



Innovative New Uses for Soy

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New Web Site Touts the Newest Soy Technology



With new products, technologies and solutions constantly emerging in the soybean industry, a central location is needed to provide current, accurate and relevant soy industry information. The United Soybean Board (USB) and soybean checkoff support the advancement of soy-based products and technologies in the commercial marketplace and have launched www.soynewuses.org as an informational resource for product manufacturers, industrial end-users and the media.

"We are excited about the launch of this new interactive tool that will communicate advancements in soy-based technology," says Todd Allen, USB New Uses chair and a soybean farmer from West Memphis, Ark. "SoyNewUses.org will serve as an

educational resource for industry and media alike, providing insight into the various target areas that receive USB investments. We look forward to staying connected to all of those interested in enhancing and improving current and future technology through the use of U.S. soy."

Staying on the forefront of innovative technology, the Web site hosts a section on emerging industrial opportunities. The site currently highlights methyl soyate, a methyl ester derived from soybean oil that can be used in chemical cleaners and paint strippers. The Web site also features information covering other soy-based product categories, including:

- Plastics
- Lubricants
- Coatings
- Printing Inks and Adhesives

Each section offers an in-depth, technical explanation of current soy component usage and available technologies. The site also features market opportunity summaries that focus on the key commercial areas of soy product development. Found under the tech sheets heading on the site, these summaries outline the products' category of use, offer a discussion on the products' potential markets and evaluate the current economic situation that a product might face.

Another key resource for soy products found on the Web site is The Soy Products Guide. The Soy Products Guide is a comprehensive database of companies that use soy-based materials in their products and a description of the products offered. The guide is arranged according to category of product and is an easily accessible way to find company and product information.

SoyNewUses.org also caters to the media providing important contact information, news releases and photos. Also found on the site are archival copies of the Biobased Today tip sheet along with articles from USB's flagship newsletter, Biobased Solutions, which focuses on industrial uses for soy and the issues affecting the soy industry.

To learn more about soy technology and USB's New Uses program, visit www.soynewuses.org.

USB is made up of 64 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.