

EUROPE LOOKS AT U.S. SOY HEALTH BENEFITS

USSEC promoted the use of U.S. soy at the Health Ingredients Europe (HIE) Exhibition in Paris, France. USSEC Board Member Alex Stemme spoke on the U.S. supply of identity preserved soybeans and soy protein ingredients to EU producers. USSEC also sponsored a presentation by Yves Goemans, President of the European Vegetable Protein Federation (EUVEPRO), regarding the impact of new European regulations on health and nutritional claims on soyfoods and soy protein ingredients. HIE is the largest event of its kind in Europe. Many key European soy food producers visited the USSEC Booth, located in the USA pavilion.



Photo Caption: Alex Stemme (USSEC) addresses the HIE Showcase Theatre on the supply of U.S. IP soybeans.



Photo Caption: EUVEPRO executives and USSEC consultants discuss U.S. soy with EU consumers.



The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.