

USSEC GLOBAL NEWS UPDATE

January 22, 2010



India Team Demonstrates Techno-Commercial Tactics of Soy-Based Fish Feeds

USSEC's Technical Director P.E. Vijay Anand and consultants G. Ramesh, Lukas Manomaitis and Tran Trong Chien designed and executed a successful program given in Vietnam to a team of nine potential Indian aquaculture entrepreneurs. The team represented 10,000 acres of fish farming in India, and four of the businesses represented U.S. sales of 5,000 metric tons of soy-based feeds. Six of the participating businesses have interests in feed mill investments, processing and the marketing of fish products. USSEC's team led a 4-day tour of Vietnam's hotbed of aquaculture, demonstrating business and operational ideas to produce modern extruded soy-based floating fish feeds, market more soy-based fish feed, efficiently handle hatchery operations and process a safe-to-eat fish product. Anand said that the trip was designed to share organizational capabilities, which is considered a very effective marketing tool for promoting soy in India.



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.