



ANIMAL AGRICULTURE AND U.S. SOY

WHY END USERS CHOOSE U.S. SOY

- With its protein, amino acid profile, energy, vitamins and minerals that are crucial to poultry, livestock and aquaculture diets, few feed ingredients can match the nutritional package of U.S. soybean meal.
- Despite competition from both international soybean suppliers and other feed ingredients, U.S. soy continues to be a global leader by offering a consistent supply and exceptional nutritional bundle to end users.

HOW THE SOY CHECKOFF MAXIMIZES PROFIT OPPORTUNITIES FOR FARMERS

- Soybean meal drives demand for soy. The animal agriculture sector is soybean farmers' top customer, consuming 97 percent of U.S. soybean meal. The checkoff strives to increase both the competitiveness of U.S. soy and its demand.
- Today, farmers can plant high-protein soybean varieties that also deliver high yield, and the checkoff works to make even more varieties available to farmers. Because of the checkoff's commitment to continuous improvement, it supports research to enhance soybean composition to better meet the needs of animal ag end users.
- For poultry, livestock and aquaculture, the checkoff works to increase inclusion rates in feed. As an example, following years of checkoff-funded research, the Association of American Feed Control Officials recently authorized a new definition for the use of synthetic taurine in fish feeds. Approving taurine from additional sources reduces the need for fishmeal in feeds and allows for more soy protein. Following this approval, farmers could start seeing added demand and the benefits it brings.
- With continuous improvement and an exceptional nutritional bundle, soybean farmers strive to better meet end-user needs, and the checkoff helps farmers invest in future profit opportunities and ensure the competitiveness of the U.S. soy industry.



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