

### USSEC Hosts Soyfoods, Soy Oil Health Forum for Taiwanese Consumers

International Marketing staff in Taiwan and the Taiwan Vegetable Oil Manufacturer's Association (TVOA) conducted "U.S. Soybean Health Forum" for 220 consumers in Taipei. Mark Dries, Chief of the Agricultural Affairs Section of the American Institute in Taiwan, told participants that the event was aimed at providing new health-enhanced concept and prevention of chronic diseases, adding the fact that soybeans and soy products play an important role as a health-related food. The Taiwan initiative to promote the health advantages of soy is part of a strategy for creating a brand image for USSEC, which is demonstrating its efforts to provide the best services to the customers of U.S. soybeans and soy products in Taiwan. Soy oil currently has a 64% share of the vegetable oil market in Taiwan, Dries pointed out. At the Forum, all major soy oil brands were exhibited for participants to view and ask questions. The forum provided an excellent opportunity for soy oil marketers to meet their customers and explain the advantages of soy oil compared to other vegetable oils. At the closing of the event, TVOA's President showed his gratitude to USSEC and committed to continuing support for U.S. soybeans in future purchasing plans.



*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.*