

USSEC GLOBAL NEWS UPDATE

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USSEC Provides Technical Information on U.S. Soy Products During EuroTier 2010

USSEC partnered with the Association of German Oilseed Crushing Industry (OVID) to promote U.S. soybeans and soybean-derived products at EuroTier 2010, one of the world's leading exhibitions for animal husbandry and management.

This year's event, held in Hannover, Germany, attracted more than 140,000 visitors.

Mark Andersen, USSEC's Industry Relations Director for Europe and West Asia, and his team offered extensive technical and trade information on U.S. soybeans, hipro soy meal and other U.S. soy products at a booth shared with ADM, Bunge and Cargill. USSEC's emphasis was put on explaining the benefits of using the U.S. soy products to customers and potential customers.

USSEC also hosted more than 40 visitors for a short seminar on the advantages of feeding U.S. hipro soy meal, led by the three distinguished speakers: Dr. Jannes Doppenber, of the Schothorst Institute; Dr. Johannes Fickler, of Evonik; and Dr. Gonzalo Mateos, of the Technical University of Madrid. The speakers presented results of a widely recognized research into the comparison of U.S. hipro soy meal with meals of other origins. Jerzy W. Kosieradzki, USSEC Technical Director in North-Eastern EU, provided general support to the soy exhibit and the seminar.



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.