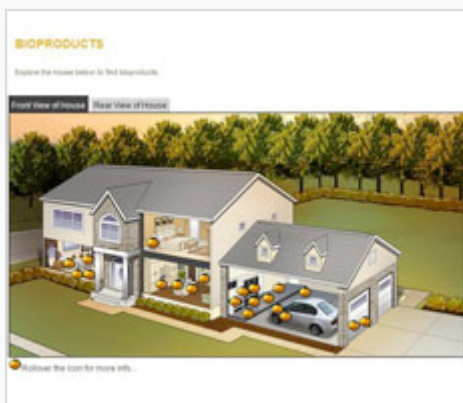




Innovative New Uses for Soy

State Soybean Board Hosts Open House to Educate Consumers on Soy Products



The United Soybean Board (USB) and state soybean boards, such as the Ohio Soybean Council (OSC), promote the use of soy in consumer and industrial products as a way to increase demand for U.S. soybeans.

In January, the OSC launched a website, www.soyinside.org, which gives visitors an interactive, virtual home tour. The tour shows consumers examples of

soy-based products that can be used in every room of the house. The products highlighted on the site include furniture, office supplies, personal care products, cleaning supplies, car care products and more.

"Consumers are very interested in going green, and this website makes it easy to find green products," says USB Director and OSC Secretary John Motter, a soybean farmer from Jenera, Ohio. "The tour of the house makes it easy to see just how many soy-based products are available. These are common household products that are easy to find and easy to use."

In an OSC survey, 88 percent of Ohio residents said they would purchase a bioproduct that performs as well as or better than an equivalent product. Among them, 60 percent said they'd purchase biobased products even if they cost up to 10 percent more.

The site drew praise from Ohio legislators, business leaders and agricultural representatives for encouraging homeowners and business owners to choose biobased products instead of petrochemical-based ones.

For more soy-based products you can use in your home or business, visit USB's online [Soy Products Guide](#).

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.