

# USSEC/ASA-IM INTERNATIONAL Offices

## WORLDWIDE OFFICE LOCATIONS

### ASIA SUBCONTINENT

New Delhi, India  
[www.asaimasc.org](http://www.asaimasc.org)

### CHINA

Beijing  
[www.asaimchina.org](http://www.asaimchina.org)

### EUROPE & NORTH AFRICA

[www.asaim-europe.org](http://www.asaim-europe.org)

### JAPAN

Tokyo  
[www.asaimjapan.org](http://www.asaimjapan.org)

### KOREA

Seoul  
[www.asa-im.or.kr](http://www.asa-im.or.kr)

### MIDDLE EAST & EURASIA

Istanbul, Turkey

### LATIN AMERICA & CARIBBEAN

Guadalajara, Mexico  
[www.soyamex.com.mx](http://www.soyamex.com.mx)

### SOUTHEAST ASIA

Singapore  
[www.asaimsea.com](http://www.asaimsea.com)

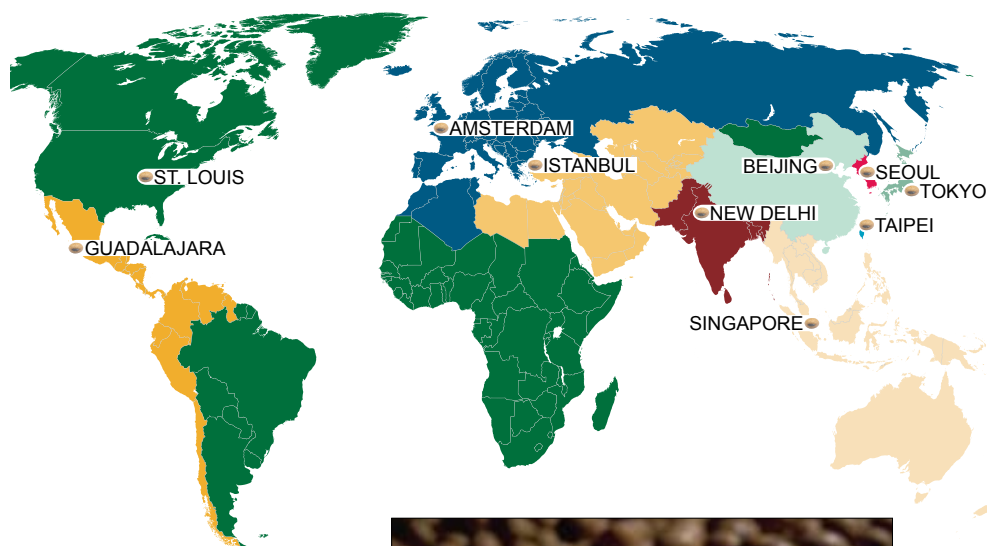
### TAIWAN

Taipei  
[www.asaim.org.tw](http://www.asaim.org.tw)

### WORLD HEADQUARTERS

St. Louis, Missouri USA  
[www.ussoyexports.org](http://www.ussoyexports.org)  
800-408-4993

## PROMOTING U.S. SOY IN MORE THAN 80 COUNTRIES



## SOY-HIGHEST VALUED U.S. AGRICULTURAL EXPORT

The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service as well as support from cooperating industry. USSEC operates internationally as the American Soybean Association-International Marketing.

# EXPORTING EVERY OTHER ROW OF U.S. SOYBEANS

## USSEC/ASA-IM OVERVIEW

The U.S. Soybean Export Council (USSEC) connects producers who grow the highest-value crop in North America with a world of opportunities to improve human nutrition and livestock production. USSEC/ASA-IM employs over 150 staff worldwide to provide technical assistance and business expertise to companies and organizations around the globe.

## MISSION

Our mission is to increase knowledge about the nutritional and environmental benefits of U.S. soybeans at all levels of the soybean value chain, and ultimately increase demand for U.S. soybeans and soy products. We accomplish our mission starting with a science-based technical foundation—brought to life through a global network of partnerships that include U.S. soybean growers, exporters, agribusiness and agricultural organizations, researchers and government agencies.

## OVERSIGHT

Formed by the former directors from both the American Soybean Association (ASA) and the United Soybean Board (USB), USSEC/ASA-IM incorporates the expertise of the soybean industry and state soybean organizations to broaden promotional support for marketing efforts in overseas markets. A Board of Directors comprised of 19 members, seven from ASA, seven from USB, and five seats representing trade, allied industry, and state organizations direct the activities of a global network of staff and consultants. A professional staff based at the St. Louis world headquarters manages the activities of overseas offices—conducting activities in over 80 countries.

## GLOBAL IMPACT

- ❑ Soy is the highest valued U.S. agriculture export reaching over \$8 billion annually
- ❑ U.S. soy exports averaged 1.1 billion bushels in each of the last five years
- ❑ An estimated 200 million bushels of soybean meal equivalent is used in aquafeeds worldwide
- ❑ Over 43% of U.S. soybean production is exported as beans, meal or oil
- ❑ Exports of U.S. soybean meal is growing faster than domestic U.S. consumption
- ❑ U.S. soybeans face the least amount of trade-distorting barriers among world agricultural exports



Incorporate soy foods into human nutrition programs



Increase soy-based feed in global aquaculture industries



Demonstrates benefits of increased inclusion of soy in animal feed rations



Organize trade teams bringing international buyers and U.S. producers and exporters together

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