

This Guide for International Buyers' of U.S. soybeans and soybean products is produced by the U.S. Soybean Export Council (USSEC), recognized in overseas markets as the American Soybean Association-International Marketing (ASA-IM). Headquartered in St. Louis, Missouri, USSEC is a non-profit, single commodity organization dedicated to developing markets for soybeans and soybean products around the world on behalf of U.S. soybean farmers and the U.S. soybean industry.

In the face of a dynamically changing global soybean industry, USSEC was founded in October 2005 to continue the American Soybean Association's long tradition of providing service and support to international markets. Continuing to work as ASA-IM in overseas markets, representatives work in more than 80 countries based out of nine offices located strategically around the world. ASA-IM offices are located in China, Europe, India, Mexico, Japan, South Korea, Singapore, Taiwan and Turkey.

ASA-IM maintains a close working relationship with soybean processors, refiners, exporters, importers, feed millers, animal producers, feed and food manufacturers, livestock, aquaculture and poultry trade groups, the scientific and research community, and government agencies both domestically and internationally. Their highly trained technical staff and consultants offer personalized information, education, and assistance to buyers and end-users of soybeans and soybean products globally. They accomplish this through on-site farm consultations, provision of educational materials, one-on-one management consultations, and on-site technical seminars for managers, nutritionists, and technicians for feed mills and integrated animal agriculture producers.

Working through its international offices, ASA-IM's animal nutrition experts have performed countless feeding demonstrations in many locations, demonstrating the benefits of using low cost, high protein soybean meal as a feed ingredient for fish, poultry, swine, cattle and other animals. The result is that U.S. soybean meal is now used around the world.

The global demand for soy protein for human consumption has been increasing since the U.S. Food and Drug Administration allowed the labeling of foods containing soy protein as being heart-healthy in 1997. This market growth is attributed not only to the proven and publicized health benefits and nutritional value of soy products but also to the functional properties and economic improvements brought about by inclusion of soy protein in staple foods. Soy-based industrial products, such as soy ink, plastics, textile fibers and biodiesel, also provide numerous environmental benefits.

The U.S. soybean farmer and the U.S. soybean industry are dedicated to providing the highest quality soybean and soybean products from production to the end-user. Overseas buyers look to the U.S. for their purchasing needs because of their confidence in the U.S. product and distribution system. The U.S. market for soybeans and soybean products is well established, with quality standards specified by government decree and industry-adopted trading rules. As a result of such an open and transparent system, the U.S. has the ability to provide a wide array of quality soybeans and soybean products specified by buyers with varied end-use requirements.

This guide will provide the buyer of U.S. soybeans and soybean products with the tools needed to reach an educated and knowledgeable conclusion when making their buying decisions. As further information is needed, please contact the USSEC world headquarters office or refer to the specific ASA-IM overseas office listed in the appendix.

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