



Interview technical experts involved in researching new soy technology or United Soybean Board farmer-leaders involved in funding the research of new soy technology.

For more information, contact Chris Krull at 888.235.4332, ext. 1951 (krullc@osborn-barr.com), or Laura Schafer at ext. 1755 (schaferl@osborn-barr.com).

Soy Success Stories on soynewuses.org

Look no further for stories on soy's success. The updated Media section of www.soynewuses.org houses news releases about various companies finding the answer to problems in soy. Magazine articles that break down the benefits of soy and how this ingredient can be used are available as well. You can even listen to a checkoff farmer-leader discuss the benefits of soy in construction. In the Photo Library, you can view photos of soy products and request a high-resolution image to print with your soy success story. For more information about how www.soynewuses.org can help you, contact Chris Krull at krullc@osborn-barr.com.

The House of Soy

Soyol researcher Munjal Patel sees the value in increasing the use of soy-based items, especially when it comes to homebuilding. In planning the construction of his own home, Patel is using as many soy-based products as he can. The United Soybean Board and the soybean checkoff have been instrumental in funding research on new uses for soy, including products used in homebuilding. Patel's home will include soy-based insulation. He's also working to get carpet backing and countertops made with a soy-based polyol and will use these products if they are brought to market in time. To learn more about including soy in homebuilding, checkout our website at www.soynewuses.org or contact us.

Get a Good Night's Sleep on Soy

Sitting on soy has become easier to do with the advent of soy foam in couches, chairs and car seats. The research that led to soy foam being available for household uses has been supported by the United Soybean Board. Now Hickory Springs is bringing soy into the bedroom with soy foam mattresses. This company replaces some of the petrochemicals used to manufacture foam with renewable, environmentally friendly soy, with no loss of performance. To learn more about soy mattresses, visit www.hickorysprings.com. For technical information about soy foam checkout our "Plastics" section of www.soynewuses.org at <http://soynewuses.org/Plastics/Default.aspx> or contact us.

RePLAY on Runways

Airplane runways at Tyndall Air Force Base, Panama City, Fla., received some reinforcement with the recent application of BioSpan's RePLAY. This soy-based preservation agent has been shown to increase the life of existing asphalt by reducing wear and tear. RePLAY was developed with funding from the United Soybean Board and the soybean checkoff. For more information on RePLAY and other BioSpan products, visit www.biospantech.com.

To learn more about soy-based products, visit USB's *Soy Products Guide* online at www.soynewuses.org.

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.