

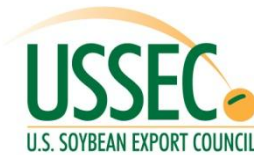
## Middle East Poultry Fair Presents Huge Opportunity for U.S. Soy

Poultry industry executives and technicians from Jordan, Saudi Arabia, Egypt, Iran, Israel, Azerbaijan and Turkey visited the ASA-IM Middle East exhibit in the "VIV" International Poultry Fair in Istanbul.

The event focused on the product safety of poultry. Healthy poultry meat is tied to high quality poultry feed. The exhibit stressed the strength of this connection and the consistent quality and high value poultry feed from U.S. soybeans, meal and oil.

Soybean grower leaders from Iowa, Minnesota, Nebraska and South Dakota already on an regional trade mission in Turkey attended the fair to get a firsthand look at one important way IM supports and communicates with industry customers. The presence of U.S. soy industry leaders enhanced the high profile and positive impact of this activity.

As the fair continues to grow, marketing activities grow in tandem to ensure maximum impact is achieved. This year, a record 283 companies exhibited in the Istanbul poultry fair. With many in attendance seeking ways to ensure product safety, messages concerning the ability of U.S. soy to improve their operations were well received.



*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.*