

USSEC GLOBAL NEWS UPDATE

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Implementing “Crush For Meal” Expected to Increase India Poultry’s Use of Soy Meal

India staff are working to convince poultry entrepreneurs in India to crush soybeans for meal, a marketing effort designed to take advantage of soy meal quality issues facing the Indian broiler industry. S.P. Vinil, Consultant for Poultry and Livestock, worked with Sneha Poultry in its move to the “Crush for Meal” system. The group’s crush plant has an installed capacity of 750 tons per day, with silos and warehousing to store 1.4 million bushels of soy meal. The plant is expected to go into production by July. Sneha has started storing beans to begin trial operations and its new plans will triple the current production of feedstuffs.



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.