



Soy Excellence Center ,
Aquaculture, Right to Protein
U.S. Soybean Export Council

USSEC Sectors

Animal Nutrition



Aquaculture



Soy Excellence Centers



Soy Oil



Soy Foods



Sustainability



Animal Nutrition

[The ultimate value of soybean meal is measured by more than just crude protein.]



U.S. Soy consistently delivers **EXCELLENT** animal **PERFORMANCE** with its optimal nutritional bundle, digestible amino acids and low damage.



U.S. Soy's consistently **HIGH QUALITY** allows formulators to reduce the safety margins built into rations to ensure animals get needed nutrients and energy.



Soybean meal produced with U.S. Soy delivers a **PREMIUM VALUE** per metric ton due to increased amino acid digestibility and energy content.



Aquaculture



USSEC modeling demonstrates that using soybean meal made from U.S. Soy creates a **NOTABLY HIGHER VALUE** in aquafeed formulations, compared to soybean meal produced using soybeans of other origins.



USSEC facilitates aquaculture expansion worldwide with **PROVEN TECHNOLOGY** and **TRUSTED RESEARCH**. Like installation of the first in-pond raceway system (IPRS), which offers the potential to double, or even triple, yields beyond traditional pond expectations.



U.S. Soy provides a sustainable aquaculture feed ingredient, with scientifically determined **BETTER NUTRIENT PROFILES** and increased digestibility.

[Aquaculture supplied more than half of global seafood in 2023, and production is still increasing.]



Soy Foods



U.S.-grown soy plays an important role in global **FOOD AND NUTRITION SECURITY** by providing a reliable supply of high-quality protein.



U.S. Soy is protein rich, the only plant **protein comparable to animal protein** and the only plant protein that carries the FDA's **HEART HEALTH CLAIM** confirming it may be able to reduce the risk of coronary heart disease.



Regular updates to the **SPECIALTY U.S. SOY DATABASE** ensure that both new and long-term soy foods producers can find U.S. soy food beans with the quality attributes they need.

The global population is projected to reach an estimated 10 billion people by the 2050s.



Soy Oil

Soybean oil is the most widely consumed oil globally and in the United States.



Soybean oil derived from U.S. Soy has the **HIGHEST REFINING RATE** and the **LOWEST REFINING COST** of soy from any origin.



With a neutral flavor, potential heart-health benefits, and a favorable fatty acid profile, soybean oil is great for a **WIDE ARRAY OF APPLICATIONS** in cooking, frying and baking.



Customers can see U.S. Soy's value in real-time by using the **SOYBEAN OIL VALUE CALCULATOR** to analyze refining yield, cost and revenue potential for soybeans of different origins.



THE SOY EXCELLENCE CENTER PROGRAM





EXCELLENCE
CENTER
A  SOY program

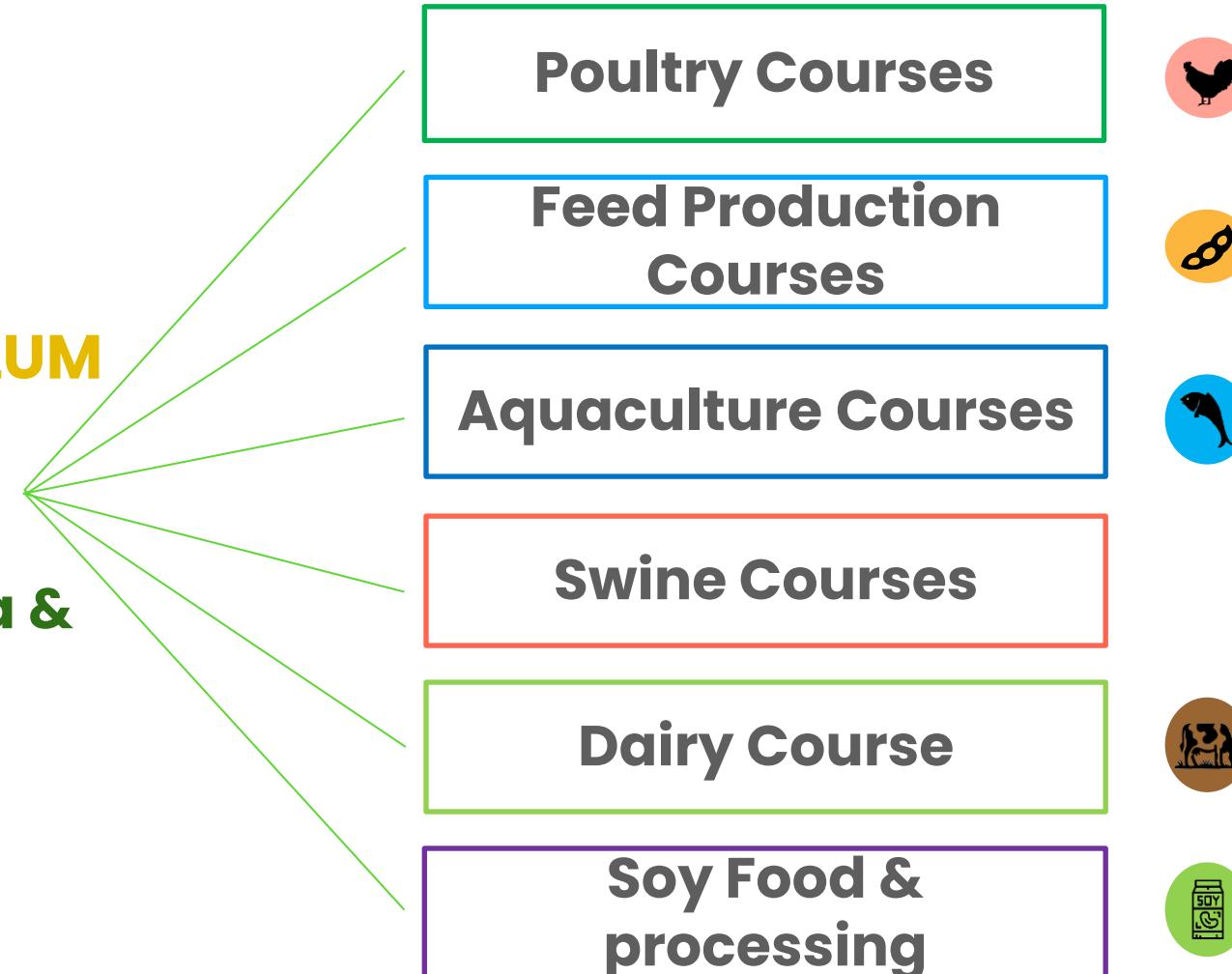
ORIGIN STORY

USSEC developed the Soy Excellence Center (SEC) program to help emerging and expansion markets address protein challenges and support a cascade of demand for soy and soy-related products by focusing on the early-to-mid career protein professionals.

SEC: What We Offer:

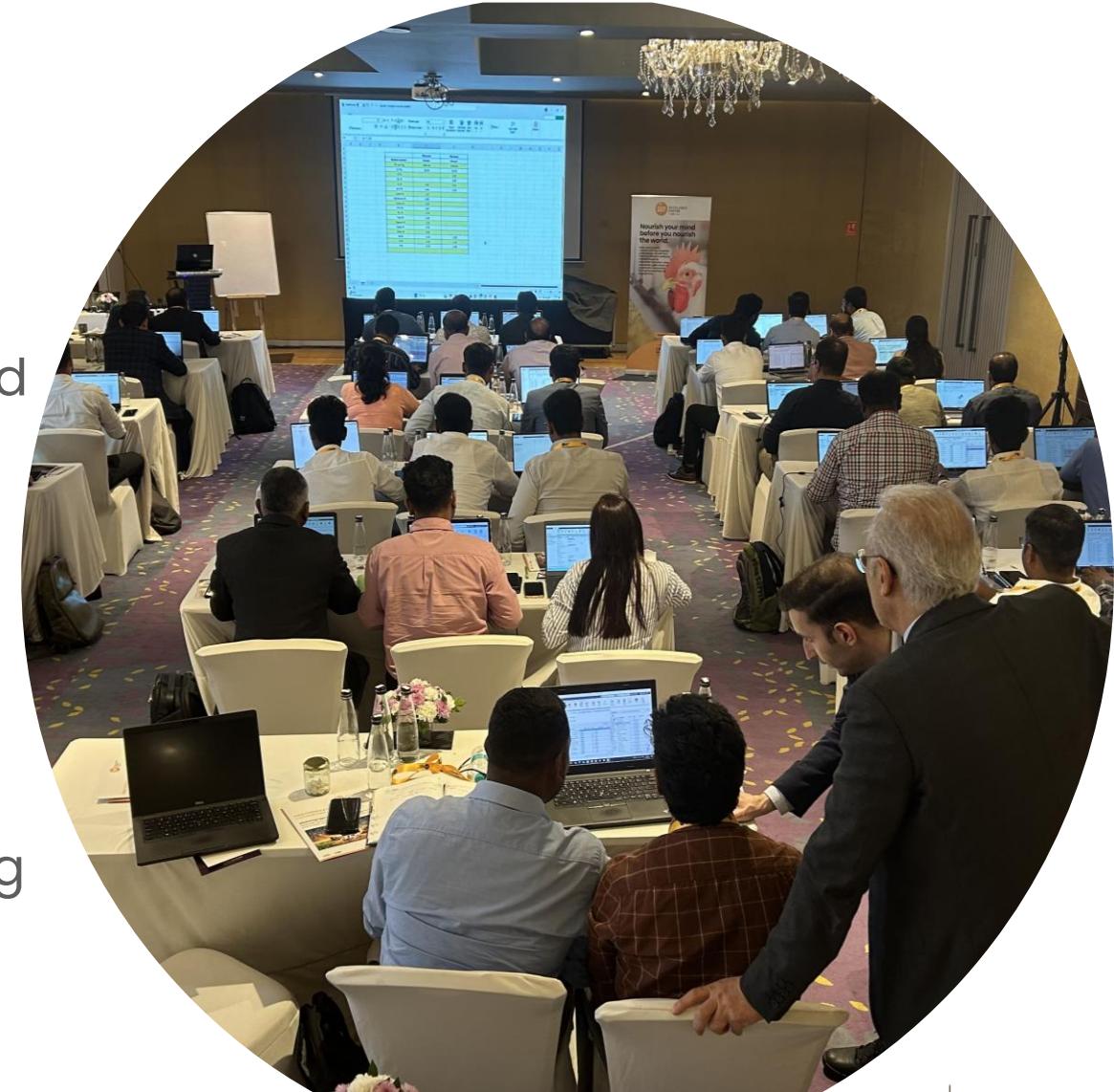
TRACK-BASED CURRICULUM

Developed by
**International Academia &
Industry Experts**



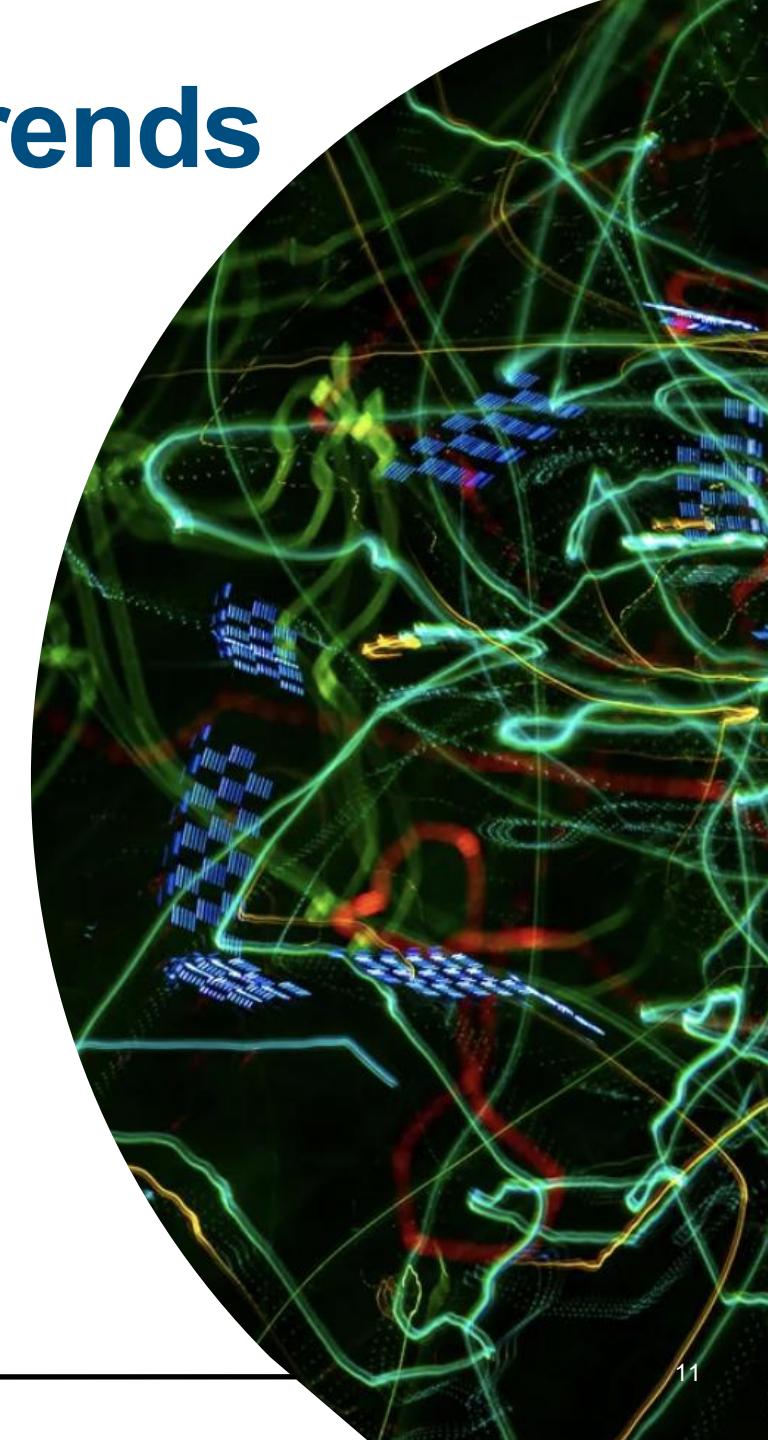
Unique community programs

- **By design** we try 1) to ensure use to most sectors thus engaging all SEC community members 2) sequential activities provide continued community engagement.
- **FY25:** The 'Feed Formulation Lab" series comprised of members from poultry, feed milling and aquaculture sectors. 87.50% participants said excellent and 10% said very good.
- **FY26:** The Management Development Program (MDP), scheduled for November, December, and January 2026, is designed to complement technical training with business acumen, fostering a holistic approach to shaping well-rounded professionals.



2024 vs 2025: Key Metrics and Trends

Metrics	2024	2025	Overall
Enrolled	707	1676	2383
Graduated	306	604	910
Completion rate	43%	36%	39.50%
Courses	3	5	5
Virtual Cohorts	7	19	26
Advanced in-person	2	3	5
Virtual Q&A sessions	28 (42 h)	80 (120 h)	108 (162 h)
Community members	232	683	915
Community events	Nil	12 +1	13
Rewards and recognition	-	19	19
Badge winners	-	17	17
Community engagement	50%	56%	53%



FY26 SEC Program Roadmap

SEC India – Activity dashboard (October 2025-September 2026).

Activity	First Quarter			Second Quarter			Third Quarter			Fourth Quarter			Totals
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	
Poultry SPH			8-Jan 2				6-May 1				3-28		3
Feed SPH				5-30				4-29				Aug 31- 25	3
Aquaculture SPH		3-28				2-27				6 - 31			3
Soy Foods SPH				5-30						3-28			2
Dairy SPH					2- Mar 13				8- Jul 17				2
SEC Community activity- virtual	Feed Milling – Community members share experiences	Management Development Program – MDP 3 Sessions – 2,9,16 & Feed Formulation Lab Part -1 (29")	Aquaculture	Feed Formulation Lab Part 2	Poultry	Soy Foods	Feed milling	Dairy	Poultry	Community members share your experiences – Poultry diseases	Aquaculture & Poultry		19
SEC Community resources	20	20	20	20	20	20	20	20	20	20	20	240	
SEC Community In-person		Professional Competency Track Feed Milling (13,14 Nov)	Management Development Program – in-person program (19,20 Jan)	Professional Competency Track Poultry (16,17 Feb)	In-person community event -Feed Formulation Lab part 3		Soy Food Protein: Experiences and Opportunities	WorldFish – SEC: Professional Competency Track: Next Wave Aquaculture Lemon Tree, Vijayawada			Professional Competency Track Dairy		7
Collaborating institution		KSTA, BLR		NSB, BLR	KSTA, BLR	Grand Mercure, BLR	Bionutrients			NSB		TBD Pune	
Rewards and recognition	6 Professionals			6 Professionals			6 Professionals			6 Professionals			24
Governance					RAC						RAC		2
QTR TOTALS	7			11			10			11			39
MONTH TOTALS	2	3	2	4	2	5	3	3	4	3	3	5	

Coloured: Structured training

Grey: Community activities

- 13 Courses planned
- Engagement over 56 weeks; FY26 has 52 weeks
- Has 56 live virtual sessions lasting for 84 hours

- 19 Virtual activities
- 7 in-person activities
- 240 community reading resources
- 24 Rewards and recognition
- Institutional collaboration

Goals: Enrollment - 1300, Graduations - 650 (50%); Community members of 1183 @ 60% engagement rate

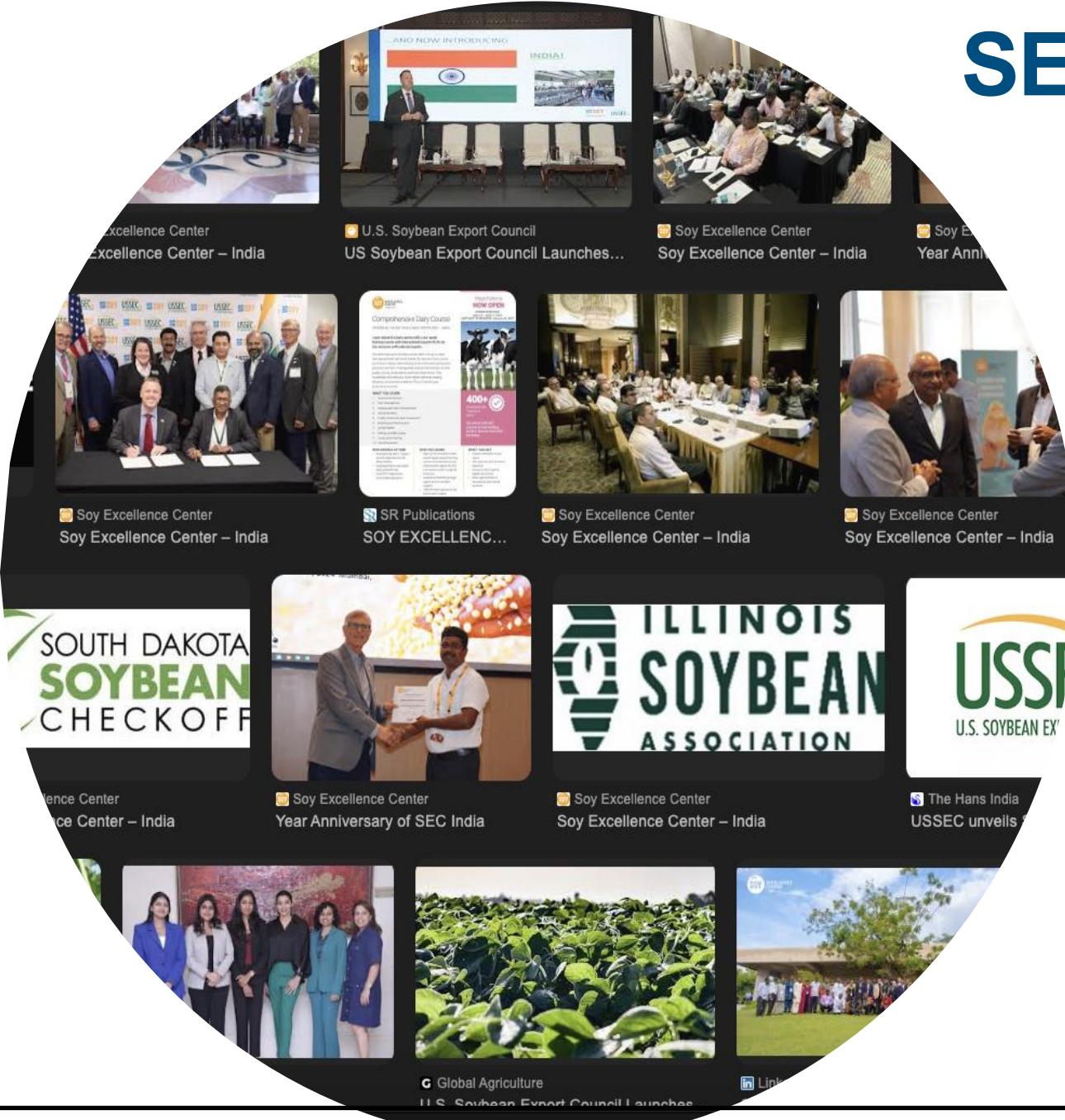
Global and Regional Advisors to ensure the SEC Mission

SEC Governance Model



SEC India Team Reflections

- Multiple ways in which the RAC supports
- Popularity picking up on its own
- Rewards and recognitions driving a sense of achievement
- SEC operation is almost a daily routine to serve, engage and fuel growth
- Evident desire to learn and keep pace
- Flexible digital learning suits the present generation
- SECs digital platform has fantastic capabilities; great asset



A Vision Renewed: Meet Our New GAP Leadership



SEC India had the privilege of holding regular Governance Meetings

U.S. Soy Leadership

- 17 GAP Members of SEC
- SEC India had the pleasure of having 13 members of U.S. Soy Leadership participating in our Governance meetings
- Six GAP members joined us for the GAP/RAC meetings

USSEC Leadership

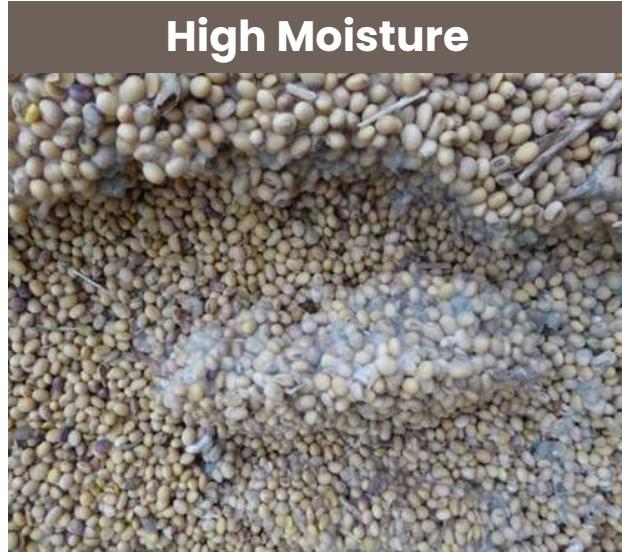
- Jim Sutter (CEO)
- Kevin Roepke (RD)
- Brent Babb (ED-SEC)
- Kellie Gypin (FAA, SEC)

It is the sustainable growing, harvesting, and supply chain systems that causes US Soy to be consistently superior in nutrient composition and value.



Damaged beans tell a story of composition, consistency, and sustainability.

Soy from Other Origins



Low Moisture



U.S. SOY



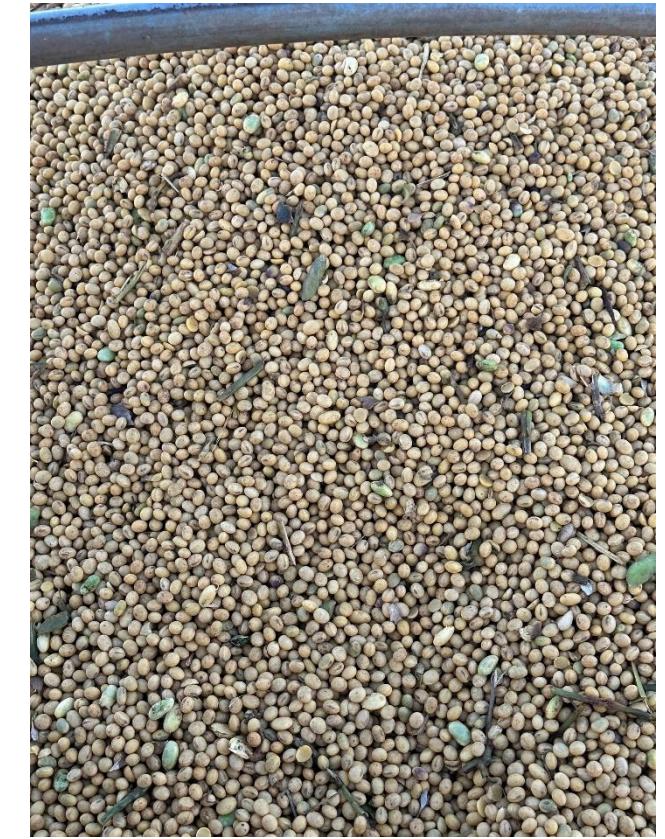
In Brazil: Double cropping.
Here, cotton is being planted
as soybeans are harvested



Soybeans are
harvested wet



Damage is
commonly visible





In Brazil, soybeans are harvested wet and are typically dried in dryers that burn eucalyptus trees

Measure What Matters

Rethink what is possible now



Traditional grading systems do not correlate well with actual value.



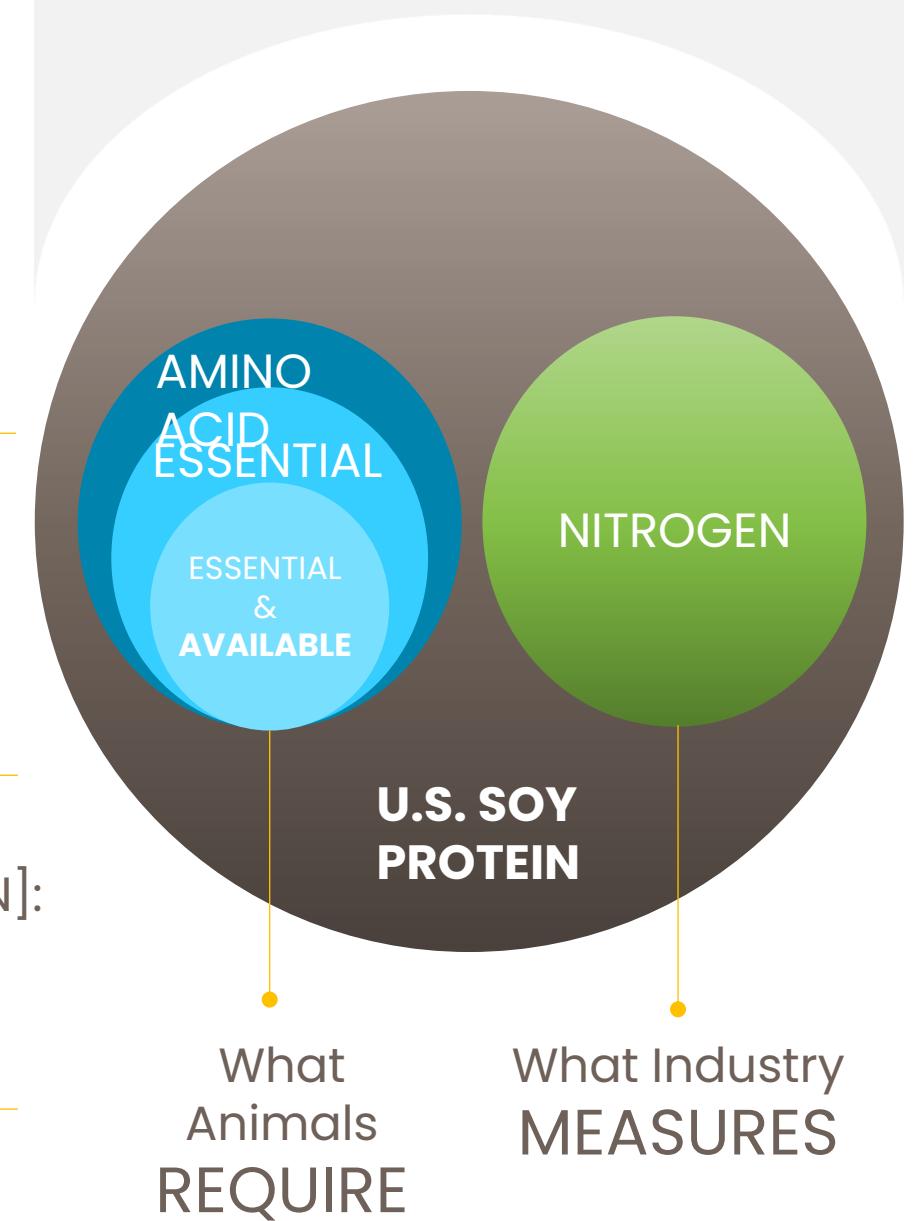
CP Nitrogen [N] is an indirect measure of quality



Crude Protein (CP) is NOT the best measure of soybean (or soybean meal) value



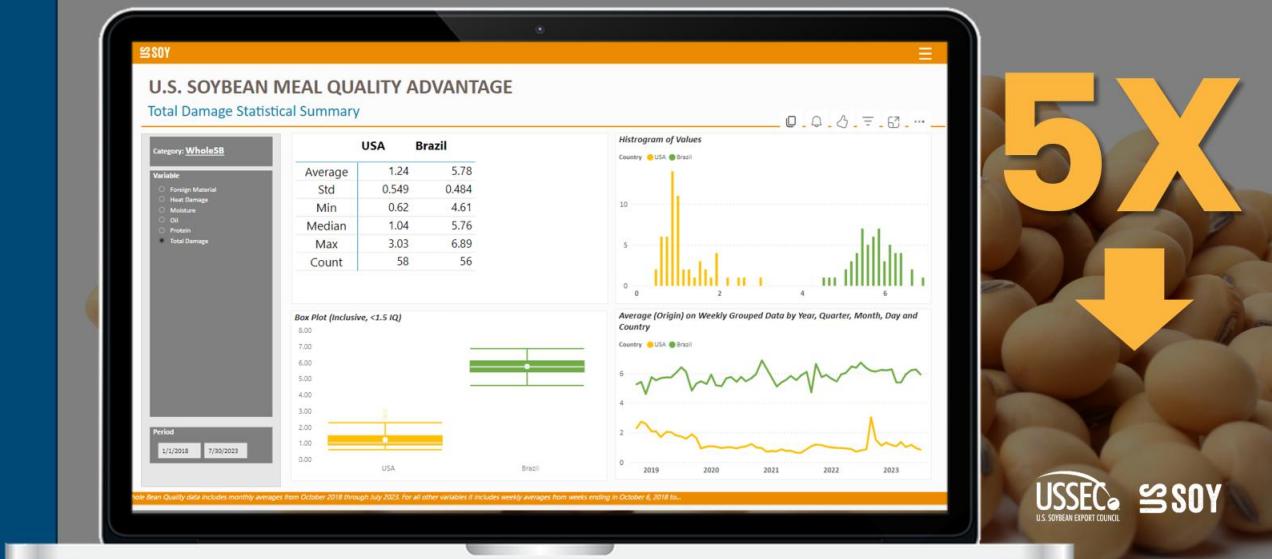
Methods to measure CP [N]:
1. Combustion
2. Kjeldahl
3. Dumas (Japan)



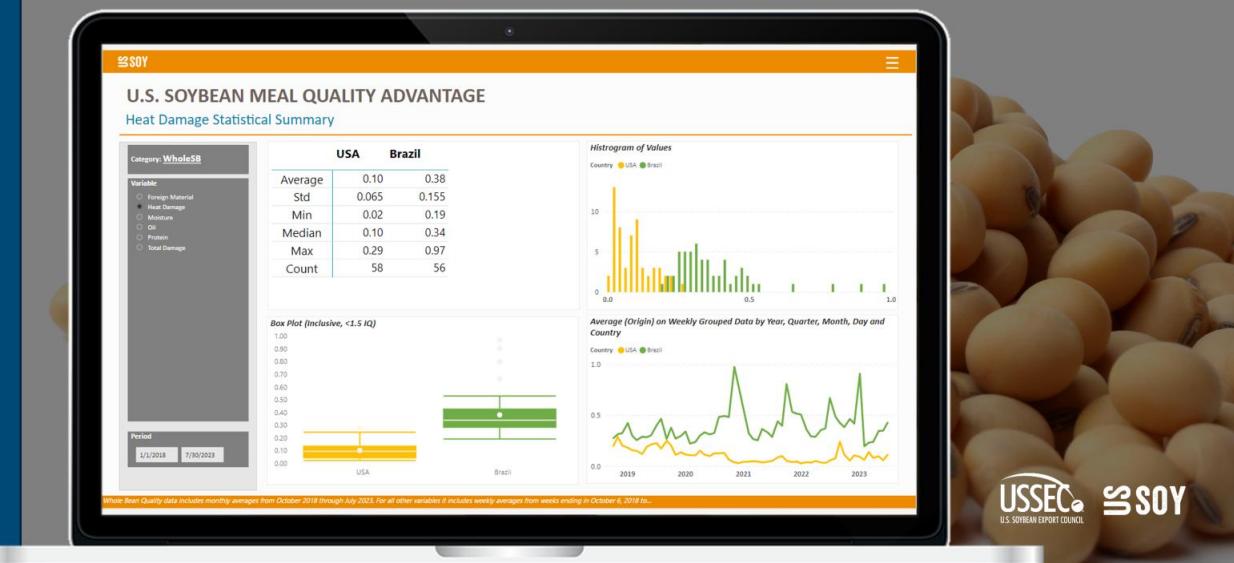


Unshackle from
our past
constraints of
measuring just
crude protein
and go beyond.

LOWER total damage



LOWER total heat damage



Bio-Economic Analysis for Nile Tilapia Fed SBM from Different Origins



Summary at Harvest

	USA SBM	ARG SBM	BRA SBM
Final Inventory	24,500	24,500	24,500
Biomass total (kg)	24,500	24,500	24,500
Biomass value	\$ 55,125	\$ 55,125	\$ 55,125
Cumulative Feed requirement (kg)	36,750	37,632	39,102
Fillet yield (%)	34.0	33.5	33.0
Fillet production (kg)	8,330	8,208	8,085
Fillet value	\$ 62,475	\$ 61,556	\$ 60,638
Cumulative Feed Cost	\$ 27,783	\$ 28,487	\$ 29,639
Fingerlings	\$ 6,125	\$ 6,125	\$ 6,125
Energy	\$ 3,233	\$ 3,345	\$ 3,464
Labour	\$ 4,850	\$ 5,017	\$ 5,196
Harvest & processing	\$ 9,800	\$ 9,800	\$ 9,800
Investment Depreciation	\$ 3,322	\$ 3,436	\$ 3,559
Total Cost of production	\$ 55,113	\$ 56,211	\$ 57,784
Profit / Loss	\$ 7,362	\$ 5,345	\$ 2,853
Profit / Loss per kg biomass produced	\$ 0.30	\$ 0.22	\$ 0.12
Margin, %	13.4	9.5	4.9

Research and economic analysis by Wittaya Aqua demonstrated greater profitability, and lower carbon footprint, for aquaculture producers who chose soybean meal made from US Soy over sbm made from soybeans from other origins

Finisher diets formulated with Margin of Safety on SBM

	USA	Argentina	Brazil
Diet Cost per ton	\$242.65	\$250.03	\$248.15
Corn, %	68.99	67.28	70.41
SBM, %	20.97	20.80	21.58
MBM, %	3.56	3.74	3.86
DDGS, %	4.22	5.00	1.71
Fat, %	0.50	1.32	0.50

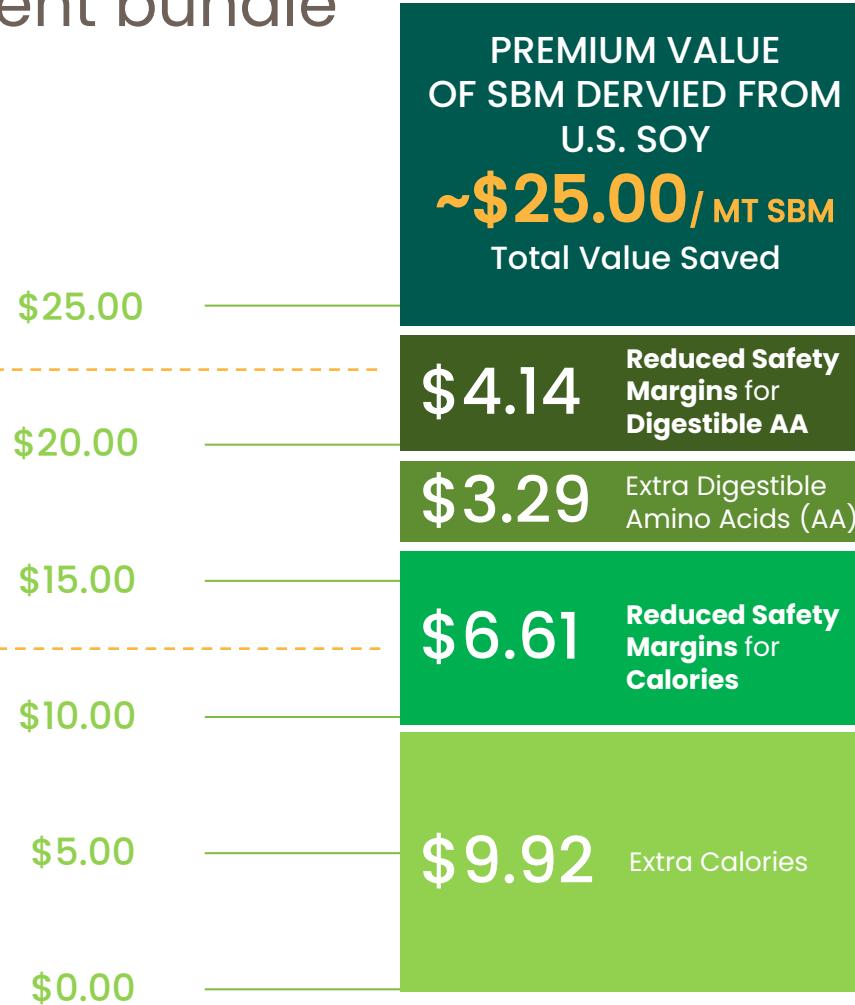
•The SBM from Argentina and Brazil would need to be less than the US SBM to be considered equal (due to the lower nutritional quality).

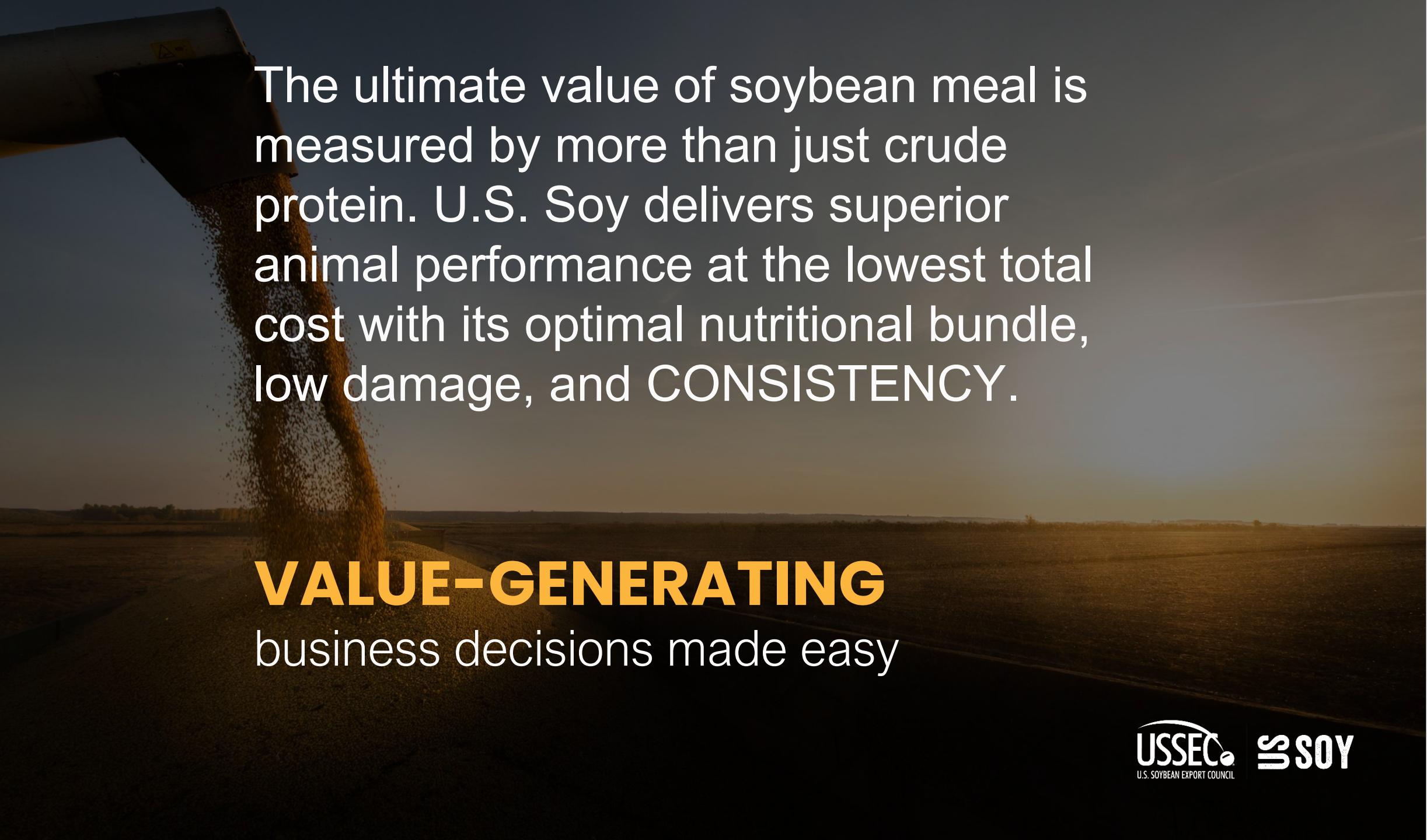
- Argentina: $\$7.38 \div 20.80$ (% SBM Inclusion) = \$35.48 less than US SBM.
- Brazil: $\$5.50 \div 21.58$ (% SBM Inclusion) = \$25.49 less than US SBM.

VALUE UNLOCKED

by U.S. Soy when considering
the consistent nutrient bundle

CONSISTENCY
is a true predictor Of
Economic Value
UNLOCKED



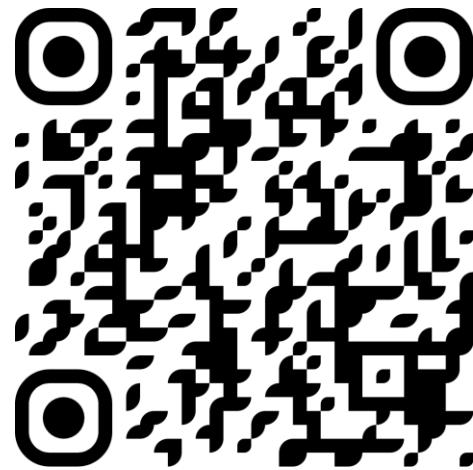


The ultimate value of soybean meal is measured by more than just crude protein. U.S. Soy delivers superior animal performance at the lowest total cost with its optimal nutritional bundle, low damage, and **CONSISTENCY**.

VALUE-GENERATING
business decisions made easy

right to protein.

POWERED BY



Social Media Handles



<https://righttoprotein.com>



f right to protein south asia



 @righttoproteinsouthasia



righttoproteinsouthasia

Partner up with Right to Protein and Protein-o Meter

Protein Day – Feb 27 Highlights



- **Protein Day Conversations:** Centered around the importance of right quantity, quality, and informed choices for better health.
- **SuperYou Collaboration:** Partnered with SuperYou for a special Protein Day contest on Instagram to drive engagement and awareness.

Right To Protein South Asia (Instagram post): You've been eating protein—but are you eating the right protein? It's time to think beyond just the quantity of your protein intake. This **#ProteinDay**, discover the **#RightWayToProtein**.

Right To Protein South Asia (Instagram Reel): 9 of the essential amino acids should come from food as the body can't produce them on its own.

Right To Protein South Asia (Instagram Post): Why is consuming Soy products the **#RightWaytoProtein?** 9 amino acids: Methionine, Tryptophan, Valine, Phenylalanine, Threonine, Leucine, Lysine, Histidine, Isoleucine.

Right To Protein South Asia (Instagram Post): SUPER GIVEAWAY ALERT! Do you know the **#RightWayToProtein?** Hint: The building blocks of protein and muscle.

Right To Protein South Asia (Instagram Post): WHO AM I? I'm born from fermentation, pack all the essential amino acids and fuel you without the usual suspects.

Right To Protein South Asia (Instagram Post): Every meal is a chance to fuel your body right. This **#ProteinDay**, let's move beyond myths and make informed choices for a healthier India. Because the **#RightWayToProtein** isn't just about eating—it's about thriving. Join the movement, tag **Right To Protein South Asia**, and let's celebrate better nutrition together!

Right To Protein South Asia (Instagram Post): Nutrition Society of India, Delhi Chapter, Food Safety and Standards Authority of India, Plant Based Foods Industry Association, Soy Food Promotion and Welfare Association (SFPWA), FICCI, CLFMA OF INDIA, Labelblind, The Good Food Institute, Nutrition Council of India - Institute of Food Nutrition and Health Sciences, POULTRY FARMERS REGULATORY COMMITTEE, Ministry of Health and Family Welfare, Government of India, Ministry of Food Processing Industries, Ministry of Agriculture & Farmers Welfare, Government of India, CSIR - Central Food Technological Research Institute (CFTRI), Icar-Indian Institute Of Soybean Research, National Dairy Research Institute, The Akshaya Patra Foundation, Global Alliance for Improved Nutrition (GAIN), Public Health Foundation of India (PHFI), Confederation of Indian Industry, CII Food and Agriculture Centre of Excellence, Indo Soya Food Association.

Metrics: IG

Views	13K
Reach	10K
Engagement	299
No. of posts	4

Metrics: FB

Views	254
Reach	242
Engagement	4
No. of posts	4

Metrics: X

Impressions	151
Engagement	3
No. of posts	3

Metrics: LinkedIn

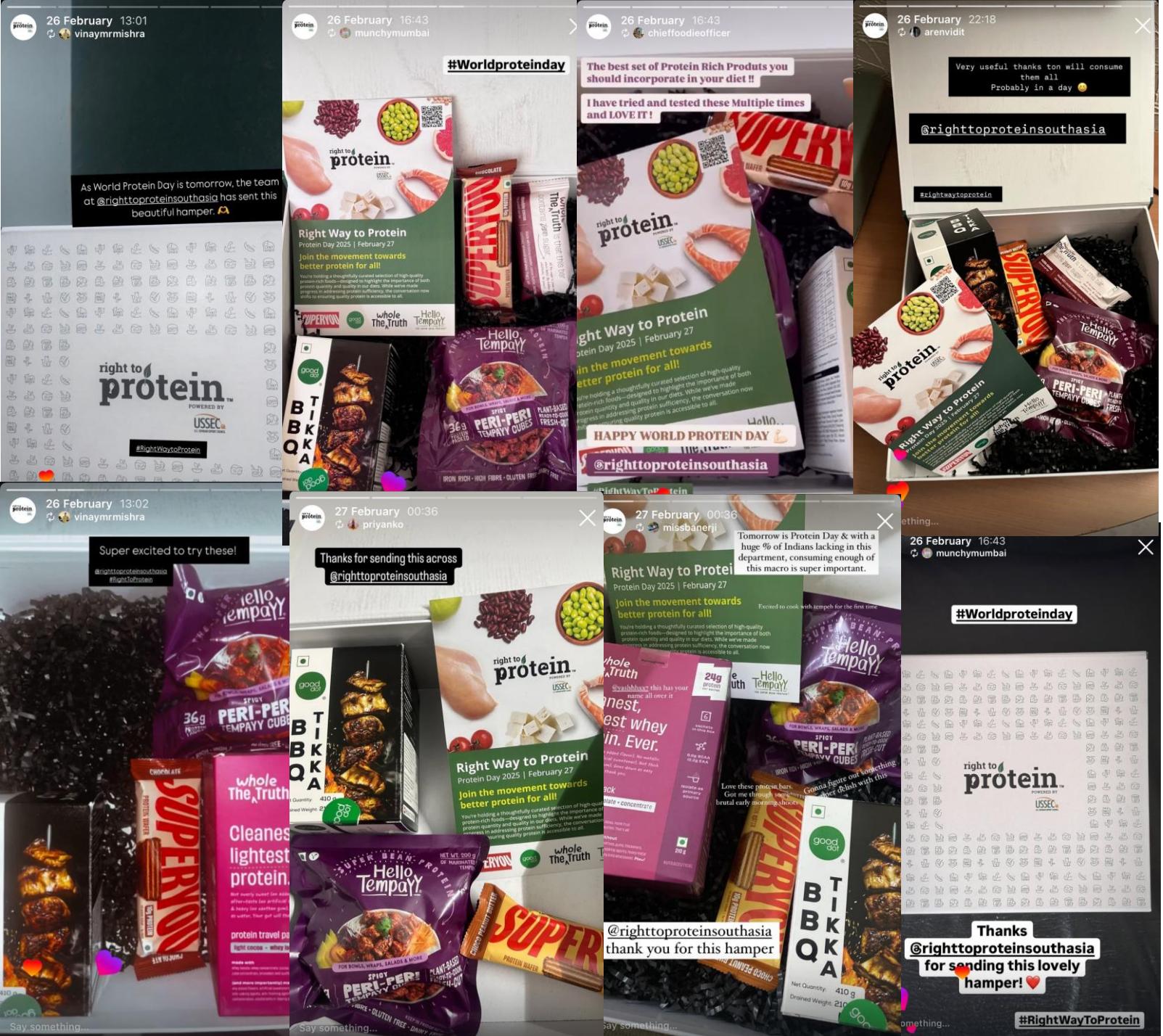
Impressions	188
Engagement	40
No. of posts	2



Journalists, nutritionists, and influencers shared posts and stories featuring the hampers, mentioning the Right To Protein channel and amplifying awareness for Protein Day.



Total Stories	Accounts Reached
19	208K+



Event Highlights

Right To Protein South Asia

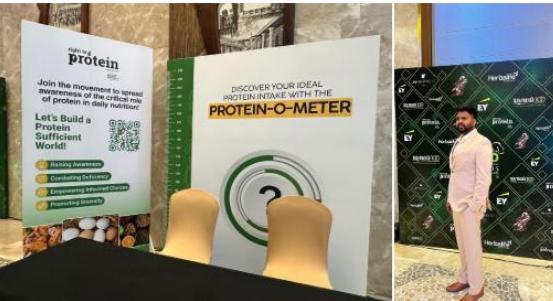
A big THANK YOU to NDTV for the incredible opportunity to spotlight the Right to Protein at the [#NDTVFoodAwards2025!](#) 🌟

Right To Protein South Asia is on a mission to make [#proteinawareness](#) across India, and this event was the perfect platform to drive the conversation forward. From engaging with attendees to showcasing our [#ProteinOMeter](#) – an easy-to-use tool that helps individuals calculate their daily protein needs based on their body profile, lifestyle, and meal patterns – we are empowering [#India](#) to make informed, protein-smart choices! www.righttoprotein.com

- Why Protein Matters for India:
 - Essential for a healthier, stronger nation
 - Supports fitness, immunity & overall well-being
 - Plays a key role in addressing malnutrition & dietary gaps

This is just the beginning! Let's keep the momentum going and build a more protein-conscious India. Who's with us? Comment below! 🙌

#RightToProtein #ProteinForIndia #NDTVFoodAwards #NutritionMatters
#HealthyIndia #ProteinAwareness #FoodForThought #WellnessJourney #EatBetter
#FitnessIndia #HealthRevolution Franklin Manuel



At the **NDTV Food Awards 2025**, Right To Protein raised awareness on why protein matters for India, with the Protein-O-Meter as the key highlight to help audiences make informed, protein-smart choices.

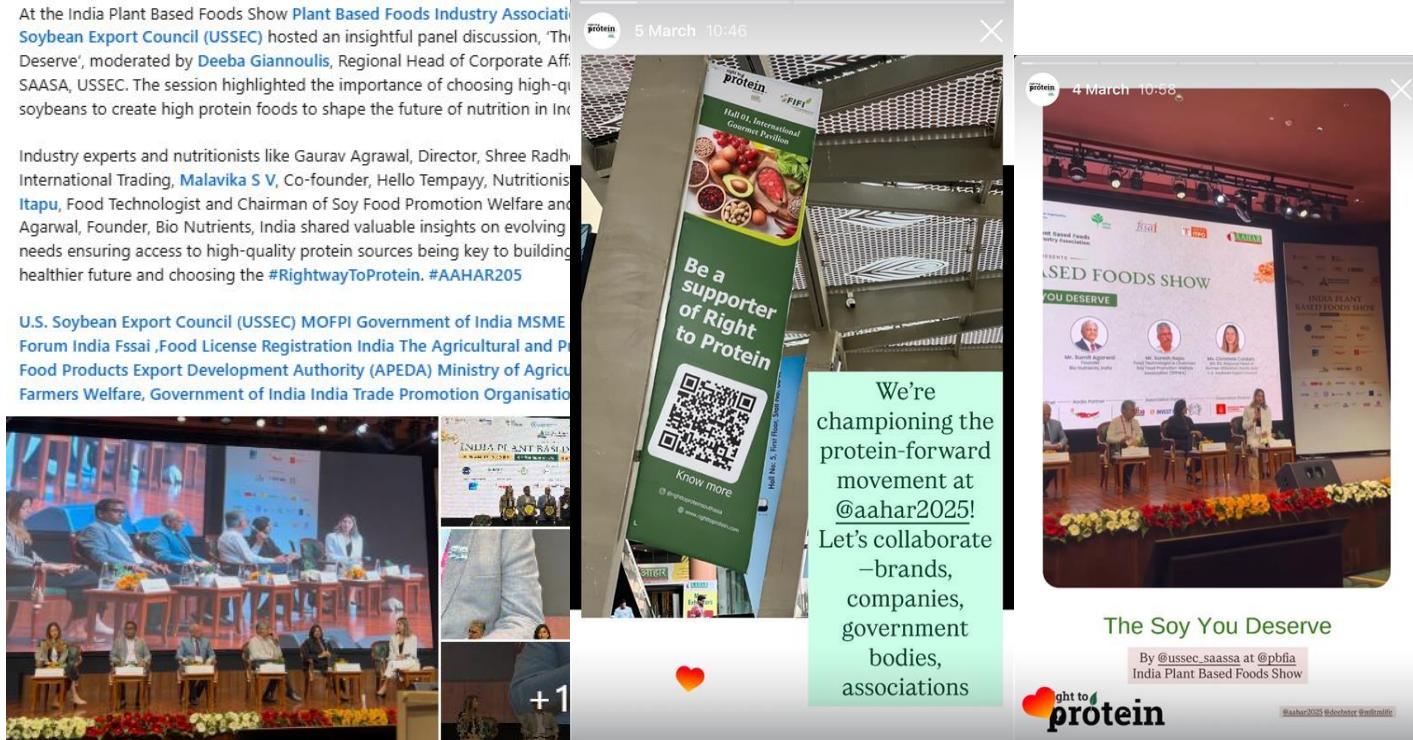
Right To Protein South Asia

1,575 followers
3w • Edited • 0

At the India Plant Based Foods Show [Plant Based Foods Industry Association](#) [Soybean Export Council \(USSEC\)](#) hosted an insightful panel discussion, 'The Deserve', moderated by [Deeba Giannoulis](#), Regional Head of Corporate Affairs, SAASA, USSEC. The session highlighted the importance of choosing high-quality soybeans to create high protein foods to shape the future of nutrition in India.

Industry experts and nutritionists like [Gaurav Agrawal](#), Director, Shree Radha International Trading, [Malavika S V](#), Co-founder, Hello Tempayy, Nutritionist [Itapu](#), Food Technologist and Chairman of Soy Food Promotion Welfare and [Agarwal](#), Founder, Bio Nutrients, India shared valuable insights on evolving needs ensuring access to high-quality protein sources being key to building a healthier future and choosing the [#RightwayToProtein](#). [#AAHAR205](#)

U.S. Soybean Export Council (USSEC) MOFPI Government of India MSME Forum India Fssai, Food License Registration India The Agricultural and Processed Food Products Export Development Authority (APEDA) Ministry of Agriculture and Farmers Welfare, Government of India India Trade Promotion Organisation



At the **India Plant Based Foods Show** hosted by PBFIA, USSEC's Right To Protein campaign joined a panel where experts emphasized the importance of high-quality soy in building healthier diets for India.



Event Highlights



8 Likes

Liked by hannah_robins_ and others
righttoproteinouthasia This #SoyMonth, the focus is clear—nutrition security over food security.

At a seminar in Indore hosted by SFPWA during Soy Month, USSEC highlighted soy's role in shifting from food security to nutrition security and addressing India's protein gap.



At the PFNDI seminar in Mumbai, Dr. Nandita Iyer represented Right To Protein, emphasizing soy as a sustainable, affordable protein source and the need for innovative, nutrition-first food solutions.

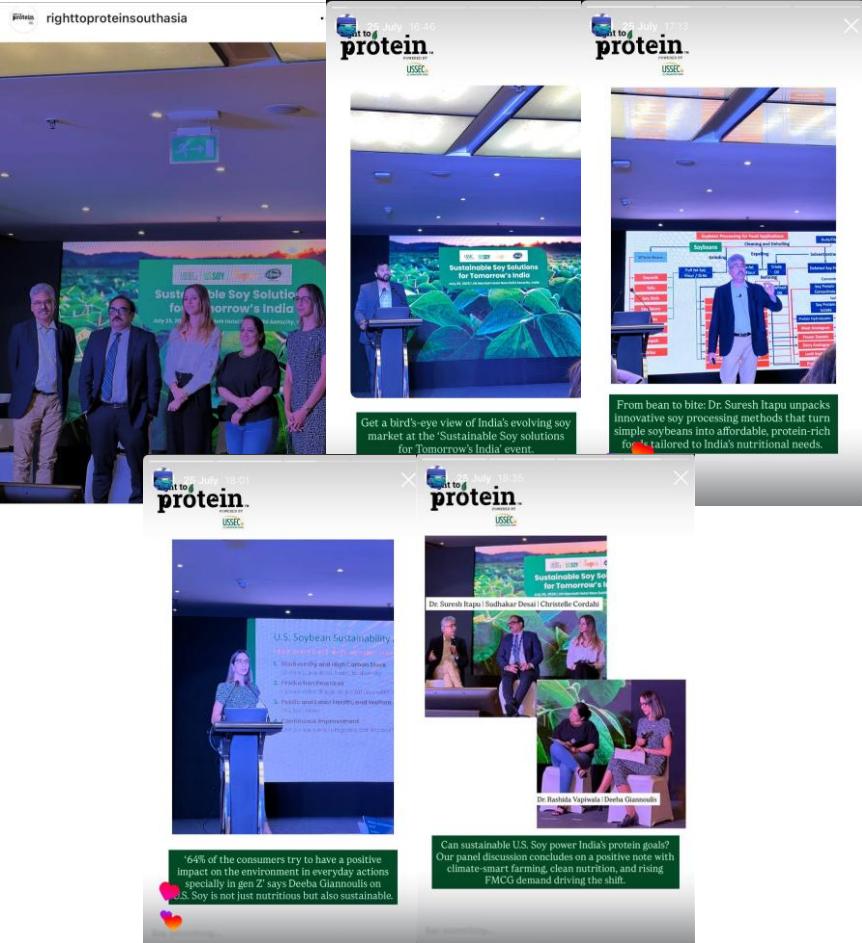


Right To Protein participated in Shrimpathon 2025 with engaging collaterals such as flyers, foot cutouts, badges, and a photo booth. The participation was further amplified through social media and covered in the media.

Event Highlights



The Chennai Fish Seafood Show & Prawn Fest 2025 spotlighted sustainable seafood like shrimp as a key solution to India's protein gap, with experts emphasizing its nutritional value and the role of initiatives like Right to Protein.



Right to Protein South Asia hosted the **“Sustainable Soy Solutions for Tomorrow's India” event** in New Delhi, launched the Soy White Paper, spotlighted U.S. Soy as an affordable, climate-smart protein, and worked on the website for Right to Protein South Asia.

INFLUENCER COLLABS



Dr. Manan Vora: Shared how “Soy isn’t just nutrition—it’s a movement,” highlighting soy’s role in powering plant-based diets, and also addressed some common myths around soy.

Right To Protein South Asia
1,641 followers
2d • [View post](#)

From decoding the protein paradox to rethinking the role of processed foods, the **Protein Foods and Nutrition Development Association of India (PFNDI)** seminar on the Innovative Food Industry spotlighted a critical shift: food ...more

U.S. Soy Leadership participating in SEC India activities in the last 17 months (April 2024 till date)

U.S. Soy Leadership **Implementation**

1. Linton Beeson	USSEC, USSEC
2. Venkatesh Reddy	USSEC, USSEC
3. Prakash Patel	USSEC, USSEC
4. Prakash Patel	USSEC, USSEC
5. Sudhir Mehta	USSEC, USSEC
6. Shikha Nandan	USSEC, USSEC
7. Jitendra Mehta	USSEC, USSEC
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righttoproteinsouthasia and pfndai
...
Innovative Food Industry- Responsibly Catering to the Nutritional and Economic progress in India
Watch Dr. Nandita Iyer speak on Soy as a human Nutrition solution
30th May, 2025
9:30 AM - 4:30 PM
Hotel Kohinoor Continental, Mumbai
View Insights
Boost post
10 2 1

righttoproteinsouthasia @saffrontrail, a multifaceted health advocate and qualified medical doctor with added expertise in Nutrition and Mental Health, will be speaking on the powerhouse potential of soy—a plant-based protein that's reshaping how India eats, grows, and thrives. At the @pfndai Seminar, she will highlight soy's role in driving sustainable, nutrition-forward change.

Dr. Nandita Iyer (PFNDI Seminar):
At the PFNDI seminar, she unpacked the protein paradox and stressed that food innovation must be fast, functional, and nutritionally intentional, making soy a key solution.

A large, dense word cloud centered around the word "Danke" (Thank You) in various languages. The word "Danke" is the largest and most central word, surrounded by numerous other words in different scripts and colors. The surrounding words include "Thank You" in multiple languages (English, German, Spanish, French, Italian, etc.), "Danke" in various scripts (Latin, Cyrillic, etc.), and other expressions of gratitude like "Obrigado", "Merci", "Asante", and "Teşekkür ederim". The word cloud is composed of many smaller words and characters, creating a complex and dense visual effect.