



U.S. soybean production & sustainability

Mr. John Wray
United Soybean Board

FEFAC
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Hamburg



Our soybean checkoff.
Effective. Efficient. Farmer-Driven.



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U.S. soybean growers & the EU

- First office opened in 1960 in Hamburg
- Followed by offices in Brussels, Vienna and Madrid in 1970s
- Focus on sales promotion, trade servicing & cooperating with our European customers




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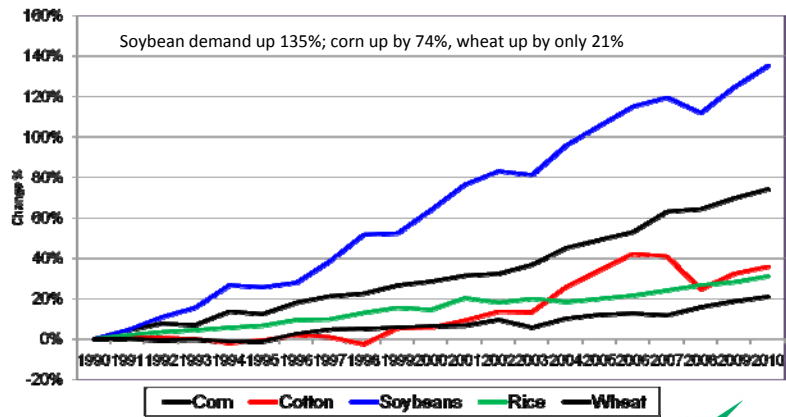
U.S. soybean growers & the EU

- 1960-2000 the EU was the number one market for U.S. soybean exports
- More recently U.S. soybeans represent less than 40% of total EU soybean imports



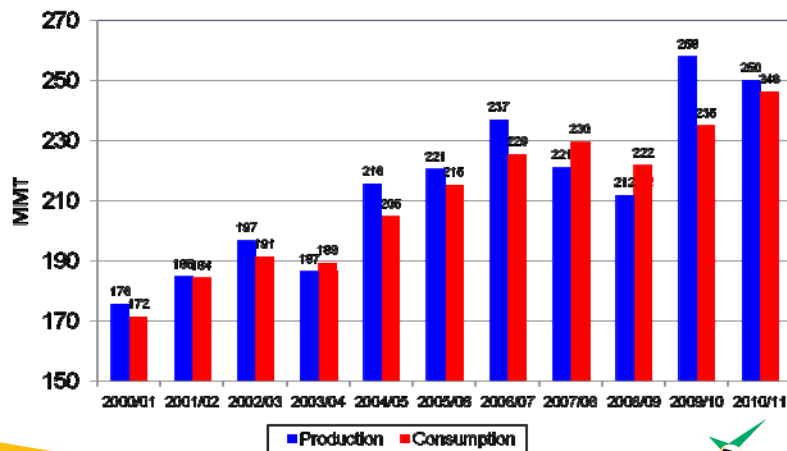

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Global Consumption - Soybeans, Corn, Wheat, Cotton, and Rice 1990/91 – 2009/10 and Forecast for 2010/11



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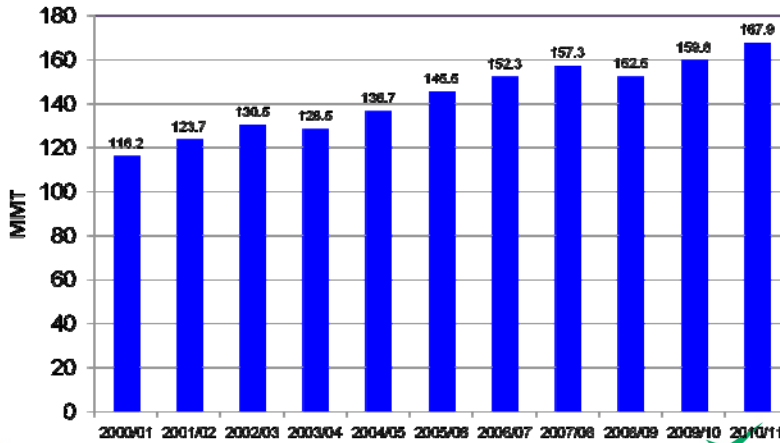
Global Soybean Production and Consumption 2000/01 – 2009/10 and Forecast for 2010/11



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Global Soymeal Consumption

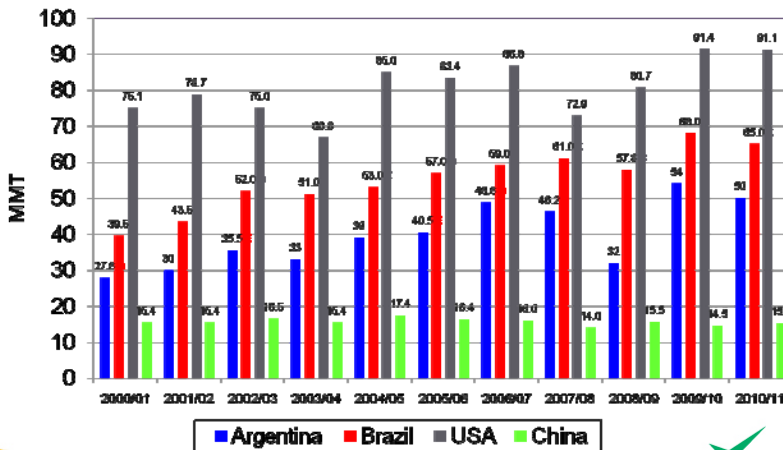
2000/01 – 2009/10 and USDA Forecast for 2010/11



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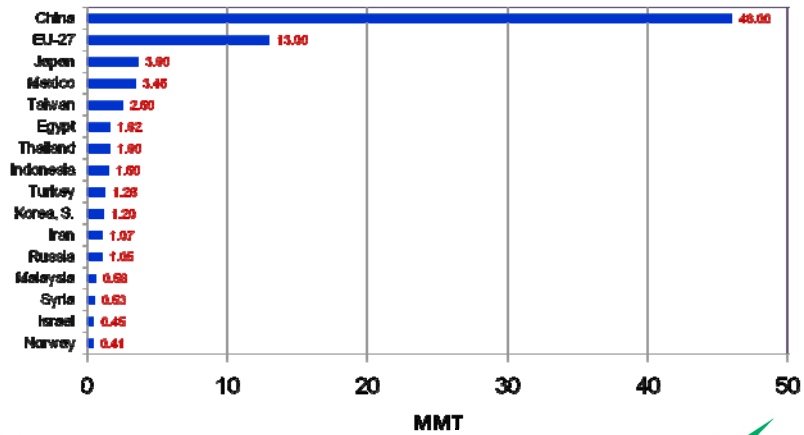
Soybean Production

U.S., Argentina, Brazil and China



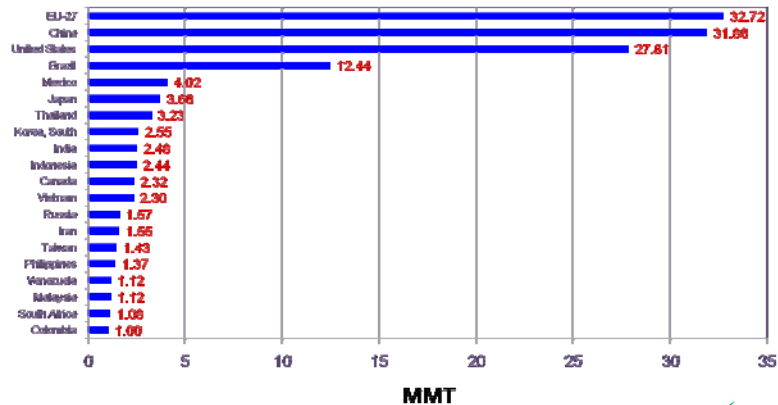
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World's Largest Soybean Importers 2009/10 Marketing Year



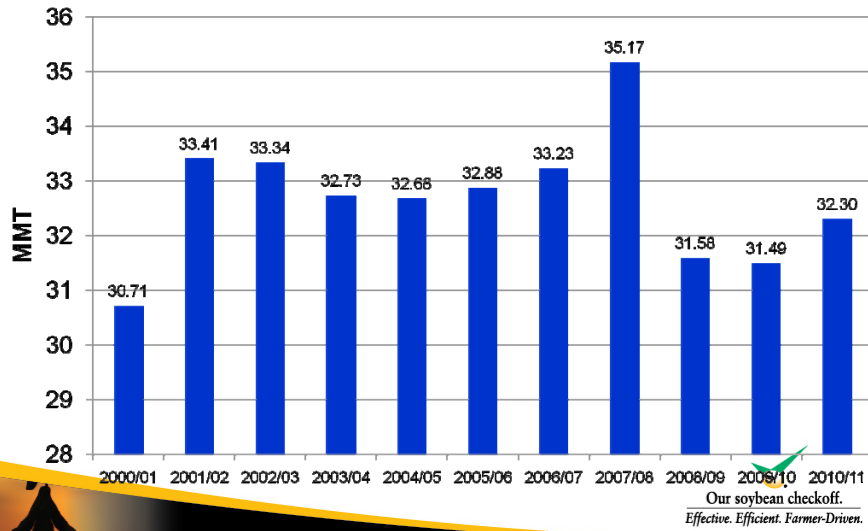

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World's Largest Soymeal Consuming Markets 2008/09 Marketing Year

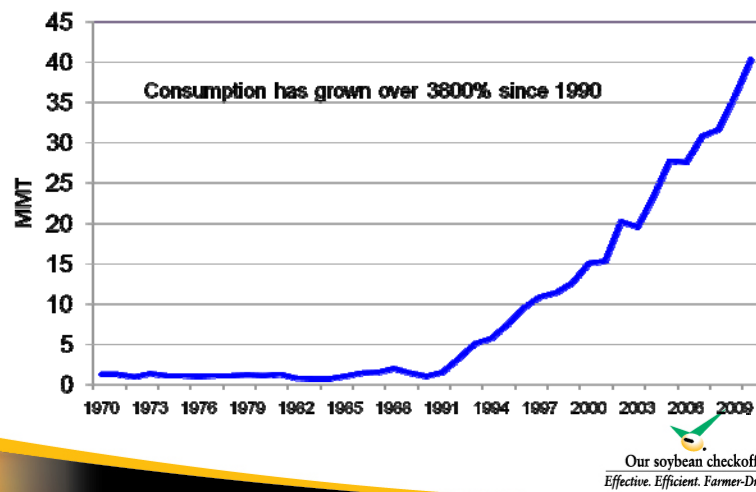



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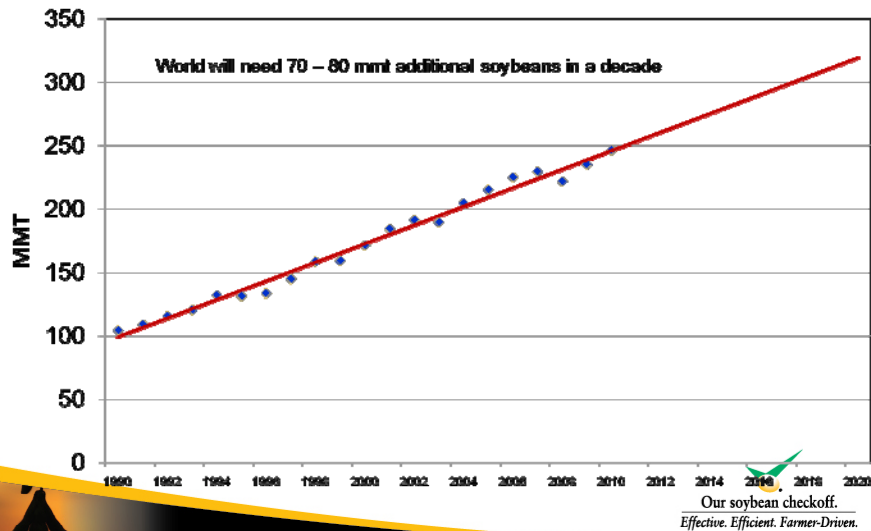
EU-27 Soymeal Consumption 2000-2010 and USDA Forecast for 2010/11



China's Soymeal Consumption



Global Soybean Consumption 1990/91 – 2010/11 and Trend to 2020/21



U.S. soybean growers & marketing challenges

- The marketing challenges since the late 1990s
 - The biotechnology issue
 - Increased competition
 - Cheaper competitor products
 - Reduced market share
- The need for a change in marketing strategy
 - More targeted, value-added marketing
 - Response to the biotech challenges

U.S. soybean growers & the EU

- The main marketing opportunities to expand and sustain our exports of U.S. value-enhanced soy products are:

- High-value Soybean Meal and By-Pass Soybean Meal
- IP non-biotech and food grade soybeans
- Soy Concentrates and Isolates



AMINOPLUS

SoyMAX


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U.S. soybean growers & the EU

- U.S. High-value Soymeal
 - Feeding trials (2007-09) in piglet & broiler production conducted by university animal feed departments in Germany, the UK, the Netherlands & Spain
 - Trials compared 347 samples of soybean meal from the U.S., Brazil & Argentina
 - U.S. High-value soymeal showed significantly higher amounts of digestible amino acids (protein) and energy
 - U.S. High-value soymeal had a higher feeding value of up to Euros 23 – Euros 73 a tonne compared to Brazilian soymeal (more information – www.asaim-europe.org)


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U.S. soybean growers & the EU

- U.S. High-value soymeal
 - Feeding trial results published at *Soybean Meal Quality Seminars* in Spain, Germany, the Netherlands, Denmark & Poland in 2009. In 2010: Ireland, the UK, Romania, Italy and in late June to Spain, France & Portugal
 - Marketing initiatives with commercial cooperators focus on feeding values



USA Brazil


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Conclusions I

1. The higher *energy* content of **USA SBM versus Brazilian** adds per tonne of SBM:
 - € 1.70 - € 5.40 for swine
 - € 4.30 - € 9.80 for layers
 - € 9.10 - € 18.90 for broilers
2. The effect of differences in *digestible amino acid and phosphorus* of **USA SBM versus Argentinian** is per tonne of SBM:
 - € 5.70 – € 6.60 for swine
 - € 3.60 – € 3.70 for layers
 - € 4.50 - € 5.20 for broilers

Conclusions II

1. The price effect of an *increased energy* content of USA SBM over SBM from Brazil or Argentina is highest in poultry feeds. In swine feeds the differences in *digestibility of the amino acids and phosphorus* add more.
2. *In summary the higher economical and nutritional value of SBM from the USA over Argentina or Brazil is as much attributed to the higher (amino acids, Phosphorus and organic matter) digestibility as to the higher protein content.*



Thank you.