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NEWS RELEASE

Soy New Products Soar in 2007

United Soybean Board supports 26 new products developed in past year.

ST. LOUIS (Jan. 22, 2008) – The United Soybean Board (USB) and the soybean checkoff funded 26 new products that hit the market in 2007. As USB builds partnerships with industry, soy-based products continue to find success in the following market areas: plastics, lubricants, coatings and printing inks, adhesives and emerging industrial opportunities.

“U.S. soybean farmers partner with industry to carry out research into new soy products as a means to increase the use of soy in everyday products,” says Todd Allen, USB New Uses Committee chair and a soybean farmer from West Memphis, Ark. “USB and the checkoff become the catalyst by providing the initial funding, which allows corporate partners to invest in projects they otherwise might not have been able to develop.”

One of the shining stars of soy-based new products is soy-based seating in the 2008 Ford Mustang. The soybean checkoff worked with Ford for several years to make this exciting development a reality. Since last summer, Ford has ramped up efforts in placing soy foam in the F-150 pickup, Lincoln Navigator and has plans to use the project in the Ford Escape SUV in the near future.

“Checkoff farmer-leaders partner with numerous researchers, manufacturers and universities to further the development of soy-based technology,” says Allen. “To become a leading component for industrial uses, the soy industry has to work with industry leaders, and that is just what we are doing.”

The soybean checkoff aims to increase soy utilization in industrial products through advancements in soy-based research and technology. The checkoff focuses its attention on five target areas, including: adhesives, coatings and printing inks, lubricants, plastics and other emerging industrial opportunities.

Industrial products using soy have seen a rise in demand, due to rising petroleum prices and increasing government regulations. Improving overall product performance with soy is prompting manufacturers to replace petrochemicals with the renewable product.

For the past decade, the checkoff has helped fund the development of many kinds of new products, including soy plastics and foams, soy methyl esters and soy ink. Research to find more new uses for soy continues in an effort to increase demand for U.S. soybeans.

“This is an exciting time for soy, as more and more new products are being introduced that are using soy,” says Allen. “The soybean checkoff will continue to work to make sure 2008 is another great year for the inclusion of soy into new industrial products.”

Examples of new industrial soy products include:



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- BioBased 2000 by Biobased Technologies – closed cell spray-foam system using soy polyols
- Bio-Lux Foam by North Carolina Foam Industries – soy-foam product family based on soy polyols for furniture industry
- Dura Soy by ECO Products/ New Century Coatings – soy-based multipurpose floor coating
- Envirez 1807 by Ashland – soy-based resin via a pultrusion process for building materials
- Envirez 1807 by Ashland – soy-based resin for vacuum bag molding
- F-500 Bi-Solvent Precision Cleaning System by 3M – Soy-based precision parts cleaning pre-wash for industrial use
- Franklin Glue – new soy-oil-based additive for adhesives
- Fusion Hybrid UV by INX Company – soy-based ink for sheet-fed printers
- Natural Lok by Green Products Company – soy-linseed-oil blend polyol adhesive for attaching rigid insulation to roofing
- OSF Eco Pure by INX Company – soy-based hybrid ink for sheet-fed printers
- Purebond by Columbia Forest Products from Hercules/Oregon State University – soy-flour-based formaldehyde-free paste glue for interior plywood panels
- Preserve Foam by Hickory Springs – soy-foam product family designed for furniture
- Pure EZ Lift by Athea Laboratories – soy-based lift station degreaser
- Pure EZ Squirt by Athea Laboratories – soy-based multipurpose cleaner, degreaser
- SG 500X by Soy Technologies – methyl-soyate-based coating additives
- Soy Base Concrete Floor Cleaner by Cox Industries – concrete floor scrubber cleaner
- Soy Base Xtreme by Cox Industries – heavy-duty cleaner concentrate
- Soy Cream Cleaner by Bi-O-Kleen – kitchen and bathroom cleaner
- Soyfoam by Lear Corp – soy-based foam for headrests and seating applications
- Soy foam by Cargill –soy-based flexible foams
- Soy Safe Paint Stripper by Soy Safe – paint stripper
- Soy Safe White Board Cleaner Restorer by Soy Safe – white board cleaner
- T-29 by BioSpan Technologies – soy-based industrial hand cleaner
- Zep Soy Response by Zep Manufacturing – aerosol degreaser

For more information on USB, the soybean checkoff and soy-based products, visit the Soy Products Guide at www.soynewuses.com.

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.

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