

NJ Soybean Board News

Keeping you up to date on your checkoff investment

Fall 2014

Animal Consumption Drives Higher U.S. Soy Exports to EU

Customers in the European Union (EU) depend on U.S. soybean farmers to maintain a consistent supply of soybean meal. Currently, they account for nearly 13 percent of total U.S. soybean meal exports.

And that level is growing. Although U.S. soybean market share in the EU has declined over the last 30 years, U.S. soybean meal export trade to Europe grew in 2013, thanks in part to intensified efforts by the U.S. Soybean Export Council (USSEC).

Supported by the soy checkoff, USSEC works to improve customer preference for U.S. soybean meal by helping buyers recognize the value of higher quality and service.

Animal agriculture is the primary driver of soy demand in the EU.



“The EU’s swine and poultry sectors make it an excellent export market,” says Scott Singlestad, vice chair of the United Soybean Board’s Meal Action Team and farmer from Waseca, Minnesota. “Supplying soybean meal to European customers provides a major destination that drives U.S. soy demand and helps keep the U.S. soy crushing industry strong.”

Also contributing to the jump in EU soy exports were Brazilian shipping delays following the South American harvest season, which led to increased shipping costs for Brazilian farmers and made U.S. soybean meal the more affordable option. Even after those shipping costs eased, importers had already committed U.S. soy to Spain, Italy, France and other countries.

Singlestad says international customers don’t have to worry as



In 2013, the EU imported 110 million bushels of U.S. soy, much about the U.S. transportation system.

“Our reliable infrastructure and shipping capacity currently give U.S. soy a logistical advantage,” he says.

New Jersey Soybean Board

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Increase in Bioheat® Use in New York State’s Future

It’s been nearly two years since the New York City Bioheat® requirement went into effect, and the use of the B2 blend (2 percent biodiesel, 98 percent heating oil) has been successful, according to Paul Nazzaro, National Biodiesel Board (NBB) liaison with the petroleum industry. In fact, this requirement will expand statewide in October 2015.



Once in effect, this will require all heating oil sold in the state to contain at least 2 percent biodiesel. This is good news for U.S. soybean farmers because continued growth in the biodiesel

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Bioheat® helps create jobs, keep money in local economies and increase U.S. fuel security.



Bioheat® can be used in any oil heating system with no modifications.

industry provides additional value to soybean oil, and Bioheat® is a market with lots of room for expansion.

“It would be great to eventually get to 100-percent biodiesel used in heating oil someday,” says soy checkoff farmer-leader Gregg Fujan, a soybean farmer from Weston, Nebraska. “But for now, even at low levels, Bioheat® should help increase U.S. soybean farmers’ profitability.”

People in New York currently use about 2 billion gallons of heating oil every year. The 2 percent requirement will guarantee the use of at least 40 million gallons of biodiesel annually.

“People recognize the benefits of using Bioheat® as an alternative to conventional heating oil,” says Nazzaro. “That expansion speaks volumes for the bullish market potential on the East Coast.”

Soy oil remains the primary feedstock for U.S. biodiesel production. To increase demand for U.S. soy oil, the soy checkoff partners with the National Biodiesel Board on biodiesel and Bioheat® research and promotion.

Thanks in part to the soy checkoff’s efforts, U.S. biodiesel production has increased from nearly 500,000 gallons in 1999 to nearly 1.36 billion gallons in 2013.

Soy Checkoff Introduces Journalism Students to Biotechnology

Journalism students from The College of New Jersey, Arizona State University and Purdue University recently won prizes for their work in the 2014 Biotech University contest.

The contest was part of this year’s Biotech University seminar, a one-day event designed to introduce journalism students to the emerging science of



Danielle Leng, student at The College of New Jersey.

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biotechnology. Forty-one students from the three schools attended. The soy checkoff co-sponsored the event as an opportunity to educate future influencers on the truth behind this beneficial science.

Danielle Leng, a junior at The College of New Jersey, and Purdue graduate

student Amanda Gee each won \$1,500 academic scholarships.

Rachel Lund, a graduate student at Arizona State, won the grand prize for her radio report, titled “*Milk for America*.” As her prize, Lund attended and reported from the International Association of Plant Biotechnology Congress conference in Melbourne, Australia, in August.



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See how your checkoff investment is benefiting New Jersey soybean farmers



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