

USSEC GLOBAL NEWS UPDATE

April 23, 2010



USSEC Markets U.S Soy at Oils & Fats Conference and Expo in Istanbul

International Marketing's Middle East Regional Director Tim Burleigh, Soy Foods consultant Dr. M. Hikn and Communications Coordinator Sule Basa attended the Oils & Fats International Turkey 2010 Conference in Istanbul, joining about 200 delegates from the host country and neighboring Jordan, Lebanon and Syria with several oils and fats producers, including soybean processors, equipment manufacturers and trade associations. USSEC was the only commodity organization attending the conference and officially sponsored the conference's "Newsletter." USSEC also had a booth in the expo featuring brochures entitled "The Benefits of Biotechnology in Turkey" in Turkish and English, along with CDs containing presentations of regional consultants on soybean oil. Soybean processors attending the conference made several requests for visits to provide technical assistance.



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.