

USSEC GLOBAL NEWS UPDATE

July 9, 2010



USSEC Member Companies Help Promote U.S. Soy in Taiwan During 2010 Food Taipei

USSEC hosted a booth at 2010 Food Taipei in Taiwan to service U.S. soybean customers, promote soy made from U.S. soybeans and act as a moderator to connect U.S. food grade soybean suppliers and potential importers. For the first time, two USSEC members – the DeLong Company and Ceres Commodity – were invited to work at the USSEC booth and introduce the high quality food grade soybeans to importers that are interested in buying IP soybeans for various food uses. Over the four-day event, the show attracted more than 60,000 visitors, including consumers and importers, both local and international. In addition to the exhibition of soybean oil and soy foods that are made from U.S. soybeans, USSEC also arranged a taste panel on soy milk and a renowned nutritionist to provide visitors health-related knowledge about the health benefits of adding soy in daily diets. The event was successful and a full-page description of soy and health was reported in a popular local newspaper in its Sunday issue. USSEC Soy Food Marketing Manager Julian Lin reported that there were more than 20 meetings and those contacts revealed that customers and potential customers would like to collect further information on the varieties introduced at the event.



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.