



Interview technical experts involved in researching new soy technology or United Soybean Board farmer-leaders involved in funding the research of new soy technology.

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Soybean Checkoff Helps Introduce More Than Two Dozen New Soy-Based Products

With funding from the United Soybean Board (USB), 26 new soy-based products hit the market in 2009. This year's list of new products includes foams for insulation, furniture, mattresses and automotive seating; adhesives, coatings and inks; and cleaners, degreasers, adhesive removers and more. USB remains committed to providing funds for research, development and commercialization of new soy-based products in several areas as a way of increasing demand for U.S. soy. Many of the projects USB funds have led to products that use soybean oil as a replacement for petrochemicals, making them more renewable and more environmentally friendly than their non-soy-based counterparts. For the complete list of new soy-based products introduced in 2009, log on to www.soynewuses.org.

Rest Easy, Soy Foam Reduces Mattresses' Environmental Impact

Denver Mattress, a bedding manufacturer with retail locations nationwide, uses a soy-based foam product in the quilting on top of all its mattresses. All of the company's mattresses contain between one and three inches of BioFlex™ Hybrid Foam made by Flexible Foam Products, Inc., which includes at least 30 percent biocontent. Compared with conventional petrochemical-based foams, BioFlex requires 61 percent less nonrenewable energy, leads to 36 percent less global warming emissions and will save more than 50,000 barrels of oil per year, according to a third-party life-cycle analysis. For more information about Denver Mattress, visit www.denvermattress.com. To learn about BioFlex Hybrid Foam, visit www.flexiblefoam.com/Divisions/Foam/BioFlex.aspx.

Seal Your Home with Soy

The construction industry continues to improve its sustainability by including more biobased products in new buildings. For example, builders have their choice of several insulation products that use polyols made from renewable U.S. soy instead of petrochemicals. USB partially funded the research and development of the soy polyol used in BioBased Insulation®. This soy-based product features a variety of benefits, including improved energy efficiency and indoor air quality, according to its manufacturer, Biobased Technologies®, LLC. For a full list of soy-based insulation products, visit the *Soy Products Guide* online at www.soynewuses.org. For more information about BioBased Insulation, visit <http://www.biobased.net/>.

Soy-Based Kitty Litter Is the Cat's Meow

A new cat litter made partially from soybean meal recently drew praise from the publication of record for cat lovers. *Cat Fancy* magazine recognized Close to Naturenow™ as one of the best new cat products in its December issue. Using no chemicals, Close to Naturenow combines meal processed from U.S. soybeans and potato starch to produce a cat litter high on performance and low on environmental impact. The company that makes this renewable litter uses soybean meal left over from the Close to Naturenow manufacturing process in its other product lines or donates it to local 4-H groups to use as animal feed, the traditional use for soybean meal. For more information on Close to Naturenow, visit <http://www.theorganicfarmstore.com/>.

To learn more about soy-based products, visit USB's *Soy Products Guide* online at www.soynewuses.org.

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.