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NEWS RELEASE

New Year, New Soy Products

28 New Products Introduced as a Result of United Soybean Board Funding

ST. LOUIS (Jan. 26 2009) – The welcoming of a new year causes many to look back at the past year’s accomplishments. For the farmer-leaders of the United Soybean Board (USB) and soybean checkoff, partnering with industry to introduce new soy products to the marketplace is an accomplishment worth celebrating. In 2008, a total of 28 new soy-based products became reality thanks in part to USB funding.

“The U.S. soybean checkoff looks for industry partners to grow demand for our product by partnering with them to research and create new soy technologies,” says Todd Allen, USB new uses chairman and soybean farmer from West Memphis, Ark. “We evaluate all of the projects brought to us to see if they have the potential to expand utilization of U.S. grown soybeans.”

Every year, U.S. soybean producers seem to surpass themselves in producing more soy products as an outcome of USB partnerships with industry and academia. Twenty-six new products were introduced into the marketplace in 2007 and continue to see success in applications such as the soy foam first used in the Ford Mustang.

Since then, Ford has licensed this technology to John Deere, and soy foam has made its way into the Ford Expedition, F-150, Escape and Focus, as well as Mercury Mariner, Lincoln Navigator and Mazda Tribute.

“The use of soy foam has migrated to many of our platforms quickly – we currently have soy-based seat cushions and backs used on over 1 million vehicles annually,” says Dr. Debbie Mielewski, technical leader of Ford’s Plastics Group. “We are proud to have been the first to implement this environmentally friendly technology that utilizes soybeans from U.S. farmers. The ongoing partnership has been incredibly productive and we plan to continue working diligently to increase the applications for soy both within and outside of the automotive industry.”

The list of soy products has grown steadily since 2005, when 19 new products were commercialized. Building on this past success, 2008 saw 28 products introduced including plastics, coatings and printing inks and solvents. Companies that USB supports are just as diverse as the products they produce, ranging from household names like Cargill, whose BiOH™ foam was developed thanks to USB-funded research at Pittsburg State University and can now be found in sofas and mattresses, to small companies with novel ways to create new products using soybean oil.

“The board looks at products objectively and decides if there is potential for this product in the future, and, if so, we will provide seed money for research to be done,” says Allen.

The new soy-based products and applications introduced to the market this year as a result of checkoff support include the following:

PLASTICS

Soy foam – An auto headliner containing soy-based foam from Johnson Controls
RENUVA™ – Polyols used by Timberland as a shoe sole material in its Mion® athletic footwear and also used to make viscoelastic foam mattresses from Dow Chemical



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RENUVA™ – Soy-based polyol reaction injection molding for automotive exterior application from Dow Chemical

BioFoam™ – Soy-based polyurethane foam developed by the Woodbridge Group used by Ford Motor Company for the 2009 Escape SUV model and Chrysler in select models

BioFlex™ – Hybrid foam for furniture and bedding from Cargill BiOH™ polyols for Flexible Foam Products, Inc.

SoyFoam™ – Utilizes soy polyols from Urethane Soy Systems Company in seating foams for Ford from Lear Corporation

Envirez® 6934-83 INF-16 – Soy-based resin being sold to various accounts to produce composites by the resin infusion process for use in transportation, industrial machinery and marine markets by Ashland, Inc.

Envirez®1807 – New resin applications in the railroad transportation market by Ashland, Inc.; Deere will also use the resin for seed hoppers produced by Mastermold

Envirez®Q11500 – Improved resin for infusion molding to make small fiberglass parts for the recreational marine market from Ashland, Inc.

Ford – Ford has licensed their soy foam seating technology to John Deere and its seat supplier, Sears Manufacturing

COATINGS, PRINTING INKS AND ADHESIVES

SOYAD – Soy flour adhesive substituting for urea formaldehyde in particleboard and medium-density fiberboard from H2H Technologies

Varithane Clear Finish – Soy and water based polyurethane stain from Rust Oleum

INX Cure Hybrid ITX Free Process and Pantone Mixing Base Colors – soy-based pigment dispersant for UV hybrid offset inks from INX

INX Cure UV Clear Foil Primer – Soy-based ink primer for UV hybrid offset printing inks from INX

INX Cure UV Foil Adhesive – Soy-based adhesive for UV hybrid offset printing inks from INX

Soy-containing, low-VOC water-based hybrid paint – From Sherwin-Williams Company

SOLVENTS

BULLS EYE – Methyl-soyate-based paint stripper from Zinsser Company

Glysol PenTrate – Soy penetrating oil, WD40 replacement from Workcell Systems

Soy-Based Cleaner/Degreaser – From SYSCO Corporation

NATURAL SHINE – Stainless steel cleaner from Rochester Midland Corporation

SOYLAWAY – Soy degreaser from CPC Aeroscience

SOYSTRONG – Soy industrial degreaser from Spartan Chemical

EOS 600 XE – Soy oil emulsion for acid mine bioremediation from EOS Remediation

SMART CLEAN – methyl soyate-based glass cleaner from Arm & Hammer



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- Soy Solvents A, B & C** – For asphalt cement, crude oil processing and parts cleaning from BioSpan Technologies (patents pending)
- PURE EZ Degreaser** – Soy-based degreaser from Athea Laboratories
- SeamSeal™** – Soy-based asphalt joint sealer from BioSpan Technologies
- BEAN-e-RID** – Mold and mildew preventer from Franmar Chemical

USB is made up of 68 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA’s Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.

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