



INTERNATIONAL MARKETS AND U.S. SOY

WHY END USERS CHOOSE U.S. SOY

- U.S. soybeans have an elite meal nutritional bundle and superior oil functionality and performance.
- The abundant supply of U.S. soy can be reliably moved from the field to domestic or international end users using the best transportation infrastructure in the world.
- Through their commitment to continuous improvement, U.S. soybean farmers are committed to taking care of the environment and producing their crop as efficiently as possible to deliver the most sustainably grown soy in the world.
- The U.S. soy industry vows to meet the needs of a growing world while protecting our natural resources and is constantly innovating, whether it be in seed development, production practices or marketing opportunities.

HOW THE SOY CHECKOFF MAXIMIZES PROFIT OPPORTUNITIES FOR FARMERS

- More than half of the soy grown in the U.S. today is exported, and demand for U.S. soy is increasing globally alongside population growth. The checkoff is dedicated to building preference for U.S. soy and setting it apart from the competition.
- In addition to expanding market access for U.S. soy, the checkoff is reaching new markets and growing exports for U.S. soy's biggest end users. The U.S. soy industry can leverage its advantages to be a top international supplier.
- The checkoff leads outreach efforts, identifies and pursues unmet market needs and builds relationships through trade and technical services. These efforts grow and strengthen preference for U.S. soy.
- As the global market grows, the checkoff is dedicated to exploring and pursuing opportunities for U.S. farmers to increase their global reach and solidify U.S. soy's competitive advantage.



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