

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.



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.