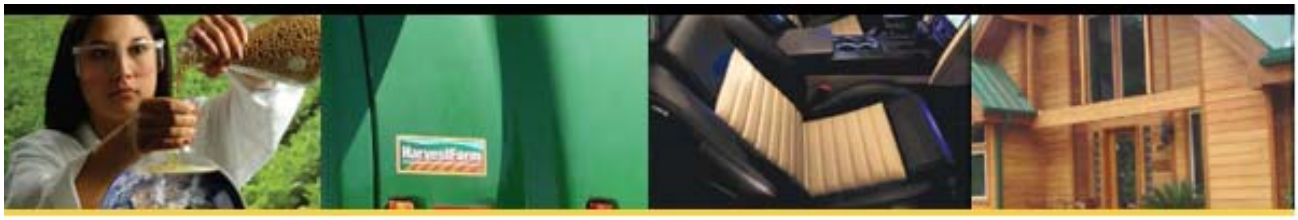

# BIOBASEDTODAY

A SUSTAINABLE TOMORROW STARTS TODAY

**Interview technical experts involved in researching new soy technology or United Soybean Board farmer-leaders involved in funding the research of new soy technology.**
For more information, contact Chris Krull at 888.235.4332, ext. 1951 (krullc@osborn-barr.com) or Tyler Kelley at ext. 1306 (kelleyt@osborn-barr.com).

**Price Trends Positive for Soy as Product Ingredient**
According to a price trend analysis by the United Soybean Board (USB), chemical processors and industrial manufacturers continue to recognize that soy can compete economically with petrochemicals. The study, titled "A Survey of Recent Chemical Price Trends," analyzes the potential impact of petrochemical prices on industrial use of soy oil and protein. The report says soybean oil price trends have followed petroleum prices since 2005, making soy oil a more attractive option as an industrial feedstock because of its environmental benefits. Additionally, the report notes that soybean meal price trends predict more opportunities for soy protein as an ingredient for the adhesive, fiber and thermoset plastics industries. To view the entire report, click here.

**The Grass Is Greener on the Soy-Based Side of the Fence**
Synthetic grass product manufacturer SYNLawn installs its sustainable sod on top of soy. The company uses BioCel, a soy-based backing product made by Universal Textile Technologies, a longtime USB partner. BioCel, which can also be used as a carpet backer, replaces more than 90 percent of the petrochemical-based polymers with soy-based chemicals. According to SYNLawn, its artificial turf represents the industry's first to be made using renewable resources and recycled materials. It also proves to be a more eco-friendly alternative to natural grass because it requires no watering, mowing or chemical maintenance. For more information on SYNLawn, visit *www.synlawn.com*. For more information on BioCel, click here.

**Website Gives Soy Products a Home**
To show consumers the wide variety of soy-based products that can be used throughout the house, the Ohio Soybean Council (OSC) built one. A new, interactive OSC website includes a virtual home tour that shows visitors products made from soy and other agricultural products that can be used in every room of the house. Ohio legislators and businesses praised the campaign for encouraging more homeowners and business owners to use products made from domestically produced, renewable materials. According to OSC research, 88 percent of Ohioans would purchase a bioproduct that performs as well as or better than an equivalent product. Among them, 60 percent said they'd purchase biobased products even if they cost up to 10 percent more. To take the tour, visit *www.soyinside.org*.

**Paint Strippers Highlight Soy's Solvency Strength**
Methyl soyate, a versatile and renewable chemical made from soybean oil, proves to be a strong solvent. This truth is perhaps no more evident than with paint strippers. Soy-based paint strippers carry benefits for the environment and safety. Methyl-soyate-based paint strippers generally boast lower levels of volatile organic compounds and toxicity compared with other cleaning chemicals. From a safety standpoint, methyl-soyate-based paint strippers have a higher flash point compared to other cleaners which makes for less of a fire hazard in the work place. For dozens of examples of consumer- and industrial-grade soy-based paint strippers, visit USB's online *Soy Products Guide*.

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.