

USSEC GLOBAL NEWS UPDATE

June 25, 2010



FAS Approves \$5.1 Million For ASA International Marketing Efforts

FAS approved \$5,171,415 for ASA's international marketing efforts during the Program Year 2010, which runs from July 1, 2010 to June 30, 2011. The funding, which comes from the Market Access Program (MAP), will support USSEC's effort to promote U.S. soybeans, soy meal and soy oil across the world. FAS included \$5,120,903 for approved projects and \$50,512 for uncommitted activities.



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.