

Friday, July 30, 2010



USB Director Joe Meyer, center, and Jim Butterworth, ATO Director-U.S. Consulate General, at the Beiliang Port

USSEC Team in China to Present on U.S. Soy

A U.S. team visited China to meet with soy industry leaders in that country and participate in a Soy Trade Price Risk Management and Market Seminar. USB Director Joe Meyer, USSEC International Marketing and Industry Relations Director Paul Burke and China Country Director Phil Laney met with leaders of Dalian Nisshin Oil Mill at Beiliang Port, the Dalian Haitian Husbandry Development Co., the Dalian Commodity Exchange and the Jilin Grain Group. During the Risk Management Seminar, Joe Meyer presented on the 2010 U.S. soybean crop outlook and how U.S. soybean producers market their soybeans, including how risk management tools are part of their marketing decisions. Burke presented on the global soy supply and demand situation and its outlook for 2010-11.

Joint International Marketing Committee Approves 2011 UES

The Program Year 2011 Unified Export Strategy (UES) was approved during the Joint ASA-USB International Marketing Committee Meeting held July 27-28 in St. Louis.

The UES contains projects totaling \$28,578,171. Included in the request is \$5,724,821 for projects under the Market Access Program (MAP) and \$8,381,269 for projects under Foreign Market Development (FMD).

As part of the submission, USB programs total \$14,472,081 for projects.

USSEC receives FAS funding for soy international marketing programs through the American Soybean Association's investment of cost-share funding provided by FAS.

The UES is an application process developed by the FAS to identify clear, long-term agricultural trade strategy by market or product and a program effectiveness timeline against which results can be measured at specific intervals using quantifiable product or country goals.



Left photo: USSEC consultants Vijay Anand and Pawan Kumar convincing the crushers on economic viability of “crush for meal” in East India. Right photo: Chandrashakar, of Hindu Business Line, moderating trade discussions on soy meal

USSEC Brings Crushers, Feed Millers Together to Accept Market, Trade and Quality Terms

A “Soy Buyers-Sellers Meet” was organized by USSEC in the East India to connect crushers to the broiler feed market and encourage them to “crush for meal” and sell more de-hulled soy meal in the market. The event allowed crushers to learn the expectations of feed millers. India has not historically crushed soybeans to make meal, concentrating instead on oil. USSEC’s efforts have been focused on getting the broiler industry to consider using more soy meal. Pawan Kumar, USSEC’s consultant for Poultry and Dairy in east and north India, said that 70 participants attended the event and the representation comprised of a cross-section of crushers, soy meal traders and brokers and broiler feed millers. The feed millers represented 1.2 million metric tons of annual feed production, while traders and brokers at the event handle about 83 million bushels of soy meal each year. P.E. Vijay Anand, USSEC’s Technical Director for the Animal Feed Program, said that the broiler industry alone will need 148 million bushels of soy meal by 2015 and the “Crush for Meal” project intends converting most of the broiler industry on to use of de-hulled meal. Anand also said that India has to crush more soybeans to cater to its domestic market, creating a strong value chain.

USSEC Sponsors Turkish Veterinary Poultry Association’s Annual Meeting

USSEC was one of the main sponsors for this year’s Turkish Branch of World Veterinary Poultry Association’s meeting on “Broiler and Eggs Production: Targets and Problems.” The meeting, which took place in Ankara, Turkey, is held annually. USSEC was represented by Commercial Specialist Sinan Goker at the meeting. The event brings together a large number of veterinarians from Turkey that work in the broilers and eggs industries, users of feed ingredients – including soybeans and soy meal - and provides an excellent opportunity to market the product of U.S. soybean growers. The gathering also contributes significantly to the image and market value of U.S. soy products. There were 200 participants for this one-day event and it will be carried to an international level as agreed during the meeting with Association representatives.

USSEC Team Participates in Annual International Conference on Plant Lipids

USSEC Technical Issues Director Kim Nill accompanied USB Director Vanessa Kummer and USSEC Director Scott Fritz to the 19th International Conference on Plant Lipids in Cairns, Australia. The conference was sponsored by Cargill, Bunge, Monsanto and other corporations and was attended by approximately 250 researchers from two dozen countries. At the event, Kummer delivered a presentation which detailed the many steps that U.S. soybean producers and exporters will take in order to separately produce and deliver the coming new value-added soybeans or their oils to overseas customers. Topics covered at the conference included advances in understanding and increasing oil content in seeds, a high priority if global oil production is to be expanded to meet both future demands for both food and industrial feedstocks. The final session for the symposium brought together three speakers with extensive agribusiness experience to scope out the challenges to expanding industrial cropping, maintaining separation from food supply and achieving an effective integration of agricultural and industrial value chains.



USB Director Vanessa Kummer in Cairns, Australia

FAEA Workshop Focuses On U.S. Food Safety Website Aimed Toward Chinese Ag Media

The Food and Agriculture Export Alliance (FAEA) and FAS recently held a workshop in Beijing to introduce the U.S. food safety website to Chinese agricultural press. FAEA is a partnership between USSEC, the U.S. Grains Council, USA Poultry and Egg Export Council, U.S. Meat Export Federation and the U.S. Dairy Export Council. USSEC's Global Opportunities Committee also represents soybean producers on FAEA. Together, the partner associations work on critical market access issues around the world presenting a unified voice for US producers. During the Beijing workshop, the FAEA was represented by FAEA Chairman Dennis Erpelding and FAS was represented by Mark Petry and Boa Liting. It is estimated that 800,000 readers will be reached through this activity. The project has been recognized by the U.S. Embassy Beijing's State Department Public Affairs Section as an example of a successful public-private partnership.

Two Leading Feed Mills in Korea Updated on U.S. Soybean Production for 2010

Korea Country Director and technical staff visited two leading feed mills in the Younngam region to update them on U.S. soybean production and the quality of U.S. hipo dehulled soy meal. Korea Feed Industry Co., Ltd. and Younngam Flour Feed Mill Co., Ltd. both purchased U.S. hipo dehulled meal in 2008 and 2009 and sent their purchasing managers to participate in the Korea buyer team to the U.S. in June.



USSEC Consultant Honored By Academy of Veterinary Sciences

- Dr. Miguel Angel Marquez, USSEC Consultant for Latin America based in Mexico, recently was accepted as “Correspondent Member” of the Royal Academy of Veterinary Sciences in Spain. In this photo, he is awarded a medal commemorating the honor. Marquez has participated in a number of projects for USSEC, including this spring’s poultry disease service programs in the Dominican Republic, which supported poultry producers, veterinarians and private technicians on the topic of prevention and control of avian and human influenza. Marquez presented on the “World Situation of Poultry Industry” and the “Current Status of Avian Diseases and Biosecurity Measures.”
- In response to farmer leader requests during the UES meeting in St. Louis, Technical Issues Director Kim Nill provided information concerning how China’s former barrier to U.S. soy oil imports was overcome during 2010. The information was used to answer a request received from the U.S. International Trade Commission charged with determining import injury to U.S. industries and Chinese safeguard investigations.

USSEC Events Calendar

Jul 24-31	Soy in Baking/NCI	North Dakota
Jul 27-28	USB-IM and ASA-TPIA Committee Meets	St. Louis
Aug 11-19	Latin American Aquaculture Tour	Peru, Honduras
Aug 22-27	Japan Partnership Team	Japan
Aug 29- Sept 3	Soy in Aquaculture Strategic Planning Stakeholders Meeting	British Columbia
Sept 6-11	Middle East Trout Farm Team	WA, ID
Sept 13	USSEC Board Meeting	St. Louis
Sept 26 – Oct 10	China Crop Tour Team	IL, MO, IA, MN
Sept 27-Oct 10	Middle East Dairy Team to World Dairy Expo	Virginia



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.

