

USSEC GLOBAL NEWS UPDATE

July 9, 2010



Relationships With China Crushing Companies Enhanced During 'Great American BBQ'

Zhang Xiaoping, USSEC Deputy Director in China, used the occasion of a South China Great American BBQ Evening to enhance relations between USSEC and soybean customers in South China. USSEC invited six key soybean crushers and importers in the Pearl River Delta Region to the event, coordinated with the celebration of the 25th anniversary of the ATO by the U.S. Agricultural Trade Office in Guangzhou. USSEC's guests represented two state-owned crushing groups, Sinograin and Chinatex; two privately owned groups, Dongling and Haid; and two multi-national grain processing/trading groups, Cargill Yangjiang and Noble Grain Guangxi. The soybean group in the activity discussed current soy market situations and solutions to deal with local livestock industry issues, soy meal stocks and crushing margins. Representatives from the companies were all very much pleased to have the opportunity to attend the event, and they were looking forward to USSEC's marketing activities, including the July risk management seminar in and crop tours to the U.S. in September. Among the 250 persons in attendance were Brain Goldbeck, U.S. Consul General in Guangzhou, and Idaho Governor "Butch" Otter.



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.