

Soy for a growing world



Global News Update



Year-to-Date Exports

	Bushels	Metric Tons
Soybeans	443 million	12.1 million
Soybean Meal	51.3 million (equiv.)	1.4 million
Soybean Oil	3 million (equiv.)	81,200
Total	497.3 million	14.3 million

Friday, December 23, 2011

U.S. Soy Leaders Visit with Local Korean Leaders and Diplomat

USSEC's Korea staff recently hosted the 2011 Soybean Crop Quality Conference attended by local soybean crushing, feed milling and soyfood processing industries. Grower-leaders Marc Curtis, past United Soybean Board (USB) chairman, Lawrence Sukalski, American Soybean Association (ASA) director, John Becherer, USB CEO, and Jim Sutter, USSEC CEO, also attended the conference. Paul Burke, regional director for North Asia, and Ed Beaman, USSEC director of marketing and commercialization, accompanied the group.

During the conference the team met with leaders in the Korean tofu industry. Seon Yoon Choi, chairman of the Korean Federation of Tofu Cooperatives (KFTC) presented a plaque to Curtis on behalf of the tofu industry acknowledging the work of ASA, USB and USSEC in the Korean soy industry. All three organizations work with the Korean soy industry to improve access to food-grade IP soybeans. KFTC is the country's largest end-user of imported soybeans used for soyfood processing and has an annual demand of 120,000 metric tons of soybeans.

The team also met with Sung Kim, the U.S. ambassador to Korea. The meeting with Kim focused on the opportunities for U.S. soy that could result from the U.S.-Korea free trade agreement. The team also discussed how sustainability could be a key differentiation for U.S. soy in the Korean market.



(L-R) Becherer, Kim, Curtis, Sukalski, Beaman, Say Young Jo and Sutter



Seon Yoon Choi, Chairman of KFTC, presents a plaque to Marc Curtis, USB past chairman

USSEC Staff Presents Impact of U.S. Soy to Top U.S. and Chinese Officials

Xiaoping Zhang, USSEC China country director, recently represented the U.S. soy industry at a joint meeting with U.S. Department of Agriculture (USDA) Secretary Tom Vilsack and the Chinese Minister of Agriculture Han Changfu in Beijing. The joint meeting occurred before Sec. Vilsack and a delegation of USDA staff traveled to Chengdu to participate in the Sino-U.S. Joint Committee of Commerce and Trade (JCCT) meetings.

Zhang briefed Sec. Vilsack and Changfu on USSEC's promotion of the U.S. soybean industry in China since the opening of the Beijing office in 1982. Over the past 30 years, the U.S. soy industry promoted advanced technology in animal nutrition and production management through the benefits and efficiency of soy products in livestock production. The U.S soy industry also continues to conduct feeding demonstrations, technical seminars, workshops and programs to address animal health, disease control and prevention, and feed and food safety for Chinese livestock, aquaculture and feed industries.

After Zhang's presentation, Changfu remarked on the positive impacts the U.S. soy industry, and USSEC's efforts in particular, have had in the development of the Chinese livestock, feed and aquaculture industries.

As a result of the successful JCCT and Beijing meetings, both countries agreed to hold a Sino-U.S. Agricultural Symposium in early 2012 in California to continue developing relations between the agricultural industries of the two countries.

Japanese Crushers Team Thank USSEC for Successful Trip to the United States

The Japan Oilseed Processors Association (JOPA) and the team that represented Japanese crushers on a recent trip to the United States hosted a reception to thank USSEC's Japan staff for organizing the visit. The team spent a week in the U.S. examining the U.S. soy industry's efficiency by touring soybean farms, grain elevators and river transportation terminals.

Prior to the reception, the team met at the JOPA office to discuss the most beneficial components of the trip. The group represents the second team of crushers to ever travel to the United States for specific training on the soybean industry and distribution system.



Staff from the USSEC Japan office joins JOPA staff and members of the crushers team for a reception



USSEC Promotes Soyfoods in Indonesian Schools

Dady Maskar, USSEC Indonesia's technical manager for human nutrition participated in a competition to promote the use of healthy foods in school canteens. Maskar, along with Rizal Syarief, a professor at the Indonesia Tempe Forum, served as judges for the competition hosted by the health department of Depok City in Indonesia.

The competition promoted making safe and nutritious foods available to elementary school children and teachers. The event also provided information and training opportunities for school lunch administrators. Many school lunch administrators in Indonesia provide students and staff with nutritious soyfood options such as tempe, tofu and soymilk.

At each of the 36 participating schools, the judges visited the lunchrooms, interviewed the headmaster, teachers and school lunch administrators, providing feedback on cleanliness and health standards compliance.



Rizal Syarief (R) meets with a school headmaster



The judges inspecting the food served in a school canteen

USSEC Staff Attends Jalisco Agricultural Council Meeting in Mexico

USSEC staff from the Americas' office recently attended the Jalisco Agricultural Council (CAJ) meeting in Mexico. The state of Jalisco is the largest contributor to the agricultural gross domestic product in Mexico. CAJ promotes and coordinates efforts among agricultural producers to improve economic and social development. The Mexican Secretary of Agriculture and the Governor of Jalisco attended the closing ceremony.

During the CAJ meeting, the National Feed Manufacturers Association (ANFACA) also held their annual meeting. Alberto Celis, USSEC animal utilization consultant, initiated a discussion with the leaders of three main feed manufacturers during the meeting. Celis discussed a joint-effort program with the manufacturers to educate their community on the quality and product differentiation of U.S. soy in alignment with USSEC's strategic plan in Mexico.

Advantages of Containerized Soybean Meal Promoted in Korea

As a follow-up to a workshop for feed mill operators in September, USSEC Korea's aquaculture utilization contractor provides on-site consultations as part of an on-going dialogue with feed millers about the benefits of containerized U.S. soybean meal (SBM). The contractor visited three feed mills specializing in aqua feeds and one flounder producer in the Jeonra-do province.

The consultations focused on the various costs that occur in the process of purchasing containerized U.S. SBM, contract terms, and expected arrival costs to end users. The purpose of the on-going consultations is to provide potential end-users with information about accessing bulk containerized U.S. soybean meal.



Aquaculture utilization contractor (L) and the director of KOPEC discussing container shipment



Aquaculture utilization contractor (R) meets with the executive director and purchasing staff of HASF to talk about container shipment

Editors Note:

The USSEC office will be closed December 23 and 26, 2011 and January 2, 2012 in observance of the holidays and new year.

Due to the holidays, the Global News Update will not be published next week, December 28, 2011. Look for the next edition on January 4, 2012.

USSEC Events Calendar

Feb. 28, 2012 March 14-15, 2012 Aug. 2012	USSEC Board Meeting UES Approval Meeting USSEC Annual Meeting	Nashville, TN Washington, D.C. TBD
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Industry Activities

Feb. 12-16, 2012 Feb. 19-23 March 1-3, 2012 March 12-16, 2012 July 15-19, 2012	NOPA Annual Meeting USB Board Meeting Commodity Classic ASA Board Meeting USB Board Meeting	Palm Beach, FL Biloxi, MS Nashville, TN Washington, D.C. Williamsburg, VA
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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.

