

## ASA-IM Program Helps Lead to \$335 Million in U.S. Ag Exports in Southeast Asia

Commodity Exported: Soybeans, Soybean meal  
Country/Region: Southeast Asia  
Program Year in which success was achieved: 2008  
Export volume or US\$ value: \$335 million

U.S. exporters and Southeast Asian buyers gathered in Cambodia in September 2008 to participate in the 5<sup>th</sup> Southeast Asian U.S. Agricultural Cooperators' Conference. Co-organized by the American Soybean Association - International Marketing, the U.S. Grains Council and the U.S. Wheat Associates, the program drew over 90 companies and organizations from 12 different countries and represented a staggering 720 million bushels of soy, corn and wheat purchasing potential. The theme 'Globalization in Agriculture and Agribusiness' promoted strategic discussion and analysis of how globalization influences the supply and demand for agricultural products. It also sparked interest in current global finance, food and fuel issues that affect agribusinesses. The conference provided opportunities for U.S. exporters to meet with potential purchasers and discuss the quality of the 2008 crop. Around 1 million metric tons of U.S. soy, corn and wheat products with an estimated value of U.S. \$335 million were traded or negotiated at this event.

The Southeast Asian U.S. Agricultural Cooperators' Conference evolved from what was previously the Southeast Asian Soybean and Soybean Meal Buyers' Conference. After holding the buyers' conference for 5 years, it became evident that many of the buyers were also purchasers of corn products and, in some cases, wheat. The event planners decided to invite the U.S. Grains Council and U.S. Wheat Associates to join in the program as co-organizers and make the event a one-stop-shopping experience for the benefit and convenience of regional commodity purchasers. It has since become a pivotal element of ASA-IM's Preferred Customer Program, which focuses the organization's USDA and grower funded efforts on those key regional purchasers that are best able to understand quality and capture the value of purchasing their soybean and soybean meal requirements from the U.S.

Southeast Asia is an important growth market for U.S. soy. It is the top market outside of North America for U.S. soybean meal and 6<sup>th</sup> worldwide for U.S. soybeans. Using USDA's Foreign Market Development Funding combined with U.S. farmer checkoff dollars allows ASA-IM to provide focused efforts, such as the Preferred Customer Program, to ensure buyers in the region are knowledgeable of the advantages of purchasing from the U.S. and that they remain loyal customers.

*Below: Efforts in Southeast Asia encompass both animal and human nutrition promoting development in all areas of this growth market. Here, ASA-IM Southeast Asia team members showcase various soy products available in the area at the organizations trade show booth.*





*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 American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*