

Friday, August 20, 2010



*Phil Laney earned the reputation as an eloquent and knowledgeable speaker on the topic of soybeans and the soy industry in China*

## China Country Director Phil Laney to Retire After Long and Stellar Career Working On Behalf of U.S. Soybeans

Phil Laney, who served USSEC and America's soybean farmers for more than 15 years in the key role as the Country Director of China, is retiring from that position. Laney joined ASA in April of 1995 after working as Asia Regional Director for the National Renderers Association (NRA) in Hong Kong. He began working in China in 1984, establishing relationships with the Chinese feed industry, conducting nutrition seminars, organizing feeding trials and publishing technical materials for NRA. Laney had been in Asia since 1971, managing the U.S. Military Hotel in Tokyo, teaching Business Administration for the University of Maryland and working for several Japanese companies. Laney, who earned a Master of Arts in International Management from the American Graduate School of International Management and his B. A. in Chinese Language and Literature from the University of Washington, said that among his fondest memories as Country Director in China were his interactions with U.S. farmers. "The farmer-leaders I worked with over the years were very interesting people and getting to know them and learning to understand their goals and their challenges was a very rewarding part of my job," he said. Laney also indicated he enjoyed working with all the Chinese soybean buyers from various segments of the market and with our outstanding staff who taught him many things about Chinese society and culture as well as about the many uses for soybeans and soy products. Laney, described as an "eloquent and knowledgeable" speaker, predicted that the China-U.S. soybean grower relationship will remain solid. "I'm sure that under Zhang Xiaoping's leadership the USSEC China program will continue to strengthen and that U.S. soy exports will continue to grow."

### Xiaoping Named to Post

Zhang Xiaoping will assume the responsibilities of Acting China Country Director for the remaining fiscal year. Zhang has been Assistant Country Director, joining the ASA in 2000 as Deputy Director in Beijing. Prior to that, he worked for Louis Dreyfus Corporation. He is a graduate of the University of International Business and Economics in Beijing.



*At left, the U.S. Embassy's Deputy Chief of Mission, Leslie Basset, and the Agricultural Counselor, Phillip Shull, made opening remarks at the Welcome Reception. At right, practical demonstrations during the breakout sessions draw interaction*

## **USSEC Members Provide Strong Support During Aquaculture Conference in Philippines**

USSEC members, Novus International and Feed Management Systems (FMS) provided strong support to the Southeast Asia region's recent Aquaculture Conference. The conference, themed "Improving Aquaculture through Feeds and Technology," attracted more than 90 participants and featured the latest developments on aquaculture production, marine fish and shrimp culture, coastal management and feed ingredients and technology specifically designed for the region. Novus and FMS had visible presence at the event, and a six-member Novus International delegation from Thailand provided speaker Dr. Jesus Venero. Facilitated by an international group of experts, including USSEC's Global Aquaculture Technical Director Dr. Mike Cremer, the conference was utilized as a forum for sharing knowledge and experiences on improved aquaculture technologies and management systems to address food safety concerns, sustainability, and the need for eco-friendly production to maximize feed efficiency and profitability. Breakout sessions and field trips added depth to the conference. For example, a field trip to the Bureau of Fisheries and Aquatic Resources allowed participants to gain insight on the latest Philippine technologies in the hatchery production and culture of saline tilapia, milkfish, groupers, sea bass, siganids, sea cucumber, freshwater prawns and aquarium fishes. A separate field trip gave participants a different aquaculture experience that included a twist of soy in the form of tempe. It was demonstrated that pompano fish can add delicious flavor to local tempe dishes. Chef Jill Sandique, who has been instrumental in working with USSEC's soyfood program in Southeast Asia, agreed to provide a brief culinary course to conference participants.

### **Southeast Asia Aquaculture Program Pushing Forward**

Since reviving its aquaculture program in Southeast Asia in 2002, International Marketing staff have gained special insights into the issues and challenges that the industry is facing in the region, Technical Director Lukas Manomaitis said. During the recent Aquaculture Conference in the Philippines, Manomaitis noted how International Marketing staff have 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

## **USSEC Hosts Its First Activity in South American Republic of Guyana With Poultry Tour**

USSEC held its first activity in Guyana, South America with a farm tour and seminar for Poultry farmers, feed manufacturers, feed distributors, extension personnel and potential poultry farmers. A total of 82 participants attended the seminar, held at the capital Georgetown. It had been advertised during a week-long television, radio and print media campaign sponsored by Azeem Ishmail from Berbice, Guyana. Ishmail distributes feed produced by National Flour Mill Limited in Trinidad and imports containers of feed on a weekly basis. USSEC consultant Dr. Robert Thomas was the presenter at the seminar, which focused primarily on poultry nutrition, digestible amino acids in poultry diets, biosecurity and health, day-to-day poultry husbandry, litter management and poultry economics. During the field tour, Dr. Thomas examined flocks of broiler birds on the Ishmail Poultry farm and made recommendations based on findings from post-mortem birds. A visit was also made to Abdulla Aquaculture Farm in Bolan, Guyana where discussions were held with Lloyd Abdulla, son of the farm's owner.

## **Soy Meal and Soy Protein Concentrate Consultations Provided to Aquafeed Mill in Korea**

Korea's Suhyup Feed Mill, run by the National Federation of Fisheries Cooperatives, requested information on the value of soy protein concentrate as a substitute for fish meal in marine aquafeeds. USSEC staff in Korea provided the related materials including the results of USB-funded feeding trials on flounder and other marine species conducted in 2009. In addition, USSEC staff consulted with research and development staff about the most feasible inclusion rates of dehulled meal and soy protein concentrate in accordance with species and growth stages. Most of the feed mills specializing in aquafeeds in the region have been regarding USSEC as one of the important information sources to obtain the related-materials and data on alternative protein ingredients to fish meal.

## **USSEC Poultry Course in Dominican Republic Features Focus On Nutrition, Amino Acids**



*Dr. Richard Miles during the Poultry Course in the Dominican Republic*

USSEC conducted a RAPCO Poultry Course II in the Dominican Republic for poultry producers and technicians from the largest broiler and laying Hen Company in the country. The course was attended for 38 technicians from broiler and laying hen operations. The instruction staff consisted of leading experts, including Dr. Richard Miles from the University of Florida, Dr. Jose Antonio Quintana from University of Mexico, Aruro Rojas from Mexico, and USSEC consultants Dr. Miguel Marquez, Dr. Carlos Campabadal, and Dr. Pedro Lora. Topics covered in the course included development of broiler, laying hen and heavy breeders feeding and management programs, importance of energy and amino acids in poultry nutrition.

## Soybits

- At the request of the USSEC Taiwan office director, Technical Issues Director Kim Nill provided applicable documents and other information to assist in rebutting incorrect inflammatory public statements concerning trans fat content in soybean oil by a Taiwanese researcher. Nill also provided applicable documents to rebut recent public assertions that consuming dairy milk is ten times better for bone health than consuming soyfoods.
- USSEC, in collaboration with ASA and the USB, are sponsoring the 4<sup>th</sup> annual food grade soybean crop quality survey. Sample kits are sent annually to U.S. food grade soybean farmers and food grade/identity preserve soybean producing companies inviting them to participate in the survey, which measures the compositional attributes, most notably protein and oil, which international soy buyers seek from soybeans. Other attributes that are measured are fiber and soluble sugars – sucrose, raffinose, and stachyose. The University of Minnesota is conducting the analysis this year and will compile the results from the samples that are received. For more information, e-mail [contact@ussec.org](mailto:contact@ussec.org).

### USSEC Events Calendar

Aug 22-27	Japan Partnership Team	Japan
Aug 29- Sept 3	Soy in Aquaculture Strategic Planning Stakeholders Meeting	British Columbia
Sept 6-11	Middle East Trout Farm Team	WA, ID
Sept 13	USSEC Board Meeting	St. Louis
Sept 26 – Oct 10	China Crop Tour Team	IL, MO, IA, MN
Sept 27- Oct 10	Middle East Dairy Team to World Dairy Expo	Virginia



*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.*



