

USSEC GLOBAL NEWS UPDATE

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India's largest Soy Processing Company Enters Soy-Based Dal Analogue Segment

Thanks in part to USSEC's effort, Ruchi Soya, India's largest soy processing company, has decided to enter an emerging market with soy-based Dal Analogue. Ruchi Soya is already a brand leader with "Soyumm" soy oil, "Nutrela" textured soy protein, "Enrich" soy-fortified fruit juices and defatted soy flour. International Marketing staff in the Asia Subcontinent has a long history of cooperation with Ruchi Soya in promoting and popularizing soy based consumer products. USSEC sponsored one of their senior managers to the Extrusion Technology Course in Kansas City and the Wenger manufacturing facilities in August of 2009. As a result, the company was very receptive and committed to the concept of soy-based Dal Analogue to be marketed as an affordable protein rich product to the bottom of the pyramid population in India and later in other countries where the problem of protein availability is acute. Ruchi Soya procured a Dal Analogue manufacturing system from Wenger USA and the necessary product trials were conducted in recent weeks. The facility is expected to be operational in India by September 2010 and will consume 8,000 metric tons of defatted soy flour annually. The company has plans to install three to four such plants in the next two to three years with a total potential capacity usage of 30,000 metric tons of soy flour annually.



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.