

# New Soy Sustainability Certification Programs

WEBINAR, Thursday, 30 January (4:00 PM CET/10:00 AM EST)



U.S. SOY for a growing world



## About USSEC



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the USDA's Foreign Agricultural Service investments provided through the American Soybean Association.*

## WEBINAR

**Thursday, 30 January, 4:00 PM (CET) / 10:00 AM (EST)**

## **NEW U.S. SOY SUSTAINABILITY CERTIFICATION PROGRAMS**

Join the experts from USSEC and Sunopta to get the latest FREE updates on new developments in the area of soy & sustainability from the USA.

Sustainability is a key issue in the food industry. Communicating to your retail customers and consumers that your products, ingredients and processes comply with global sustainability standards is key for future success.

**Raising the bar for sustainable soy:  
The U.S. certification story  
Mr. Brent Babb, Director of Market Access and Trade Issues,  
USSEC USA**



**Implementing the program: Making a difference  
Ms. Kate Leavitt, Director, International Sales & Marketing,  
SunOpta Grains & Foods Group USA**



Learn how you can make a difference in the food market using the new and comprehensive sustainability protocols of growers of soy in the USA. The principles and protocols will be explained in the webinar by USSEC, the US export council for soy, as well about the benefits for food manufacturers by Sunopta, the leading supplier of non GM and IP soy beans and ingredients.

**Register here** for this free webinar!

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