



GLOBAL MARKETS PRESENT NEW OPPORTUNITIES FOR OHIO SOYBEANS



The Ohio Soybean Council and the soybean checkoff are helping Ohio soybean producers and Ohio's economy benefit from increasing demand in global markets. Every year, nearly half of the U.S. soybean crop is exported to buyers in markets such as Asia, Europe and Latin America. China is the largest export market, accounting for approximately one-third of all U.S. soybean exports. The U.S. Department of Agriculture estimates that Ohio's exports of soybeans and soybean products totaled nearly \$5.5 billion over a 10-year period (1998-2007). Soybeans are Ohio's number one agricultural export.

Ohio Soybean Checkoff Creates International Marketing Opportunities

- Promotes exports of food-grade soybeans to consumers in Japan, Korea, Taiwan, the Philippines, Singapore, Vietnam, Thailand and Malaysia through a contract with the international marketing firm Strategic Market Development
- Worked in partnership with the U.S. Soybean Export Council to promote soy exports to buyers around the world
- Operates office in Shanghai, China in cooperation with the Ohio Department of Development to promote Ohio soybean exports
- Supports the efforts of the U.S. Meat Export Federation to increase exports of pork and beef, thereby driving more demand for Ohio soybeans
- Supports the efforts of the U.S.A. Poultry and Egg Export Council to increase exports of poultry, driving more domestic demand for Ohio soybean meal
- Participated in international business development missions and market education trips to Japan, China, Israel, Argentina and Paraguay
- Promotes increased consumption of soy in developing countries in Africa, Latin America and Asia through support of the World Initiative for Soy in Human Health

Containerized Shipping

- Containerized shipping is the process of shipping soybean products via containers that can be sealed and loaded onto ships or trains.
- Shipping containers are rectangular metal boxes used to transport goods, including soybeans, both domestically and internationally. They are usually 20 feet or 40 feet long, but can be longer.

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- Shipping containers facilitate intermodal trade because they can be easily transported on trucks, trains or ships, and transferred between these different modes of transportation without opening the container.
- Early container ships carried approximately 1,500 containers. Today the largest ships carry more than 12,000 containers.
- U.S. agricultural exports are increasingly being shipped in containers, and Ohio soybean producers can benefit from this trend.
- Containers are currently arriving in the U.S. with consumer products and often returning to Asia and China empty.
- Containerized shipping allows importers who cannot fulfill demand for large shipments of soybeans to purchase customized amounts of soybeans.
- Containerized shipments offer a quicker turnaround for buyers – usually three to four weeks – compared to three to four months for larger shipments.
- Containerized shipments generally arrive in better condition and with less foreign matter because of less handling during transit.

International Marketing Facts

- Nearly half of Ohio soybeans produced were exported in 2007.
- Soybeans are Ohio's number one export among agricultural products.
- Ohio is the fifth largest exporter of soybeans among U.S. states.

Top 5 Export Markets

1. China
2. Mexico
3. Japan
4. Taiwan
5. Indonesia