

USSEC GLOBAL NEWS UPDATE

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Feed Millers Learn About Advantages of U.S. Soy at Animal and Feed Expo

USSEC's Animal Utilization Technical staff in China participated in the "2010 China Animal and Feed Industry Expo," which featured more than 30 feed companies from around the world and 850 feed and livestock firms from China. About 60,000 people attended the event in Beijing, where USSEC provided feed technology training materials and interacted with thousands of people to promote U.S. soybeans and soy products. A dozen U.S.-based exhibitors also participated, including AVIAGEN Group, HY-Line International, Ag-World Inc., Clayton Agri-Marketing, Inc., Whiteshire LLC, National Swine Registry and World Wide Sires Co. More than 5,000 people stopped by USSEC's booth and 300 people participated in a "Question and Answer" activity that involved participants learning about feed manufacturing technology.



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.