



Global News Update

Year-to-Date Exports

Soybeans
1.3 billion bushels

Soybean Meal
321 million bushels

Soybean Oil
1.1 million metric tons

Friday, April 30, 2010

USSEC Organizes Series of Seminars in Japan to Coincide With U.S. National Soyfoods Month

International Marketing staff in Japan organized a series of soyfood seminars using National Soyfood Month in the U. S. as a vehicle to educate, promote and energize interest in the expanded use and consumption of soy, particularly among young Japanese consumers. The month-long campaign began with a series of seminars that attracted considerable attention from the Japanese food, fashion, health and soyfood media. The first of three seminars was held in partnership with the ABC Cooking Studios at their Grand-Marunouchi Facility in Tokyo. ABC Cooking Studios has more than 220,000 members and operates 110 studios throughout Japan and Korea targeting upwardly mobile women ages 20 to 30. The Soyfood Month activity educated ABC members about the use of soyfoods in daily life and healthy meal planning. The second seminar targeted local research and development, marketers and food Industry professionals, who were informed about new uses, nutritional benefit and trends related to soy in the U. S. and applicable to Japan. A demonstration and presentations on the latest soy and food trends in the U. S. were provided by visiting Soyfoods Council Executive Director Linda Funk and local instructors. Japan staff is collaborating with the Japan Soymilk Association in organization of a third seminar to introduce and demonstrate newly developed soy milk recipes, soy burgers, edamame soymilk soup and soymilk crepes to young people.



Japan food industry officials at ABC Studio Grand Marunouchi



Soy bread, tofu and tomato cream dip and tofu-soy milk vichyssoise



Dr. Hakki Erdogan, Secretary General/TFM; Ulku Karakus, Chairman/TFM; Dr. Keith Benke, Kansas State University; Dr. Nihat Ozen and Dr. Rudolphe de Borchgrave, both of Arcadia International, Belgium

USSEC Sponsors Turkish Feed Manufacturers Association's International Conference

USSEC's Middle East office was one of the main sponsors for this year's Turkish Feed Manufacturers Association's International Feed Conference (TUYEM 10). The event brings together a large number of potential users of feed ingredients (soybeans and soy meal), provides an excellent opportunity to market the product of U.S. soybean growers and it contributes significantly to the image and market value of U.S. soy products. At this year's conference, which attracted nearly 900 participants, USSEC was represented by Regional Director Tim Burleigh, Commercial Specialist Sinan Goker and Consultant Sırrı Kayhan. USSEC also provided three speakers: Dr. Keith Behnke (on feed pelleting), Dr. John Shirley (on dairy nutrition) from Kansas State University and Dr. Rodolphe de Borchgrave (on biotech issues) from Belgium to make presentations. The conference was an excellent opportunity to meet the contacts in the feed and dairy industries.

Korean Livestock Industry Appreciative of USSEC's Concerns Over Diseases

International Marketing staff in Korea held teleconferences with Korean livestock and feed industry leaders to discuss the damages caused by the recent fast spread-out of the disease FMD. The meetings were aimed at gaining insight of the potential impacts of such disease on the demand and supply situations of feeds as well as meats throughout 2010. The damaged livestock sectors were swine and cattle. Because the swine sector is known for consuming the most soy meal, USSEC has been conducting programs focused on increasing the inclusion rates of soy meal derived from U.S. soybeans in swine feeds. The leaders expressed appreciations for worries and interests USSEC delivered during the meetings.

North Carolina Delegation Explores Business Opportunities for IP Soybeans in Indonesia

Following a North Dakota trade delegation to Indonesia, International Marketing staff in Indonesia hosted a similar delegation from North Carolina to visit with some of Indonesia's largest soy food and beverage producers and importers. During the meetings, each U.S. exporter had the opportunity to introduce their company and engage in private one on one discussion with the Indonesian buyers. The feedback received from the participants of the meetings was very positive and promising. The delegation visited the Soylicious Soymilk Factory as well as tempe and tofu producers. Although Indonesia imports more than 1 million metric tons of soybeans annually, mainly commodity grade, over 90 percent are sourced from the United States. In comparison, the IP soybean market is still very small and new. With a population of over 240 million people, with a burgeoning middle class, the growth potential for IP soybean imports into Indonesia looks very good.



The North Carolina trade delegation in Indonesia

Chinese Feed Team Learns About U.S. Farmer Methods During Minnesota Visit

The 24 leaders from some of China's top feed companies who previously visited a feed seminar at Kansas State University continued their U.S. visit by meeting with farmers in Minnesota. Sam Ziegler, assistant director of marketing programs for the Minnesota Soybean Growers Association and the Minnesota Soybean Research & Promotion Council (MSRPC), reported that the Chinese team visited the farm of Scott Singlestad, who demonstrated his crop production and farrow-to-finish swine operation. The Chinese seemed particularly interested in feed ratios and percentage of soy meal inclusion. Later, at the MSRPC office, the team was given an explanation of amino acids in soybeans produced in northern U.S. states. The Minnesota visit also included stops at the Brad Leiding farm, the Lawrence Sukalski farm, the Earl Ziegler farm, a feed mill manufacturer and a University of Minnesota Research Center. The visit, organized by USSEC's Jack Cheng and Greg Olwig, was designed to provide the Chinese with updates on feed technologies, animal nutrition and overall U.S. soybean quality. China's total feed production has grown 100 percent over the past 15 years, while its use of soy in feed production has increased by more than 600 percent. Greg Olwig, USSEC's Marketing Manager said that international visits that feature grower leader involvement, such as the Minnesota experience, solidifies the U.S. Soybean Farmer brand.



The Chinese Feed Team visited the Ziegler, Leiding and Sukalski farms in Minnesota during a recent visit to learn about U.S. soybean production, soy meal and animal nutrition



USB Director Bill Wiley (left photo) addressed appreciation for Taiwan customers' continuing purchase of U.S. soybeans and committed support to Taiwan program to service Taiwan crushing industry. At right, TVOA President H.Y. Wang giving opening remarks

U.S. Soybean Marketing Training Camp Presented to Top Crushers in Taiwan

USSEC's Taiwan office joined the Taiwan Vegetable Oil Manufacturers' Association (TVOA) in hosting the 2010 U.S. Soybean Marketing Training Camp, an annual event that provides service to preferred crushing customers representing more than 85% of U.S. soybean imports to Taiwan. This year's camp was attended by 96 executives, marketing staff and purchasing specialists from 12 individual crushers in Taiwan. In addition to selected marketing courses, USB Director Bill Wiley was invited to present the new combing and seed technologies that help U.S. farmers continue improve productivity such as higher yield, better quality and sustainability. It was a successful event and all participants showed that they have learned new knowledge in upgrading their marketing skills in this 2-day course. At the end of the event, questionnaires were distributed and 96% of the participants were satisfied with the topics given. They also commented that the courses should be more advanced and given time for two-way communications with the trainers and among themselves. These comments were very productive and will be used as the directions for planning future activity for crushers.

USSEC, Soyfood Alliance and Japanese Government Work Together to Promote Soy Foods

Japan Country Director LaVerne Brabant and Food Marketing Manager Tateishi hosted a pre-USSEC/Japan Soyfood Alliance meeting in preparation for the Japan Soy Food Summit, scheduled for June 29-30. Participants included Japan's Ministry of Agriculture, Forestry and Fisheries officials and representatives of the Japan Tofu Association and Japan Federation of Miso Manufacturers Cooperative representing Japan's Soy Food Alliance. The discussions provided an excellent forum to discuss and consider possible future approaches with regard to the issue of food security and maintaining stable supplies of U. S. Soybeans in the Japanese market. USSEC has been cooperating with the Japanese Soybean Processed Food Manufacturers Committee since 2008 at MAFF's request. The goal has been to exchange information about soybean supply and demand, market trends, variety development, and macro-economic issues related to long term food and soybean security critical to the nation of Japan. The Japanese Soyfood Industry concluded that the U. S. and Japan Soyfood Alliance is too important not to continue and they plan to seek more market-oriented approaches, which include non-GMO soybean growers, exporters, seed breeders, food research scientists and individual Japanese trade association members independent of MAFF.

Soybits

- USSEC Technical Issues Director Kim Nill authored a rebuttal to a recent Russian research institute's study that asserts that hamsters fed "GMO" soy protein give birth to offspring with reduced fertility. That paper will be translated to Vietnamese by the Food & Agriculture Export Alliance to counter concern expressed by Vietnamese government officials.
- Nill represented USSEC at the Missouri Department of Agriculture's table, at a St. Louis event held to kick-off the 2010 annual conference of the Biotechnology Industry Organization , which will have several USSEC speakers covering topics ranging from sustainable U.S. soy production to GMO liability.

USSEC Events Calendar

May 1-7	Japanese Dairy Producers	IL, MO, CA
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.

