

Soybean winners travel to Mexico

Lancaster Farming, Saturday, July 25, 1981—D5

ST. LOUIS, Mo. — Ten U.S. soybean growers will gain a firsthand look at how their export promotion programs are selling U.S. soybeans in Mexico.

"This market study trip is the grand finale of the 1981 American Soybean Association Membership Contest sponsored by Mobay Chemical Corporation, makers of Sencor," said B.B. Spratling, Jr., a soybean producer from Roba, Alabama, and American Soybean Association vice president of membership. "The winners have earned the five-day study mission by being the most successful membership recruiters in their ASA field service regions."

The winners are: Region 1 (Minnesota, Wisconsin) - Scott Boerboom of Ghent, Minnesota;

Region 3 (Kansas, Nebraska, Oklahoma, South Dakota) Don Adelman of Madison, Nebraska; Region 4 (Iowa) Ward Scott of Farragut, Iowa; Region 5 (Missouri) Nick H. Bruckerhoff of McBride, Missouri; Region 6 (Illinois) Lloyd Puzey of Fairmont, Illinois; Region 7 (Indiana, Kentucky) Joe Pearson of Hartford City, Indiana; Region 8 (Michigan, Ohio) Woodrow McDowell of Troy, Ohio; Region 9 (Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia) Robert A. Kay Jr. of Newton, Virginia; Region 10 (Arkansas, Louisiana, Mississippi, Tennessee, Texas) Andrew Carr of Clarksdale, Mississippi; and Region 11 (Alabama, Florida, Georgia, South Carolina) James

Lee Adams Jr. of Camilla, Georgia.

During the second year of the Mobay-sponsored membership incentive contest, membership efforts by soybean growers brought ASA a 4 percent net increase in U.S. members, says Spratling. ASA is the national volunteer, non-profit organization of soybean growers which promotes profitable soybean production through developing export markets, research and soybean education.

When soybean growers began their market expansion work in Mexico seven years ago, Mexico was a net exporter of soybeans. The nation is now the largest importer of U.S. soybeans in Central and South America.

Mexico is working to provide its people with better diets and ASA's grower-funded market development activities are showing how U.S. soybeans can help reach that goal. Seminars and feeding trials using soybean meal in poultry and swine rations proved that soybeans could help. Mexican producers boost efficiency. Projects are showing that high quality feed rations, containing soybean meal, can boost milk output in dairy cows and goats.

ASA's market development work in Mexico includes more than animal nutrition. The recently established ASA Human Nutrition Center in Mexico City provides nutritionists, dietitians and health specialists throughout Latin

America special instruction on using soy products in human diets.

Gil Harrison, ASA market development director for Latin America, will give the U.S. farmers a chance to see just how their checkoff dollars are being invested to strengthen the demand for their soybeans in and around Mexico City. The Mobay expense-paid study mission will depart following the ASA Soybean Expo in St. Louis, July 31 to August 4.

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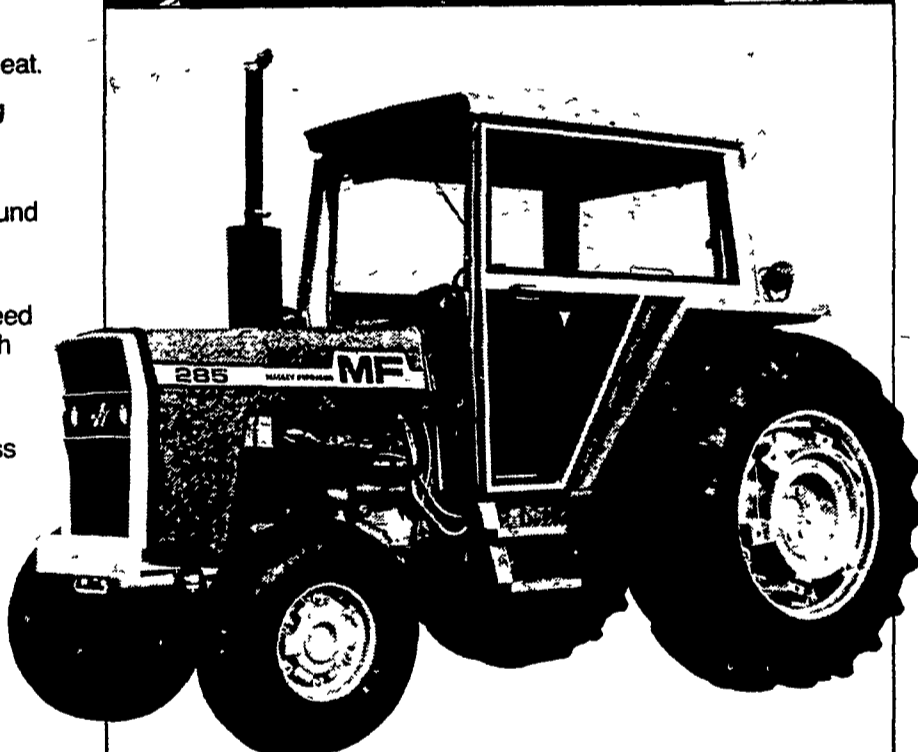
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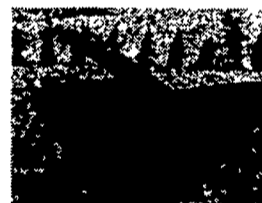
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