

26th U.S. Soybean Quality Outlook Conf. held in Tokyo

ASA-IM Japan successfully held U.S. Soybean Quality Outlook Conferences and a Press Conference during November 18-19. Soybean Quality Conferences have been held in Tokyo, Japan since 1985, and this was the 26th Conference. Since 2007, quality surveys have covered not only commodity soybeans but also food beans. Therefore, the numbers of participants from soy food industry have steadily increased since then. This year, separate Soybean Quality Outlook Conferences were held for oil/feed industries and for food industry. 140 people participated in the oil & feed conference, while over 200 participants attended the Food Industry conference. The speakers of Oil/Feed Conf. were Mr. Yuta Ohashi, Assistant Director for Food Industry Promotion Division, MAFF who gave a presentation on Supply and Demand of Oils, Soybean and Soybean Meal in Japan, Mr. Steve Wellman, ASA Vice President who talked about Farmers Perspective on 2010 Crop and 2011 Planting Projection, etc, Dr. Robert Wisner, Biofuel Economist & Professor Emeritus of Iowa State University, who discussed U.S. Distillers Grain Production, Use for Feed, and Impact on SBM use, Mr. Karl Sera, ASA-IM Japan Consultant who talked about Soybean and Soybean Meal Utilization for Poultry and Livestock Animals, and Dr. Jim Orf, Professor of Minnesota who explained 2010 U.S. Soybean Crop Quality. In the Conf. of November 19 Mr. Paul Burke, USSEC Director for Marketing and Industry Relations, also presented Global Soybean Supply/Demand & Non-GMO Food Grade Soybeans Asian Outlook, and Dr. Shaw Watanabe, SNIJ Director, introduced their "Soy Nutrition Project." The questionnaire survey results showed that the topics were interesting, and the presentations were very useful and informative. Also, the majority of the participants commented that they prefer separate conferences by industry. Today the new crop information is available on the internet, but they value the direct and latest crop reports from a U.S. grower and researcher at our Conference.

Also, at the Quality Conferences, Mr. James W. Echle, the new Japan Country Representative and a former Japan Country Director, was introduced by Mr. John Lindblom, East Asia Regional Director, and the Japanese Soybean Industry people were relieved that ASA-IM Japan Office would continue to provide services under soy experienced management. They were happy to hear the good news on Japan Office, as well as the good news on the new crop quality and projected stable supply of commodity and food soybeans.

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Quality Conf. @ Grand Prince Hotel Akasaka



Mr. Steve Wellman, ASA Vice President talks about 2010 U.S. soybean crop.



Mr. Paul Burke, USSEC Director for Marketing/Industry Relations discusses Global Soybean Supply & Demand and Non-GMO Food Grade Soybeans in Asia



Dr. Robert Wisner answers questions from the participant.



Press Conference held on November 19, and 18 people from media participated.



At Press Conference, Dr. Jim Orf explains new crop quality.