

USSEC GLOBAL NEWS UPDATE

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India Dairy Feed Mill Sets New Market Trend in Soybean Meal Use

The Indian province of The Kerala has the potential to use 1 million metric tons of formulated soy feed, in the local dairy industry. The current production and usage of dairy feed in The Kerala is 640,000 metric tons, with room for expansion of over 30,000 metric tons of soybean meal. The Kerala dairy industry is unique within India in that it consumes a large amount of commercial compounded feed providing a great opportunity for increasing soybean meal use. With the efforts of the New Delhi office, current use of soybean meal in dairy feed is now 13,000 metric tons. With milk prices on the rise in India, staff predict an increase in inclusion levels for soybean meal. India consultant S.P.Vinil works in this market segment to convince progressive dairy feed



New feed mill of Kerala Solvent Extractions processing 500 tons per day.

millers to take advantage of the expanding market and increase use of soybean meal in the formulations. Marketing modules used for industry transformation include training courses at Northern Corps Institute in North Dakota, local dairy nutrition seminars, feed formulation inputs, feeding demonstrations, industry linkages and dissemination of market information.

Building on this market opportunity, Kerala Solvents Extractions decided to expand their dairy feed production from an original volume of 306,000 metric tons (36 percent of market share) to 486,000 metric tons, with the addition of a state-of-the-art feed mill. The new feed plant began production last month, creating a trend for automatic feed mills that produce quality dairy feeds with soybean meal, to take advantage of the gap between current production and the existing potential for dairy feed.



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.