

USSEC GLOBAL NEWS UPDATE

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USSEC Helps Buyers and Sellers Understand and Trade Dehulled Soy Meal in India Market

To build on gaining momentum of the crushing industry in India, USSEC Senior Program manager Ajay Bhoyar has been working to connect buyers to soy crushing facilities of Sneha and Rasoya Groups near Nagpur. The clients included decision makers, purchase managers, feed formulators and consultants of select broiler and extruded floating fish feed mills from south and central India. Aquaculture technical manager G. Ramesh and poultry consultant S. P. Vinil led the aqua and broiler feed team of their regions, respectively. Clients were educated about quality assurance measures in soy processing and given testimony on receiving consistent quality and supply of de-hulled meal. The soy crush industry visit was also corroborated with a "Soy: Buyers-Sellers Meet," designed to connect producers and users of de-hulled soy meal and understand aspects like ROI for Hi-Pro meal, quality expectations, pricing trends, utilization opportunities, new business links and supply chain management. The testimony provided by Suguna Poultry Group, India's biggest consumer and processor of hi-pro soybean meal, proved to be a commercial example for rest of the participants. The program resulted in on-the-spot buying contracts by the feed millers for their immediate and future requirements of hi-pro/de-hulled soybean meal.



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.