

# USSEC GLOBAL NEWS UPDATE

October 22, 2010



## USSEC Hosts Japan Soymilk Team For Visit To U.S. Food Grade Soybean Producers

USSEC led a Japan Soymilk Trade team at the Soyatech Conference in Minneapolis. The team visited with farmers, processors, breeders, and other members of the food value chain.

Information and direct dialogue with U.S. soybean farmers and IP soybean suppliers provided the Japanese team opportunities to learn about newly-developed non-GMO soybean varieties, as well as advanced traceability systems to ensure further commitment to purchase U.S. soybeans.

According to a team member from the Japan Soymilk Association, although the soymilk segment represents a small portion in the total Japanese soyfoods market, the increase rate during the last few years was the highest among any other products under the general food category. Soymilk consumption increased 6.9% during the first half of 2010. Meanwhile, non-adjusted soymilk was up about 20% and is expected to reach a record high level of 215,000 metric tons in 2010.

The recent soymilk boom is being driven by increasingly positive images of soymilk among young consumers, which plays a critical role to help improve positioning of other soyfood segments.

By bringing in customers of U.S. food grade soybeans for tours and industry networking, USSEC is working to help educate Japanese buyers and U.S. suppliers about the IP soybean market.



*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.*