

USSEC GLOBAL NEWS UPDATE

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Asia Subcontinent Promotes Soy Flour Fortification in India Food Exports

The Asia Subcontinent office arranged a visit by Dr. Mian Riaz of Texas A&M University to JVS Foods, the manufacturer and supplier that provides the soy-based food *Panjiri* to Integrated Child Development Service programs in several Indian states. JVS, which has installed 40 local extruders to also cater to orders from the state governments and the United Nations World Food Program, is manufacturing and supplying 18,000 tons of soy-based ready to eat foods and is consuming 132,000 bushels of soybeans per month. India and the ICDS program are potentially great customers of U.S. soy, with about 100 million children and pregnant/nursing mothers benefitting from the Supplementary Nutrition Program of ICDS every year. It's estimated that 2 million metric tons of soy flour could be consumed in the program annually. Dr. Ratan Sharma, Technical Director for Soy Fortification, and Consultant Ricky Thaper accompanied Dr. Riaz, who advised on technical issues for further improving the food quality.



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.