

USSEC GLOBAL NEWS UPDATE

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USSEC Helps Indian Crushing Industry Create Demand For Quality Soy Meal

Dr. Pawan Kumar, USSEC's consultant for animal feed in East and North India, successfully converted a crusher in the region from the "Crush for Oil" methodology to "Crush for Meal." Kumar demonstrated the value and economic benefits to the crusher and subsequently convinced the crusher to build additional manufacturing capacity for de-hulled soy meal. By linking supply - about 185,000 bushels per month - to broiler feed millers, he demonstrated the technical and economic advantages of using de-hulled meal in the diets compared to use of non-dehulled meal. To build upon this idea, Kumar organized a soy buyers and soy sellers meeting where 25 key broiler feed millers from East and North India, representing 810,000 metric tons of feed using 9 million bushels of soy meal annually, were introduced to the crusher to facilitate quality, trade, supply and distribution talks. This activity has resulted in a 24% conversion to de-hulled meal in North and East India. Dr. Vijay Anand, USSEC's Technical Director for the Animal Feed Program in the Asia Subcontinent region, created this project with specific objectives to meet reverse marketing methodologies. Anand predicts that about 148 million bushels of soy meal will be required by the broiler feed sector in Indian by 2015. For that, 49% of the total soybean production in the country will need to be crushed using a "Crush for Meal" methodology. He also projects that rapid advancements in the genetic potential of broiler birds, highly refined nutritional requirements and USSEC's technical and marketing programs will help enhance the conversion of the broiler industry on to use of de-hulled meal resulting in a win-win situation for the broiler feed miller, broiler farmer, crushers and the U.S. soy industry. As a result of USSEC's work so far, it is estimated that about 35% of the 83 million bushels of soy meal used for broilers will be de-hulled meal by the end of this year.



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.

