



Global News Update

Year-to-Date Exports

Soybeans
1.35 billion bushels

Soybean Meal
359 million bushels

Soybean Oil
1.1 million metric tons

Friday, June 18, 2010

USSEC Meets With Cargill Staff to Promote Quality of U.S. Hipro Dehulled Soy Meal

International Marketing staff in Korea met with Cargill Agri Purina, Cargill Trading and the country's top three broiler integrators to discuss U.S. soy and the feed industry. The broiler integrators - Harim, Cherrybro and Dongwoo - utilized U.S. hipro dehulled soy meal in 2008 and 2009. The focus of the meeting was to provide technical and marketing information on how U.S. hipro dehulled meal can benefit their broiler business. The meeting with Cargill Agri Purina, one of the top five largest feed mills, producing about 46 million bushels of soy meal per year, was to share information on the quality of soy meal imported this year. Cargill Agri Purina is known for providing quality feeds and services to customers, and playing a key role in determining ingredients purchased by the Korean feed industry.



USSEC staff met with representatives from Cargill Agri Purina and broiler integrators to obtain feedback on the quality of U.S. hipro dehulled meal

Chinese Swine Team Visits U.S. Farmers to Learn About 2010 Soybean Crop



Sam Shi of USSEC's China office discusses the 2010 U.S. soybean crop with the help of Fred Bradshaw, who farms in Illinois with his brother, USB Chairman Phil Bradshaw

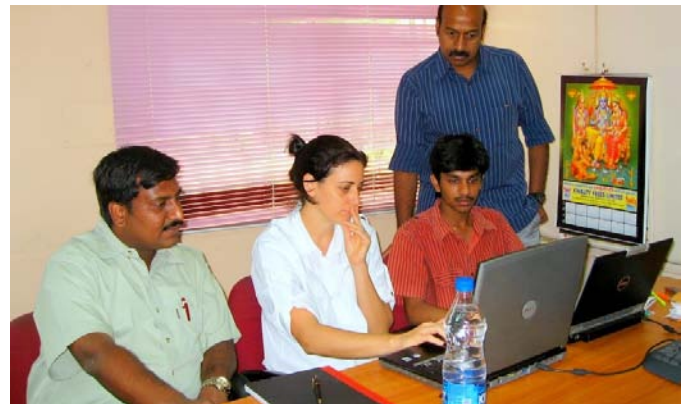
USB Chairman Phil Bradshaw hosted the Chinese Swine Team on his Griggsville, IL farm as part of a tour to meet U.S. farmers and view the 2010 U.S. soybean crop. USSEC China Technical Director for Livestock Dr. M.Y. Huang and USSEC Marketing Manager Greg Olwig escorted the Chinese feed mill managers and swine producers in Iowa, Nebraska and Illinois. Olwig noted that the Chinese Team appreciated the opportunity to view the impressive soybean crop and meet U.S. farmers face-to-face. "The meetings hammer home the reality that the U.S. is the most reliable supplier of high quality soybeans," Olwig said. The Chinese Swine Team previously attended the World Pork Expo, where they met with representatives from ADM.

Indian Aqua Feed Mills Shown Benefit Of Soy Inclusion By USSEC Feed Technology

USSEC Consultant Helene Echevin helped Kwality Feeds in India improve its soy inclusion rates and feed production processes. Echevin worked with managers of the feed mill to improve their knowledge about handling feed formulation of the 32/6 and 41/11 USSEC-developed feeds, so the mill can produce premium feeds for freshwater fish farming. The formulations used by the mills were adjusted for shortfalls in nutrition, thus demonstrating increased earning/profitability. By working on process improvements, Echevin provided guidance on increasing the “throughput” rates for feed which in turn will enhance mill utilization capacities. Kwality Feeds, an aqua feed mill that has come into existence due to efforts by USSEC, typically had low-level investments in extrusion during the early stages. USSEC Technical Managers G. Ramesh and P.E. Vijay Anand estimate that Kwality Feeds currently produce 65,000 metric tons of feed per year and is expected to increase that to 130,000 metric tons by 2012. In doing so, it will use about 2.4 million bushels of soy meal. On a larger scale, USSEC’s Soy in Aquaculture feed program in India will help produce about 1.2 million metric tons of fish feed by 2012, requiring a greater demand for soy meal in India.



USSEC consultant Helene Echevin checking feed mash parameters prior to extrusion at Kwality Feeds



Helen Echevin, Vijay Anand and G. Ramesh advising a staff member of Kwality Feeds on formulations and soy inclusion

USSEC Submits UES totaling \$27.8 million Covering 78 Projects

The Program Year 2011 Unified Export Strategy (UES) was electronically submitted to Foreign Agricultural Service (FAS) today, with 78 projects totaling \$27,846,855. Included in the request is \$5,616,175 for 25 projects under the Market Access Program (MAP) and \$8,307,743 for 23 projects under Foreign Market Development (FMD). As part of the submission, USB programs would total \$13,486,915 for 27 projects. The UES is an application process developed by the FAS to identify clear, long-term agricultural trade strategy by market or product and a program effectiveness timeline against which results can be measured at specific intervals using quantifiable product or country goals. These performance indicators are part of FAS’ resource allocation strategy to fund application that can demonstrate performance based on a long-term strategic plan.



Staff from USSEC members Novus International and Feed Management Systems with USSEC Southeast Asia Regional Director John Lindblom and USSEC Director of Program Management Dalilah Ghazalay

Layer, Breeder Issues Targeted at Cambodia Feed Technology and Nutrition Workshop

USSEC members Novus International and Feed Management Systems (FMS) provided strong support to the 18th Feed Technology and Nutrition Workshop in Cambodia. Concerns over developments and issues affecting layer and breeder management drew 126 participants to USSEC Southeast Asia's annual event. The eight-member delegation from Novus not only contributed as speakers, they had also sponsored more than 10 USSEC customers from Thailand. A poster session garnered good response from the industry for its networking opportunities and was considered the best platform for USSEC to welcome more support from the poultry industry. Among those providing sponsorship were Kemira ChemSolutions, Danisco, BASF, Behn Meyer, Addiseo Philippines, Cargill Philippines and Eli Lilly (Indonesia), PT Sierad Produce (Indonesia), PT Pfizer (Indonesia), PT Novindo Agritech (Indonesia, Bestcare Biotech (Malaysia) and Philchema Inc (Philippines). Meanwhile, the poultry industry continues to grow. The world population of commercial layers represents approximately 5.7 billion hens that annually produce about 61 million metric tons of eggs. The worldwide feed production for poultry is estimated to be 310 million metric tons, of which layer feed represents 160 million metric tons - translating into more than 50% of poultry feed produced in the world. The potential growth in the layer and breeder industry in Asia presents many challenges - as well as opportunities for U.S. soy. The workshop attracted poultry nutritionists, quality control technicians, feed mill managers and industry suppliers of feed ingredients, involved directly or indirectly in the production of the poultry industry. Topics discussed throughout the workshop included production costs, ingredient shortages, emerging diseases, feed and food safety and the future outlook and its impact on profitability. Since establishing a presence in Southeast Asia in 1979, USSEC has worked very closely with the region's feed producers to provide current and relevant information and technical service and to assist wherever possible in the industry's development and growth.

Recent Trends in Aquafeeds For Flounder Focus of USSEC-Sponsored Seminar in Korea

USSEC's Korea staff hosted a seminar on marine aquaculture, teaming with Vision 21 Aquaculture Forum in Pohang, Gyeongbuk province to share information on the recent trends in the development of aquafeeds for olive flounder. The seminar attracted about 40 participants from local flounder grow-out farms in Gyeongbuk province, feed mills producing aquafeeds, feed ingredients suppliers and aquaculture-related companies. Say Young Jo, Country Director of USSEC Korea, offered congratulatory remarks and pointed out that soy-based feeds could contribute to environment-friendly and economical aquaculture. Following Jo, Dr. Hae Young Lee, of the National Fisheries Research Development Institute, presented results of an olive flounder feeding trial conducted in 2009 – under a contract with USB - in which US hipo dehulled meal and soy protein concentrate were proven to be an effective substitute for fish meal. USSEC Technical Director In Soo Shin highlighted results of a USB-funded feeding trial that involved raising inclusion levels of soy meal and soy protein concentrate to replace fish meal.



USSEC Korea Country Director Say Young Jo offers his remarks at the USSEC-sponsored seminar on marine aquaculture

USSEC Hosts Seminar to Help Improve Swine Productivity in Central Taiwan

USSEC's Taiwan office teamed with the Changhwa Swine Association to present a seminar to 200 swine producers. The purpose of the seminar was to help Central Taiwan producers improve management and disease prevention. Among the speakers invited by USSEC were Dr. Jung-Jeng Su, Research Fellow and head of the Division of Applied Biology at the Animal Technology Institute of Taiwan. Su spoke on the "Importance and Technology of Waste Water Treatment in Swine Farm." Dr. Liang Chou, professor in the Department of Animal Science at National Pingtung University of Science and Technology, presented "How to Improve Productivity through Breeding."

Soybits

- Technical Issues Director Kim Nill assisted USSEC Nutrition Director Dr. Nelson Ruiz in preparing a Powerpoint presentation for Middle East crushers attending an event organized by USSEC's European office. Dr. Ruiz will cover soy processing parameters required to be adhered-to in order to manufacture a good nutritional quality soybean meal for animal feed optimization.

USSEC Events Calendar

Jun 19-26	European Soy Meal Roadshows	Europe
Jun 20-26	Korean Soy Meal Buyers	MN, IL, LA
Jun 20-27	Japan Crusher Team	MO, LA, IL
Jun 21-Jul 1	Soy in Aquaculture Meetings	Turkey, Egypt, Greece
Jun 26-Jul 2	Japan Soyfood Alliance	Japan
Jun 27	Risk Management Workshop 2010	Mexico
Jul 17-24	CFNA Summit	China
Jul 24-31	Soy in Baking/NCI	North Dakota
Jul 27-28	USB-IM and ASA-TPIA Committee Meets	St. Louis



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 USDA's Foreign Agricultural Service investments provided through the American Soybean Association.

