

USSEC GLOBAL NEWS UPDATE

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Japan Office Attends Vegetable Protein Food Seminar

Japan staff members LaVerne Brabant and Masi Tateishi attended a seminar by the Japan Vegetable Protein Food Association to discuss the value of soy foods. Japan has the highest aging rate in the world, with food for seniors growing in importance to food companies. Emphasis has been placed on soy protein utilization in that country because a wide variety of soy foods offer not only health and nutrition benefits but are convenient to prepare and serve. Among the 65 association members attending the seminar were ADM, Dupont, Fuji Oil, Nisshin OilliO and Showa Sangyo. Nisshin OilliO opened the session by speaking on the importance of the rapidly expanding food market for seniors, a demographic that is growing over 20 percent annually in Japan's aging population. Other lecturers included the President of ADM-Far East, who addressed the topic of global and U.S. grain supply and demand, and the Secretary General of the Japan Care Food Association, who spoke on the current and future care food market in Japan.



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.