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NEWS RELEASE

USB Helps Make 26 Soy-Based Products a Reality

Annual New Products List Signifies USB's Commitment to Driving Soy Demand Through New Uses

ST. LOUIS (November 30, 2009) – Demonstrating its commitment to developing new industrial and consumer products that contain U.S. soy, the United Soybean Board (USB) released its annual list of soy-based products the U.S. farmer-led organization helped introduce this year. Thanks in part to support from USB and the U.S. soybean research and promotion program known as the soybean checkoff, 26 new soy-based products hit the market in 2009.

USB provides funding to scientists and industrial partners to research, develop and commercialize products containing soybeans. Marty Ross, vice chair of the USB New Uses program, is proud of the new soy uses results the soybean checkoff has consistently helped to produce.

“To see this many products come to fruition year in and year out with the help of the soybean checkoff is amazing,” said the Delmar, Del., soybean farmer. “Now that I’ve been on the board for five years, I’ve seen products go from being presented to our committee all the way to commercial introduction, and it’s very gratifying.”

USB directs its soy-based product research funding toward several categories, including adhesives, coatings, printing inks, lubricants, plastics, fibers and solvents.

Some of this year’s new products can be easily found by consumers, including a soy-based wood floor stain from Rust-Oleum, a line of Simmons mattresses that include soy-based foam, and a soy-based degreaser and adhesive remover available at The Home Depot and Ace Hardware. Others, such as a soy-based adhesive used to manufacture plywood, a soy-based pavement crack sealant and soy-based bioremediation agents used in environmental cleanup, will mostly be utilized by industrial users.

The list of new soy-based products represents an annual culmination of a three-to-five-year process that began with researchers trying to convince USB farmer-leaders that their ideas held potential for increasing soy demand.

“We solicit applications, review the concepts and select them based on their technical merit and market potential,” Ross explained. “Number one, the product must be technically feasible – can it be done? And, number two, just because it can be done, is it viable? What’s the product’s market value, and how many bushels of U.S. soybeans will it use?”

While the products represent a diverse range of categories, they generally have one thing in common: they’re sustainable.

USB works to advance the sustainability movement, in part, by developing and promoting soy-based products. Many of the projects funded led to products that use soybean oil as a replacement for petrochemicals, making them more renewable and more environmentally friendly than their non-soy-based counterparts.

Industrial partners of USB continue to produce an assortment of soy-based products without impacting the world’s food supply. The food industry uses 87 percent of the U.S. supply of soybean oil. Oil makes up just 18 percent of a soybean while the remainder consists of protein-rich meal. A USB study found that industrial demand for soybean oil for such things as biodiesel and soy-based products increases the supply of soybean meal, which can be used to produce more food.

USB leaders continue to look for industry partners with ideas for new products and technologies that will grow demand for U.S. soy.

“We’re always looking ahead to the next big opportunity,” Ross said. “In the short term, I think the potential of soy-based fibers is very exciting. And, in the long term, aquaculture can utilize a lot of soybeans, but it will require a lot of commitment.”



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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.

The new soy-based products introduced in 2009 as a result of soybean checkoff support include:

PLASTICS

- Soy Seal™** – soy-based canned insulating foams being sold at hardware stores, from BioBased Technologies
- Polylite™ 31325-00** – unsaturated polyester resin for composites, from Reichhold Chemical
- Renuva™** – soy-based Natural Oil Polyols used to make bedding foams for Simmons Bedding's Natural Care Collection, from Dow Polyurethanes
- SoyFoam™** – soy foam for seats/headrests/armrests in the 2010 Hyundai Santa Fe, Sonata sedan and the 2009 Kia Amanti sedan, from Lear. Lear will also supply General Motors with SoyFoam for its trucks and SUVs as well as Ford for the seats in the Mercury Milan and Lincoln MKE, from Lear
- Honey Bee™** – soy-based polyols for use in Chromcraft molded-furniture seating foams, from MCPU Polymer Engineering
- Ecoflex** – a mattress product line named Equilibrio Natural Ecoflex that uses foam based on Renuva Natural Oil Polyols in the comfort layers of the mattresses, from foam and mattress manufacturer Ecoflex
- Green Comfort™** – sandals containing Renuva Natural Oil Polyols in the polyurethane sole, from shoe manufacturer Grupo Ravi and Wal-Mart

COATINGS/PRINTING INKS/ADHESIVES

- Hybrid industrial coating** containing soy for wood and metal applications, from Sherwin-Williams
- Varathane Nano Defence** – soy-based abrasion-resistant stain for wood floors, from Rust-Oleum
- OSF Ecopure HPJ Soy** – soy-based sheetfed lithographic ink, from INX International
- OSF EcoTech Process Inks** – soy-based sustainable lithographic ink system with low VOCs, from INX International
- BioMG** – soy-based inks for digital printers used in OEM type inks, from INX International
- Soyad** – soy flour adhesive for use in wood panels, from H2H
- Soythane™90** – 100 percent solids, multipurpose polyurethane adhesive based on soy polymers, from Bondaflex Technologies
- Multibond MX100** – a one-component soy-based polyvinyl acetate adhesive for hardwood plywood, from Franklin International

SPECIALTY PRODUCTS

- Soyanol™ 1000E** – soy methyl ester (SME)-based coalescing agent, from Soy Technologies
- Soyanol™ 5000E** – SME-based coatings solvent, from Soy Technologies
- Goof Off Citrus** – SME-based degreaser and adhesive remover, from WM Barr
- Goof Off 2** – SME-based water rinsable degreaser, from WM Barr
- F-500** – Bi-Solvent Cleaning System – SME-based parts cleaner, from Forward Technology
- VOS™** – soy-based thixotropic gel for soil bioremediation, from EOS Remediation
- LactOil™** – soy-based microemulsion for groundwater bioremediation, from JRW Bioremediation
- CAP 18 ME™** – soy-based groundwater bioremediation product, from Carus Remediation
- SoyGreen™ Wood Polish & Multi Surface Cleaner** – SME cleaner, from Soy Technologies
- Soy Green™ Ultimate Graffiti Remover** – SME cleaner, from Soy Technologies
- Seamseal™** – soy-based pavement crack sealant, from BioSpan Technologies

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