

USSEC GLOBAL NEWS UPDATE

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New “Crush For Meal” Marketing Plan To Increase Domestic Soy Meal Consumption in India

The International Marketing Asia Sub-Continent office conducted a thorough audit of the soybean crush plant built recently by Suguna Poultry Farms, Ltd. This poultry firm is one of the major broiler integrators in India and uses nearly 18 million bushels of soy meal per year. The primary reason for the audit was due to the fact that the project directly ties into the reverse marketing plan of USSEC’s International Marketing operations. The audit will also allow staff to suggest various process improvements to help the group produce better quality, de-hulled soy meal for profitable broiler operations, as well as make suggestions for improvements in the existing machinery for soy meal processing. At the end of the audit, all improvements were combined and transformed into business gains that could be achieved nutritionally from broiler farming and through process savings derived at the crush plant. India crushes soybean primarily for oil, thus largely ignoring production parameters and quality aspects of soy meal. In India, the specialized requirements of poultry and aquaculture owing to improvement of breeds, nutritional requirements and expectations on efficiencies currently demand better quality feed ingredients. As a result of non-availability of good quality de-hulled soybean meal in adequate quantities, some of the major poultry operators in the country have taken the step towards self-sufficiency with soy meal for future operations. Technical Director P.E. Vijay Anand and Program Director Ajay Bhoyar predict that at least 20 percent of the 93 million bushels of soy meal currently used by the broiler industry in India each year will be de-hulled. This will eventually grow to 50 percent and possibly even 75 percent with USSEC’s promotion of “Crush for Meal.” The two predict that if 75 percent of the soy meal used by the broiler industry has to be de-hulled, the total “Crush for Meal” facilities in India should produce 70 million bushels of de-hulled soy meal annually.



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.