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NEWS RELEASE

Soybean Checkoff Works to Grow New Uses for Soybeans

ST. LOUIS (April 28, 2009) – New uses for soybeans are being developed with help from the United Soybean Board (USB) and soybean checkoff. The checkoff works to develop new uses for U.S. soybeans by partnering with industry leaders such as Ford and researchers at major universities.

“The more diversified you are, the better off you’re going to be,” says Dale Profit, USB director and soybean farmer from Van Wert, Ohio. “If one area of soybean usage happens to be down one year, there are others that may be doing fine. That’s why diversification is good.”

The numbers show that industrial uses for soybean oil continue to rise. During the 2007-2008 marketing year, nearly 80 million bushels of soybeans went to industrial uses. In the 2008-2009 marketing year, the oil from 93 million bushels will be put to use in all kinds of products.

Each year, many proposals focused on utilizing soybeans for new purposes are brought to the attention of USB. The soybean checkoff farmer-leaders review these proposals and decide which ones have the greatest potential to build ongoing demand.

“We look for projects with potential to move the needle on soybean demand,” says Mike Korth, USB director and soybean farmer from Randolph, Neb. “The goal is to fund projects that will make a difference for U.S. soybean farmers by generating more use and more demand.”

Past success for the checkoff in the area of new uses include household names, such as the Ford Motor Company. A partnership between Ford and USB has resulted in the inclusion of soy foam in many Ford vehicles on the road today, including the Mustang, F-150, Focus and Lincoln MKS.

“The partnership established between the soybean checkoff and Ford Motor Company has been incredibly productive and exciting,” says Dr. Debbie Mielewski, technical leader of Ford’s Plastics Group. “We will continue to work diligently to increase the applications for soy both within and outside of the automotive industry.”

In addition to USB’s work with the auto industry, the checkoff farmer-leaders know that nearly every industry has the opportunity to utilize the versatile soybean in some manner. USB helps develop soy technology in the areas of plastics, lubricants, adhesives, coatings, printing inks, solvents and other emerging industrial opportunities.

“The Ford seats are a great example of how USB seed money can result in big waves within industry,” says Karen Fear, USB director and soybean farmer from Montpelier, Ind. “Other soy foam to look for is Cargill’s BiOH™ foam. It was originally developed at Pittsburg State University with the help of USB, and now it has been licensed to Cargill for use in couches and all kinds of foams.”

USB is made up of 68 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA’s Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

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