



Soybean Checkoff Shows Off Industrial Attributes of Soy



The United Soybean Board (USB) and the soybean checkoff are committed to funding the research, development and commercialization of new soy technology. As part of this process, USB staff and farmer leaders have become familiar faces at industrial trade shows.

USB attends trade shows to promote soy-based technology, gain information on industrial

uses and build stronger relationships with industry partners.

"I've seen more collaboration and networking at industrial trade shows than in the past," says Karen Fear, USB New Uses committee member and soybean farmer from Montpelier, Ind. "These trade shows are an opportunity to get information out to companies that might be interested in soy technology and show different ways soy can be used in different industries."

USB staff and farmer-leaders are busy in 2009. Here is a list of shows where USB will be exhibiting to discuss industrial applications of soy:

Meeting	Location	Date
Society of Automotive Engineers	Detroit	April 20-23, 2009
American Oil Chemists Society Annual Meeting – 100th	Orlando, FL	May 3-6, 2009
National Plastics Expo	Chicago	June 22-26, 2009
World Congress Industrial Biotech/Bioprocessing	Montreal	July 19-22, 2009
American Chemical Society Fall Meeting	Washington, DC	August 16-20, 2009
World Composites Expo	Chicago	Sept. 28- Oct. 1, 2009

Fear notes that spreading the word about new soy-based products helps to sell more soybeans and promote checkoff-funded activities. Attending these trade shows is just one way the soybean checkoff promotes new uses for soybeans.

"It's good for the New Uses committee to be at these shows and understand what new uses USB helps fund," says Fear. "A lot of attendees have questions that we can answer from a farmer's perspective. At the same time, some people have technical questions that USB staff and consultants can answer."

To learn about new uses for soy, visit www.soynewuses.org.