

# USSEC GLOBAL NEWS UPDATE

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## Soy-Based Fish Feeds Focus of INFISH 2010

USSEC demonstrated the benefits of using soy-based formulated feed for aquaculture during INFISH 2010, an event presented by The National Fisheries Development Board (NFDB) in India. The marketing strategy focused on increasing fish consumption and advocated the use of processed fish in diets. USSEC consultants also conveyed and promoted the advantages of soy-fed fish as a means to increase fish consumption, which would create a demand for more production - which in turn will depend on higher quantities of soy-based fish feed. Soy-based fish feeds are relatively new to the India market but have been growing due to USSEC's efforts in the region.



*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.*