



BIOBASED TODAY

A SUSTAINABLE TOMORROW STARTS TODAY

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 Tyler Kelley at ext. 1306 (kelleyt@osborn-barr.com).

Nutec Takes Green Lubricants to New Level with All-Soy Formulation

Simply Soy[®], an all-purpose lubricant formulated with 100 percent U.S. soy, represents a perfect solution for applications that require biodegradability and safety around water, food, children and pets, according to its manufacturer, Nutec, LLC. Simply Soy, which also comes in a lubricating and cleaning wipe, represents just one of several Nutec products that contain soy, including lubricants Bolt Off[®], LubFix[®] and Shield It[®], and Gas Off[®] and Grime Off[®] cleaning wipes. For more information on Simply Soy or Nutec's other soy-based products, visit the online [Soy Products Guide](#). Several national retailer chains carry Nutec products. Click [here](#) to find a store near you.

Relax in Eco-Comfort on La-Z-Boy's Line of Soy-Foam Furniture

La-Z-Boy, a well-known name in home furniture, now includes soy-based foam in a line of sofas and chairs called Eco-Comfort[™]. The company uses soy foam to replace a portion of the petrochemical-based foam in this line. According to La-Z-Boy, these new eco-friendly cushions meet the same standards for comfort as its traditional cushions. The fabric used to manufacture these furniture pieces has been certified as environmentally friendly as well. For example, La-Z-Boy says its EcoSuede fabric uses the plastic from one recycled water bottle for each yard of fabric. To learn more about La-Z-Boy and Eco-Comfort, click [here](#).

Biodiesel Helps Bring Bottled Water to You

According to Poland Spring Bottling of Maine, switching its fleet of trucks to a B5 blend of biodiesel – 5 percent biodiesel blended with 95 percent petroleum diesel – has directly led to decreases in carbon emissions and fuel costs as well as an increase in fuel economy. This move also helped bring the bottled water company recognition from the Environmental Defense Fund, an environmental nonprofit organization with 700,000 members. Soybean oil continues to be the dominant feedstock for U.S. biodiesel manufacturing, and the United Soybean Board (USB) funds most of the biodiesel research and promotion conducted through the National Biodiesel Board. For more information about the environmental benefits of biodiesel, the renewable, U.S.-grown, clean-burning diesel fuel substitute, click [here](#).

USB Hits Industrial Trade Show Circuit to Promote Soy

USB attends trade shows throughout the year to promote the benefits of soy-based technology to industry partners looking for more sustainable product ideas. USB staff and farmer-leaders will be busy again with these efforts in 2010. This month, for example, USB plans to have a presence at two shows, including:

- ✓ The Composites & Polycon 2010 show in Las Vegas, Feb. 9-11
- ✓ The 37th International Waterborne Symposium in New Orleans, Feb. 10-12

For a full schedule of shows USB will attend in 2010 or to find shows near you that USB representatives will attend and be available for interviews, e-mail Chris Krull at krullc@osborn-barr.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.