

USSEC GLOBAL NEWS UPDATE

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Women in Soy Discover Opportunity in India

The Women in Soy delegation traveled in India meeting with women involved in many aspects of Indian agriculture. The team learned that as women elevate their status in Indian society, many programs that affect women and families gain in status as well. India holds great potential for the U.S. soy industry, representing almost 20 percent of the world's population and a growth rate of 18 million people per year.

New Delhi staff are building demand within the country in the areas of human and animal

consumption, in order to decrease the amount of soy product India exports to neighboring regions. The Women in Soy delegation met with women entrepreneurs in the soyfood industry to learn more about the complexities of conducting business in India. A variety of tariffs make further processing of soy within India a challenge. However, U.S. soy protein manufacturers captured 99 percent market share for soy protein isolates imported from the U.S. Indian manufacturers recognize the value of U.S. soy and are finding ways to turn it into marketable soyfood products.



Grower-leaders Sharon Covert and Vicki Coughlin attend a demonstration highlighting the health benefits of soy



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.