities. At present, the center is using approximately 400 metric tons of soy flour every month in this multigrain flour and 300 metric tons in biscuits and other snacks. Foreseeing huge demand for these products, the center is on the verge of expanding its production facilities. ASA-IM consultants S B Srivastava and Dr. Ratan Sharma visualized this opportunity and interacted with key people at the center to develop a better understanding of the benefits of soy.



Soy flour promoted by yoga health center in India

Baking with U.S. Soy” Event A Success with Taipei Bakery Association



In order to promote the nutrition and applications in baking products containing U.S. soy ingredients to consumers, ASA-IM co-operated with the Taipei Bakery Association (TBA) to organize marketing activities at a “Baking With U.S. Soy” event. Ten members of TBA prepared bakery products containing U.S. soy ingredients for consumers in the event, which attracted more than 1,000 people. The bakers produced soy breads, buns and cakes for consumers, with a booth to promote the nutrition and application of U.S. soybeans and display the soy products including Tofu, soybean oil and soy sauce to the target audiences. It was the first time for many Taiwan people to taste more than 20 different soy-based bakery products in one place.

Seminar in Korea Promotes U.S. Soybean Meal Imports

ASA-IM conducted a technical workshop to demonstrate that U.S. hipro de-hulled SBM can improve productivity of swine and poultry during a hot summer season. A total of 34 staff from feed mills and integrated producers of swine and poultry participated in the workshop. ASA-IM's technical staff presented information about the digestible nutrient content of U.S. hipro de-hulled meal, with an emphasis on essential amino acids and energy levels required to meet the nutrient requirement of swine and poultry under heat stress. ASA-IM's staff addressed that nutritionally dense ingredient like U.S. hipro de-hulled meal is effective in summer to meet nutrient requirements. The Korean feed and livestock industry uses U.S. SBM mostly in spring season. ASA-IM's goal is to expand the use of U.S. soybean meal year-around. In total Korea imported over 5 million bushels of U.S. SBM last year.

Syrian Crusher Adds Production of Defatted Soy Flour

Regional Consultant Mousa Wakileh reported that the Syrian crusher Anbouba just completed a Flash Desolventizing Soy Flour Production Unit with a production capacity of 150 metric tons of defatted soy flour per day. Syria imported 15 million bushels of soybeans during the 2008-2009 marketing year. The potential for U.S. soybean imports in Syria are promising, because Syrian crushing plants are playing a regional role to sell their production of U.S. SBM and SBO to neighboring countries, including Jordan, Lebanon and Iraq. It will also help these countries to sell their production of soy flour to the neighboring countries.

Pilot Project on NIRS Calibration Launched in Asia

A new rapid and fast method of analyzing SBM is expected to give a higher value added advantage for U.S soybean meal. The Southeast Asia team launched the Near Infrared Reflectance Spectroscopy pilot SBM calibration project in Asia to test the quality of SBM by determining crude protein, crude fibre, ash, KOHPS, urease test, trypsin inhibitor activity, PDI and apparent metabolizable energy (AME). The project is a two-year collaboration with a local crusher in Malaysia involving more than 200 samples of SBM from various regions. The purpose of the project is to create a fast and convenient method of analyzing the quality of SBM, based on various quality parameters, including AME. The transfer of NIRS calibration and testing was recently performed at the one of the major poultry integrators in Malaysia and initial results are very promising. The calibration equation is being fine-tuned now to bring closer to the master NIRS equipment and ensure better calibration precision. Most of the feed mills in Asia are already using NIRS equipment to monitor quality control of feed ingredients.

USSEC Soybits

- 🍌 USSEC received USDA approvals for the majority of FY10 projects which allows marketing efforts to achieve broad implementation. USB funding is currently at \$13.8 million and FAS funding is at \$12.7 million for total program funding of \$26.5 million. The Global Opportunities Committee received funding at the \$2.6 million level.

- Technical Issues Director Kim Nill hosted three University of Missouri Borlaug Fellows from South Africa and Ukraine at the USSEC office. Accompanied by two MU professors, they were in the U.S. for two months this fall in order to learn about U.S. agricultural technology and how it might be applied in their respective countries. Nill provided to them information and documentation about the environmental and human health benefits of biotechnology-derived soybeans.

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.

