



Innovative New Uses for Soy

United Soybean Board Uses Tools and Resources to Help Create and Promote Soy-Based Products



Phil Sarnacke, USB technical consultant, and Karen Fear, USB farmer-director, interact with industry representatives at a new uses tradeshow.

The United Soybean Board (USB) makes resources available for industrial professionals looking for specific answers to their questions. USB's staff includes industry experts who can assist with technical questions on specific subject areas. USB serves as an information source for the many industrial audiences that soy products influence.

"USB funds research to identify opportunities to use and increase the use of soybeans in industrial products," says Bob Haselwood,

soybean farmer from Berryton, Kan., and chairman of the USB New Uses program. "By supporting new uses for soy, we increase demand for soy and help benefit soybean farmers."

Each year, USB partners with academia, government and industry researchers to find new soy-based products and applications. As new product information becomes available, USB makes that information publicly available through technical sheets, studies and reports. Examples are:

Market Opportunity Sheets

- [Soy-based Adhesives](#)
- [Soy-Based Asphalt Cement](#)
- [Soy-Based Bioremediation](#)
- [Soy-Based Inks](#)
- [Soy-Based Lubricants](#)
- [Soy-Based Paints and Coatings](#)
- [Soy-Based Plastics](#)
- [Soy-Based Solvents](#)
- [Soy-Based Surfactants](#)

Technical Data Sheets

- [Soy-Based Adhesives](#)
- [Soy-Based Lubricants](#)
- [Soy-Based Paints and Coatings](#)
- [Soy-Based Solvents](#)

"USB helps industries expand their renewable content through soy," adds Haselwood. "When we help fund university research, that information is made available for everyone to implement."

In addition to bringing products to the forefront, USB also publishes an annual *Soy Products Guide* that helps promote soy-based industrial products in many categories, including adhesives, coatings, fibers, lubricants, paint, printing inks, plastics, surfactants and solvents.

"The soy products guide allows the end user to know about soy products that are available on the market," says Haselwood. "It helps increase awareness and builds demand for these soy-based products."

"The individuals working with USB bring vast industry knowledge to their positions," adds Haselwood. "Their industry knowledge and chemical backgrounds help answer specific, technical questions for the industry professionals looking to incorporate soy-based products into their products."

USB also holds technical meetings throughout the year and attends various trade shows to speak with industrial audiences. To reach USB experts with specific questions or find out more about these events, contact Mike Erker with USB at 314-579-1581.

"USB creates these resources to help develop and promote new uses for soy," says Haselwood. "We encourage our industrial partners to contact USB and utilize these tools and resources."

USB is made up of 69 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.