

Award To Honor U.S. Soy Entry At Natto Competition

USSEC has teamed with the Japan Natto Cooperative Society Federation to establish a new award under the U.S. Soybean Prize Category as part of the 2011 National Natto Competition, set for Feb. 18 in Sapporo, Japan. The "Red River Valley U.S. Award" will be presented to the highest scoring product under the U.S. Soybean Entry. It is named for the Red River Valley, a fertile region that includes Minnesota and North Dakota. The National Natto Competition is a Quality Review that aims to improve processing technology and quality of natto, a popular traditional Japanese food made from fermented soybeans and commonly eaten for breakfast in Japan. Recent studies have found, long-term daily intake of natto increases longevity by decreasing incidence of age-associated pathologies. USSEC's Japan office is pleased to contribute to the development of natto making and support the new "Red River Valley U.S. Award," while also working to help Japanese become more familiar and comfortable using IP Soybeans from the U.S. Currently, U.S. soybeans supply 80% of Japan's natto market.



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.