



Global News Update

Year-to-Date Exports

Soybeans
938 million bushels

Soybean Meal
188 million bushels

Soybean Oil
642,000 metric tons

Friday, February 05, 2010

USSEC Spreads Word of U.S. Soy's Quality and Value During International Poultry Expo

USSEC exhibited at the 2010 International Poultry Expo where USB Director Jim Legvold and USSEC staff also hosted two trade teams.

A Chinese team consisting of 17 poultry producers, feed millers and U.S. soybean importers first met in New Orleans with officials from USDA, Bunge Destrehan, Port of New Orleans Authority and the CHS Export Facility. The goal was to familiarize the Chinese with the U.S. soybean export process and current poultry and feed innovations. The team also spent a day with the Minnesota Soybean Growers Association See-for-Yourself Group. At the Poultry Expo in Atlanta, the Chinese team participated in USSEC's "U.S. Soybean Meal in Poultry Feed Seminar" featuring Drs. Nelson Ruiz, Craig Coon (University of Arkansas) and Nasser Odetallah (Novus). The second team, hosted by USSEC's Middle East Office Country Office Director Tim Burleigh, Sinan Goker and FAS, consisted of more than 60 Turkish, Egyptian and Iraqi poultry integrators, crushers and U.S. soybean importers. The team attended seminars on U.S. soy meal in poultry production and more than 20 of the team members were introduced to the Minnesota Soybean Growers' See-for-Yourself Group. The Expo activities followed a welcoming reception hosted by USSEC and the Minnesota Soybean Growers for the Turkish, Egyptian and Iraqi customers, who noted their appreciation for the involvement of U.S. farmers.



USB Director Jim Legvold and USSEC's Miguel Escobar greet the Chinese Team during the 2010 International Poultry Expo in Atlanta.



Jim Legvold discusses U.S. soy meal with Iraqi poultry industry executives during the Expo.

Korea Office Works to Promote U.S. Hipro Dehulled Meal For Summer Poultry Feeding

Korea staff visited with Cherrybro, the third largest broiler integrator in Korea, in an effort to convince them of the value of using U.S. hipro dehulled meal during the summer feeding season, when heat stress tends to reduce the consumption of broilers, thus lowering the protein intake. Staff urged Cherrybro to take a lead role in forming a purchasing group with Harim and Nanong, other leading broiler integrators, to purchase a cargo of US hipro dehulled meal for summer use. For its part, the Korea office is planning a workshop to discuss logistics and purchasing strategies with the broiler integrators. Korea staff also initiated discussion with a Bunge agent about offering US hipro dehulled meal at competitive price at future tenders for the broiler integrators and will expand the discussion to Cargill and ADM.

China Livestock Team Promoting Soy Meal to Progressive Swine Producers and Feed Millers



While providing one-on-one consulting services, Drs. M.Y. Huang and Sam Shi toured Tainong Group's swine farm's nursery pens, methane gas generating system and gestation barn, and inspected soybean meal samples in the New Hope Group's Feed Mill.



China staff conducted a technical seminar and on-farm consulting services for Tainong Group, a key regional feed miller in Guizhou province that is expanding its swine production and feed milling operations. Tainong currently has a capacity to produce 150,000 metric tons of feed per year and, over the next five years, is aiming to produce 150,000 hogs and breeding pigs and expand its number of sows from 2,000 to 10,000. Technical Directors Huang and Shi also visited New Hope Group's Guiyang Feed mill, which is the top performing unit among the 400 feed mills of the New Hope Group in China. The unit produces about 10,000 metric tons of feed and uses about 232,000 bushels of soy meal per month. New Hope Group, along with its subsidiary group Liuhe Group, have become China's top feed miller, producing about 13 million metric tons of feed per year. Huang and Shi provided consultations for the New Hope Group's top executive and their supporting technical and sales managers on feed, nutrition and production issues. It's the China staff's challenge to keep working with the progressive feed and swine producers and integrators at the regional and national level in helping improvement of their production technology, and ultimately promote more inclusion rates of soy meal in their swine diets.

Asia Sub-Continent Office Continues Building Demand For Soy-Based Dal Analogue

Efforts by the Asia Sub-Continent office to improve the region's capacity for soy-based Dal Analogue have begun to yield significant results. Two large soy processing companies in central India are close to setting up large capacity Dal Analogue plants using the Wenger Machinery Company's equipment. Also, two medium-capacity Dal Analogue plants based on indigenous equipment and technology have completed scaling up trials and are on the verge of commercial launch. The work to build demand for soy-based Dal Analogue is being helped by sustained retailing efforts by the National



Dairy Development Board (NDDDB) through Mother Dairy 'Safal' retail outlets. Andhra Pradesh Foods, which is one of the largest providers of nutritious food for the welfare programs, has started using soy-based Dal Analogue commercially as a critical ingredient in instant food for children and mothers. USSEC's efforts received a boost through a published newspaper article by Dr. S.A. Aiyar, Editor of Economic Times, who wrote "Soy Dal, a great solution to the food crisis," which addressed the need to look at soy and soy-based Dal as a viable and pragmatic solution to address the food crisis.

Soybits

- Technical Issues Director Kim Nill provided input to applicable soybean organizations regarding what steps will be needed to position the U.S. soybean industry to best capitalize on a new market niche involving the U.S. military and Omega 3 fatty acids. Notice was recently published that the U.S. military is considering "ordering its troops to supplement their diets with additional omega 3 fatty acids (the linolenic acid in conventional soybean oil is included in definition of "omega 3 fatty acids). The military feels adequate prior consumption of omega-3s will help injured soldiers with depression prevention and recovery.

USSEC Events Calendar

Feb 27-28	Global Soy in Aquaculture Meeting	San Diego
Mar 1-5	World Aquaculture Conference	San Diego
Mar 9-14	Natural 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.



