

SoyInsights Meeting Executive Summary

March 22-23, 2016

The primary objective of SoyInsights is to provide industrywide information on issues that might impact the entire U.S. soy value chain. The meeting goal was for SoyInsights to outline market challenges and opportunities that could impact the soybean industry, and of those, what the value chain can address.

The SoyInsights Steering Committee discussed and identified several market challenges or opportunities that the soy value chain will need to consider and contend with over the next 5-10 years in the areas of Meal, Oil and Sustainability. The top two were then prioritized for each area.

Top Challenges and Opportunities

MEAL	OIL	SUSTAINABILITY
1. Improved composition 2. Component value measurement, capture and partnerships	1. Acceptance of high oleic; understanding of health benefits 2. Biofuel use; and challenges from other feedstocks and/or energy sources	1. Define and drive sustainability definition for US soy 2. Continuous improvement with data proof

Additional Challenges and Opportunities for Meal, Oil and Sustainability

The March meeting discussion identified several market challenges or opportunities that the soy value chain will need to consider and contend with over the next 5-10 years in the areas of Meal, Oil and Sustainability. While many factors could impact the value chain, this discussion centered on areas where the industry could have an impact, and would be the areas on which SoyInsights could help to better inform the soy value chain.

Meal Challenges and Opportunities

- Improved composition
- Component value measurement, capture and partnerships
- Transportation
- Global demand for meat protein
- Capacity for next generation science/technology discovery and acceptance
- Competition for animal feed market from South America and other products
- Traceability

Oil Challenges and Opportunities

- Acceptance of high oleic; understanding of health benefits
- Biofuel use and challenges from other feedstocks and energy sources
- Convert high oleic to a commodity oil
- Compete with palm and others on supply and price
- Increase/identify industrial uses
- Improved soy oil image for food use (food safety; biotech acceptance)
- Trait advancements and acceptance

Sustainability Challenges and Opportunities

- Define and drive sustainability definition for U.S. soy
- Continuous improvement with data proof
- Defend U.S. ag sustainability
- Leverage sustainability as a marketing tool
- Pressure on water access (water use efficiency and quality)
- Opportunity to expand sustainability efforts beyond soy production (Field to Market)
- Engage other stakeholders to improve connections with agriculture