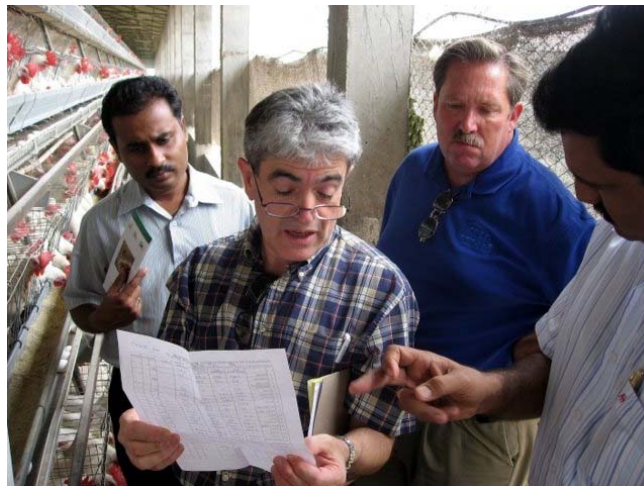


USSEC Staff Participate Marketing Programs for Asia Subcontinent

USSEC staff Paul Burke and International Animal Nutrition Director Nelson Ruiz traveled to Hyderabad, India to participate in the annual animal feed and human food marketing program review and planning for the Asia Subcontinent region. Discussions at the meeting tracked soy utilization results for FY09 and planned activities and objectives for FY10 and beyond. At the meeting, an independent survey conducted Agriwatch, showed soy meal exports in India were nearly equal to that of domestic consumption for the first time. Using this as a baseline, the animal feed and human food programs were able to draw a marketing vision through FY14 that indicates there will be a tipping point when supply of soy meal in India will equal domestic demand.



Nelson and Paul discussing poultry feed formulations at a layer farm

The group also made visits to the poultry sector with local staff to assess soy utilization programs. There is a strong need to make available quality soy meal and overall improvements in feed manufacturing and management in support of good genetic strains in poultry. Indian poultry operators are concerned that crushers who primarily crush beans for oil are not focused on providing quality meal. Through ASA-IM's programs the operators now realize they need quality soy meal for future operations and are themselves investing in crush plants with an objective to "crush for quality meal" to supply their poultry operations.

