



Global News Update

Year-to-Date Exports

Soybeans
1 billion bushels

Soybean Meal
210 million bushels

Soybean Oil
710,000 metric tons

Friday, February 19, 2010

Soybean Checkoff Selects USSEC as International Marketing Contractor

Farmer-leaders of the United Soybean Board and soybean checkoff selected USSEC to continue as its primary contractor to implement its 2011 International Marketing program. USSEC was chosen from three finalists. “The board decided that USSEC, under a proposed new board structure and within the parameters of the chosen business model, could carry forth our efforts to export more U.S. soy,” said USB Chairman Phil Bradshaw. The selection of USSEC and the export model chosen by farmer-leaders will continue to capitalize on the value of U.S farmer credibility and provide sufficient flexibility to meet the demands of a changing world. It will also create a more optimal balance between costs for conducting programs versus other operational costs including administration, overhead and physical infrastructure. The chosen marketing model can enable USB to have maximum impact on reacting to and influencing growing global competition for the benefit of U.S. soybean farmer profitability, while also having an increased focus on market access issues. “USSEC is excited for the opportunity to conduct international marketing on behalf of the U.S soybean industry, says Ike Boudreaux, Chairman of USSEC and Lebeau, La. soybean farmer. “We look forward to the opportunity to work with all soybean organizations, the U.S. Department of Agriculture, U.S. soybean value chain partners and international customers to provide the best profit opportunities for U.S. soybean farmers.”

U. S. Soy Market Development in Japan Results in New Soy Product Launch

As a result of the successful organization of a U. S. Soy Ingredients Seminar last year in Tokyo and continuing collaboration with Japan’s commercial bakery sector, the Japan office announced that Japan’s third largest commercial baker has launched of a new soy and collagen pastry product series. The Japan office has been partnering with Fuji Pan through the introduction of new concept applications to Fuji’s research and development department, which promotes the utilization of U. S. soy. Fuji’s new “Bi-Style” soy product series is targeted at young, female consumers and includes products called “Soy Cake” and White Soymilk Roll.” The products are expected to become available March 1 in local



SOY CAKE

コラーゲン2000mg配合



白い豆乳ロール 3個入り

コラーゲン1000mg配合

White Soymilk Roll

Collagen

supermarkets and convenience stores in the Greater Kanto area of Japan.



Al Vybiral, Jerzy Kosieradzki and Joan Ruskamp

USSEC Makes Professional Contribution to Nebraska LEAD Program in Baltic Countries

Farmers from Nebraska's Leadership Education/Action Development (LEAD) program took part in an international trip seminar in the three European Union Baltic countries: Lithuania, Latvia and Estonia. The Europe Regional Office provided a valuable training program by having Consultant Jerzy W. Kosieradzki present on the U.S. soybean industry export strategy for Europe, including the Central/Eastern EU sub-region. Kosieradzki also discussed present and planned activities carried out in these markets. As part of the program, the LEAD Fellows visited the U.S. Embassy in Vilnius for a briefing about the state of local agriculture, biotech policy and practices, along with current issues with marketing and trade in the Baltic Countries have as members of the European Union. Two of the main presenters were Eric Wenberg, Agricultural Counselor for Central Europe, and Damien Leader, DCM at the embassy in Vilnius. The representatives of Nebraska farmers and farm services were interested in all the many aspects of European and Baltic agriculture, including feed compounding and livestock production. Discussion of the superior quality of U.S. soy meal and biotech acceptance problems in the EU were also popular with the farmers. Kosieradzki later accompanied the group to a few other key meetings held in Lithuania, such as one with Deputy Minister of Agriculture and his key executives, who helped the farmers gain an understanding of the challenges and opportunities that face Lithuanian farmers and livestock producers as a relatively new member of the EU. Pioneer Hi-Bred representative Vytenis Skarnulis spoke about GMO challenges as well as local oilseed and grain production.

USSEC Events Calendar

Feb 27-28	Global Soy in Aquaculture Meeting	San Diego
Mar 1-5	World Aquaculture Conference	San Diego
Mar 10-14	Natural Food Products West/Soyfoods 2010	Anaheim



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.

