



## List of New Soy-Based Products Continues to Grow, Hits 28 in 2008



The United Soybean Board (USB) and soybean checkoff recently compiled its annual list of the new soy-based products that were released during the previous year. Last year saw the introduction of 28 new soy-based products.

The soybean checkoff partners with industry and provides funding for the creation and development of technology leading to these product

innovations. Last year's new products included plastics, coatings, printing inks and solvents.

"The USB and soybean checkoff looks for industry partners to grow demand for our product by partnering with them to research and create new soy technologies," says Todd Allen, USB New Uses chair and a soybean farmer from West Memphis, Ark. "We evaluate all of the projects brought to us to see if they have the potential to expand utilization of U.S.-grown soybeans."

Thanks to a consistent stream of checkoff funding, the list has grown steadily since 2005, when 19 new soy-based products were commercialized. In 2006, 22 new products were introduced, followed by 26 in 2007, when Ford Motor Company first used soy foam seating in its Mustang. Last year, Ford began using the technology in the F-150, Expedition, Escape and Focus, as well as in the Mercury Mariner, Lincoln Navigator and Mazda Tribute. Additionally, Ford licensed soy foam technology to John Deere for use in tractor seats.

Not all of the companies partnering with the soybean checkoff are as big and recognizable as Ford, however.

"The board looks at products objectively and decides if there is potential for this product in the future," Allen says, "and, if so, we will provide seed money for research to be done."

For the complete 2008 list of new soy-based products that will all be added to the 2009 Soy Products Guide, click [here](#).

To access the 2009 Soy Products Guide or learn more about industrial uses for soy, visit [www.soynewuses.org](http://www.soynewuses.org).