

U.S. Soy Trade Relationships Grow In September

Written by United Soybean Board
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International customers meet with soy checkoff farmer-leaders to discuss U.S. soy

ST. LOUIS (September 10, 2012) – Relationships are important to building markets for U.S. soy and the farmer-leaders of the soy checkoff recognize that importance. In fact, the United Soybean Board (USB), along with its international marketing arm, the U.S. Soybean Export Council (USSEC), will host customers from more than 20 countries in September.

“Face-to-face meetings mean a lot to businesses throughout the world,” says Marc Curtis, a soybean farmer from Leland, Miss., and a member of USB’s international marketing program. “This year, especially, it gets them out in the field to alleviate fears of not having a crop and also highlights our sustainability.”

Teams from Europe, Asia, and South and Central America will visit a wide variety of stops in multiple states. They will tour farms, export facilities, modern livestock and poultry facilities and even the Chicago Board of Trade, learning more about U.S. agriculture and, specifically, U.S. soy.

“The end goal is to increase demand for soybeans,” adds Curtis, who also serves as past chair of USB. “You increase demand by making foreign buyers more comfortable with the United States, the reliable supply we have and the quality of our product.”

By focusing on the needs of the individual teams, USB and USSEC hope to continue to grow the personal relationships needed to sell U.S. soy globally and maintain soy’s rank as one of the top U.S. agricultural exports.

The 69 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy’s customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.

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