

USSEC GLOBAL NEWS UPDATE

May 7, 2010



USSEC's Babb Appointed to USDA's Committee on Emerging Markets

Brent Babb has been appointed to serve on the USDA's Advisory Committee on Emerging Markets. Babb, USSEC's Director of Communications and Program Development, has been involved in the promotion of soybeans for more than a dozen years, including his role as Division Director of the Europe/Middle East and Africa marketing program. USDA's Emerging Markets Program provides funding for technical assistance activities to promote exports of U.S. agricultural commodities and products to emerging markets. The committee consists of representatives of the various sectors of the food and rural business systems of the United States. The role of the Committee is to provide information and advice, based upon knowledge and expertise of the members, useful to the USDA in implementing the Emerging Markets *Brent Babb* Program.



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.