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## NEWS RELEASE

# The Green Milestones

*USB Recognizes Ford for Its Commitment to Soy Technology and Its 100,000th Hybrid SUV*

ST. LOUIS (March 25, 2009) – A lot has changed since the first Ford Model T rolled off the production line in the early 1900s, marking a milestone in personal travel. One thing that has not changed in the century since then is Ford's use of the soybean in the design of its vehicles. Like Henry Ford's legendary Model T, many of the Ford vehicles today have soy in them.

Earlier this month, another milestone has been achieved by Ford Motor Company as its 100,000th hybrid SUV rolled off the production line. Both the Ford Escape and the Mercury Mariner hybrids utilize soy foam in their seats. The soy foam has been developed through a partnership between Ford and the United Soybean Board (USB).

"I congratulate Ford Motor Company on reaching this significant milestone," says Marty Ross, USB news vice chair and soybean farmer from Delmar, Del. "The aggressive marketing of hybrids and use of biobased products, such as the soy foam seating, demonstrate the forward-looking attitude at Ford Motor Company."

The soy foam, whose development was funded in part by the United Soybean Board, has expanded its way to well beyond Ford's hybrid vehicles. Conventional Ford vehicles (such as the Mustang, F-150, Focus and Lincoln MKS) on the road today feature this soy technology.

"The use of soy foam has migrated onto many of our platforms quickly, realizing several significant environmental advantages," says Dr. Debbie Mielewski, technical leader of Ford's Plastics Group. "We are now conserving over one million pounds of petroleum, and reducing CO<sub>2</sub> emissions by over five million pounds per year by utilizing soy-based foam."

USB does not only work with the auto industry. The farmer-leaders of USB know that nearly every industry has opportunities to utilize the versatile soybean in some manner. USB helps develop soy technology in the areas of plastics, lubricants, adhesives, coatings, printing inks and adhesives and emerging industrial opportunities.

Thanks to partnerships ranging across industry, 28 new soy-based product introductions occurred in 2008. These products include such things as soy resins for infusion molding, soy solvents for big cleanup jobs and polyols for foams such as those used by Ford.

"The partnership established between the soybean checkoff and Ford Motor Company has been incredibly productive and exciting," adds Mielewski. "We are extending our partnership with the USB through investigating soy meal and flour as filler for several automotive plastics, utilizing the other half of the bean. We will continue to work diligently to increase the applications for soy both within and outside of the automotive industry."

"The United Soybean Board looks forward to continuing work with Ford and other companies with like minds that desire to make the world a better place to live by replacing petrochemicals with domestically produced soybeans," says Ross.

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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