

USSEC GLOBAL NEWS UPDATE

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Soybean Checkoff Selects USSEC as International Marketing Contractor

Farmer-leaders of the United Soybean Board and soybean checkoff selected USSEC to continue as its primary contractor to implement its 2011 International Marketing program. USSEC was chosen from three finalists. "The board decided that USSEC, under a proposed new board structure and within the parameters of the chosen business model, could carry forth our efforts to export more U.S. soy," said USB Chairman Phil Bradshaw. The selection of USSEC and the export model chosen by farmer-leaders will continue to capitalize on the value of U.S. farmer credibility and provide sufficient flexibility to meet the demands of a changing world. It will also create a more optimal balance between costs for conducting programs versus other operational costs including administration, overhead and physical infrastructure. The chosen marketing model can enable USB to have maximum impact on reacting to and influencing growing global competition for the benefit of U.S. soybean farmer profitability, while also having an increased focus on market access issues. "USSEC is excited for the opportunity to conduct international marketing on behalf of the U.S. soybean industry, says Ike Boudreaux, Chairman of USSEC and Lebeau, La. soybean farmer. "We look forward to the opportunity to work with all soybean organizations, the U.S. Department of Agriculture, U.S. soybean value chain partners and international customers to provide the best profit opportunities for U.S. soybean farmers."



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.