

Farmer investment expands soybean markets

WEST POINT, Mo. — In difficult times like these, farmers can not afford to relax checkoff funded commodity promotion efforts, says soybean farmer Ralph Weems. As vice president for Market Development on the American Soybean Association Board of Directors, Weems keeps a close watch on soybean exports and ASA's worldwide effort to promote increased soybean use.

"Soybean demands have been slowed by several economic factors including the Soviet embargo, worldwide economic recession, increased value of the dollar, high interest rates and competition from other nations," explains Weems.

He urges soybean farmers not be discouraged however, pointing out that soybean checkoff funds are being invested this year in 200 soybean export building projects in 76 countries.

"These activities are aimed at selling soybeans today and keeping U.S. soybeans high on the shopping list of prospective customers," says Weems. "Without such promotional efforts, the current downturn in price would be much worse."

As an example of current promotional work being conducted by the American Soybean Association, Weems cites an educational and promotional effort to increase European livestock

farmers' use of soybeans in the form of full-fat soybeans.

Produced by crushing and heat treating whole soybeans, full-fat soybean meal is fed to livestock and poultry without removing the oil. In addition to certain nutritional advantages for poultry and livestock, a major advantage of full-fat soybeans to processors is that the soybean oil never comes to market, thus maintaining soybean sales without increasing oil supplies.

To date, ASA has conducted an intensive education and promotion program for livestock and poultry producers in the United Kingdom, France and Italy. The program includes feeding trails with poultry

and hog farms and educational seminars for farmers and feed manufacturers to introduce the concept. The trials successfully showed better feed efficiency, lower mortality and improved carcass grades in animals fed full-fat soybeans.

Since the start of ASA's program, consumption of full-fat soybeans in the EEC increased in one year from under 10 million bushels to over 15 million bushels. Projections are that full-fat soybean utilization will increase to 180 million bushels by 1985.

How much soybean oil does this mean will not hit the market? In 1980 the use of full-fat soybeans represented 169 million pounds of oil. By 1985, the use of full-fat soybeans is expected to represent almost 2 billion pounds of soybean oil that will be used in feeds instead of increasing the glut of edible oil.

That's equivalent of soybean oil production from approximately 6.6 million acres of soybeans. The full-fat project is an example of how farmer investment in the soybean checkoff program helps create new exports for U.S. soybeans.

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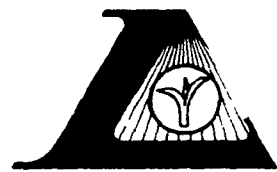


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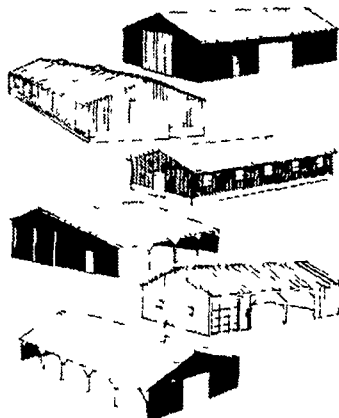
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