



Innovative New Uses for Soy

USB Helps 32 Soy-Based Products Reach the Marketplace in 2010



The United Soybean Board (USB) provides funding to industrial partners to research, develop and commercialize products containing soy. Last year, these efforts helped 32 new soy-based products hit the market.

USB remains committed to funding the research, development and commercialization of new industrial uses for soybeans, with a mission to increase soybean

demand through advancements in soy-based research and technology. USB focuses its research on several target areas, including adhesives, coatings, printing inks, lubricants, plastics, fibers, solvents and emerging industrial products.

"We look to invest checkoff resources with industry partners who are interested in using soy and are willing to invest some of their own resources," says Bob Haselwood, USB New Uses chair and a soybean farmer from Berryton, Kan. "If we can provide assistance in funding research and development, we provide an incentive to help find new ways to use soy and increase demand for U.S. soybeans."

USB works to advance sustainability in part by developing and promoting soy-based products, many of which use soy as a replacement for petrochemicals giving them a renewable, environmentally friendly source material.

"So many soy-based products now replace petrochemicals," says Haselwood. "Soybeans represent an abundant, renewable resource. We grow soybeans every year, so they can fulfill the needs for a renewable feedstock."

Industrial partners of USB continue to produce an assortment of soy-based products without impacting the world's food supply of soybean oil. In addition, oil makes up just 18 percent of a soybean while the remainder consists of protein-rich meal, which goes to feed humans and animals alike across the globe. Because of this, soybeans can be used to feed the world and help replace many petrochemicals in industrial products. A USB study found that industrial demand for soybean oil for such things as biodiesel and soy-based products increases the supply of soybean meal, which can be used to produce more food.

USB continues to look for industry partners with ideas for new products and technologies that will grow demand for U.S. soy. Each new soy-based product represents the culmination of a three- to five-year process that began with researchers presenting their ideas for new soy technology to USB farmer-directors.

To see a list of new soy-based products introduced in 2010, [click here](#). You can find a comprehensive guide to soy-based products [here](#).

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.