

### Japan and China Staffs Team to Engage Food Industry at International Soy Conference

International Marketing staff members from China and Japan came together in Shanghai for the first International Soy Food Industry Development Conference. Japan staff was in Shanghai supporting more than 35 Japanese Soy Food Complex Trade and Media participants at the conference and the concurrent 2010 China International Soyfood Processing Technology & Equipment Exhibition. The events brought together not only the Chinese food industry but also major soy food players from Japan, Taiwan and the U. S. Japan Tofu Association executives and Sun-Opta executive Curt Petrich were among the many distinguished expert speakers at the Soy Food Conference. The Chinese soyfoods industry uses approximately 294 million bushels of soybeans annually for foods - including soymilk, tofu and other soy-based products – which is 10 times the size of Japan’s current soy food market.



*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.*

