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## Japan

### Agricultural Situation

## The History of U.S. Soybean Exports to Japan 2009

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**Report Highlights:**

FAS Japan is writing a series of reports on the history of U.S. agricultural exports to Japan. These reports showcase the unique partnership between U.S. cooperators, USDA's Foreign Agricultural Service (FAS), and Japan's food and agriculture sector that has made Japan the most successful country for the market development of U.S. food products in history.

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Annual Report  
Tokyo ATO [JA2]  
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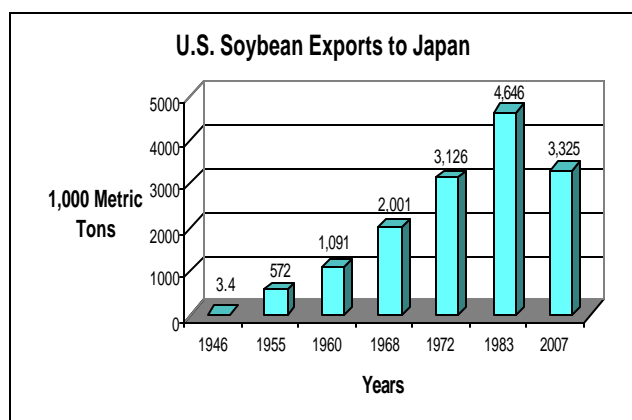
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## Introduction: The Amazing Soybean

Soybeans are an amazing crop, produced for food, industrial products, and livestock feed. Soybeans originated in China and are one of the oldest cultivated crops. Soybeans most likely came to Japan from China between the 6<sup>th</sup> and 8<sup>th</sup> centuries with the spread of Buddhism.<sup>1</sup> Because of the vegetarian philosophy of Buddhism, as the religion expanded throughout East Asia so did the use of soy foods. The earliest reference to soybeans in Japan is in the Kojiki (Records of Ancient Matters), which was complete in 712 AD and is the oldest surviving book dealing with ancient Japan.

Soybeans have been an important source of protein in the Japanese diet for centuries. This is apparent by the wide assortment of soy foods in Japan such as shoyu (soy sauce), tofu (soybean curd), miso (soybean paste), natto (fermented soybeans), kinako (roasted soybean flour), and aburaage (deep fried sliced tofu). With this ancient history, Japan helped to introduce soybeans into the United States. Indeed, the English word “soy” is believed to be derived from the Japanese shoyu or soy sauce.<sup>2</sup> Japan eventually became a major market for the United States after World War II because of the efforts of the U.S. soybean industry, FAS, and the Japanese industry. This interdependence between the United States and Japan is nothing short of extraordinary.

For over 50 years, Japan has been a critical export market for U.S. soybeans and products. For most of that time Japan was the largest market for the United States. From less than 3,500 metric tons in 1946, Japan became our largest export market in 1955 at 572,050 metric tons, increasing to over 1 million metric tons in 1960, 2 million metric tons in 1968, 3 million metric tons in 1972,



Source: ASA-IM Tokyo

and to a record 4.6 million metric tons in 1983. During this 38 year period, exports increased over 1,350 percent. U.S. soybean exports to Japan reached a cumulative total of 100 million metric tons in 1991. Since 1946, the United States has exported 159,988,363 metric tons of soybeans to Japan. The magnitude of this success can be summed up by Shinji Sasaki, President of the Japan Oilseed Processors Association (JOPA), who stated that from 1956 through 2005, 84 percent of Japanese soybean imports came from America.<sup>3</sup>

In 2007, Japan was the third largest export market for U.S. soybeans at over three million metric tons, or more than \$1 billion, including a significant amount of identity preserved (IP), food grade soybeans. Japan's requirement that all food bean soybeans originate from non-biotech varieties is the driver of the IP market.<sup>4</sup> The U.S. share in the Japanese market is currently around 76 percent. Japan was the United States' fourth largest market for soybean meal at \$125 million in 2007, and 10<sup>th</sup> largest market for soybean oil at \$16 million.<sup>5</sup>

## The Auckland

Through a series of unusual events, the soybean relationship between the United States and Japan began even before Japan opened its doors to the rest of the world.<sup>6</sup> In December of 1850, the Auckland, an American merchant ship, left Hong Kong for San Francisco carrying sugar and other general merchandise. Several hundred miles off the coast of Japan, the ship came across the Japanese junk, the Eiriki Maru. The junk was damaged in a violent storm and it had drifted at sea for several days. Because of the Japanese government's isolation policy, Japanese ships of the period were not designed for long ocean voyages, and so the Eiriki Maru tossed helplessly in the waves. The 17-member Japanese crew was rescued from the boat and placed on board the Auckland, which continued on to San Francisco.

The youngest member of the Eiriki Maru was Hikoza Hamada (1837-1897), who later became known as Joseph Heko. Heko became the first Japanese to become an American citizen.<sup>7</sup> In his autobiography, Heko described how they were not accustomed to eating meat because they were Buddhist and at first refused to eat "meat and butter."<sup>8</sup> In fact, after witnessing the cook from the Auckland slaughtering a pig on the ship the Japanese became concerned that these "barbarians" would start to eat them. Later, the Japanese became accustomed to the American food. As Heko remarked "when in Rome do as the Romans do."

In San Francisco, the Japanese were not permitted to go ashore because of the possibility of spreading diseases. Dr. Benjamin Franklin Edwards was returning to Illinois after two years in California unsuccessfully searching for his fortune in the California gold rush.<sup>9</sup> Dr. Edwards was not the usual type of fortune seeker, as he was a member of a wealthy and influential family. By coincidence, Dr. Edwards was at the dock waiting to return to Illinois by passenger ship through the Panama overland route. He examined the shipwrecked sailors and declared them free of any contagious diseases. As a gesture of appreciation, the Japanese gave Dr. Edwards a gift of a packet of soybeans that he carried back to Illinois. These soybean seeds were eventually distributed to the New York State Agricultural Society, the Massachusetts Horticultural Society, and the Office of the Commissioner of Patents. Prior to the establishment of the U.S. Department of Agriculture in 1862 by President Lincoln, agricultural affairs were handled by the Office of the Commissioner of Patents. The two societies and the Commissioner of Patents sent soybean seeds to farmers throughout the United States.

## Perry and the Black Ships

One can say our official relationship with Japan began when Commodore Matthew C. Perry and his heavily armed black ships opened up Japan to the rest of the world after centuries of isolation. From 1636, Japan had a national isolation policy, closing itself off to foreigners except for the Chinese and the Dutch. The U.S.-Japan Expedition left for Japan in November, 1852, under the direction of Commodore Perry, for the purpose of opening Japan to foreign trade. He brought President Fillmore's letter addressed to the Shogun, threatening that if refused, Japan would face military action. In the early 1850s whaling was booming in the Pacific Ocean. Plenty of U.S. whaling boats were operating near Japan's coast and desperately needed water, food and coal. In 1854, Japan reluctantly signed the Treaty of Peace and Amity with the United States and agreed to open two ports, Shimoda and Hakodate.

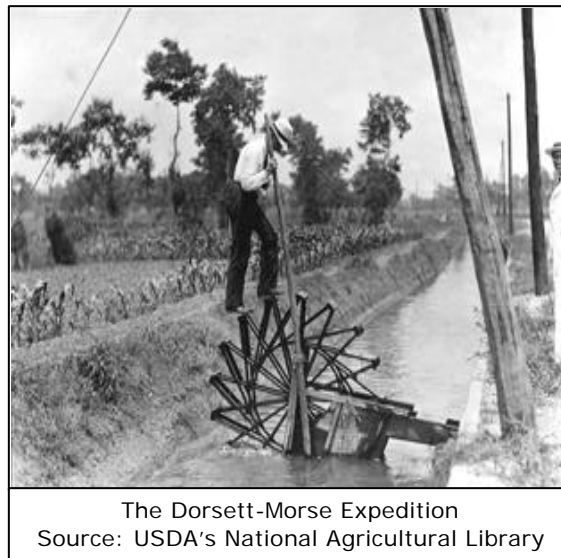
The expedition's agriculturist was Dr. James Morrow.<sup>10</sup> Morrow was a medical doctor from South Carolina with a strong interest in agriculture. He was responsible for assembling and demonstrating the agricultural instruments that were brought on the expedition as gifts for the Emperor. He also brought vegetable seeds as gifts for the Japanese. However, Morrow's primary responsibility was collecting seeds and plants from Japan, and he collected between 1,500 and 2,000 specimens of plants during the expedition. One of Morrow's introductions had a profound impact on U.S. agriculture. The expedition's surgeon, Dr. Daniel Green, observed that the Japanese grew a peculiar kind of bean called the Japan pea (i.e., soybean).<sup>11</sup> Morrow obtained soybean seeds from Japan that he sent to the Patent Office, which later distributed the seeds to farmers in the United States.<sup>12</sup>

Through the effort of Benjamin Edwards and James Morrow, by the late 1850s soybeans were grown, propagated, and evaluated by farmers throughout the United States. Articles were written in agricultural journals and newspapers and letters were written to the Commissioner of Patents praising the potential value of soybeans.<sup>13</sup> For example, in 1855 a farmer from the Midwest reported in an agricultural journal that he had planted soybeans for three years and had distributed them "from Canada to Texas." His assessment of soybeans as a potentially important crop was accurate and he recommended that "the crop be planted on good corn land, in rows from 18 to 24 inches apart, wide enough to hoe or use a small cultivator," and that "the beans should be cooked before use as a feed for chickens or hogs."

## William Morse: USDA's Plant Explorer in Japan and the Father of Soybeans in America

In 1898, Secretary of Agriculture James Wilson created the Section of Seed and Plant Introduction. The purpose of this office was to send USDA scientists to search the world for new economically viable plants for American agriculture. Under the direction of Dr. David Fairchild, the office was systematic in their explorations, selecting only the plants that had the most promising characteristics for U.S. agriculture.

USDA and U.S. growers became more interested in soybeans because of the growth in Japanese exports of soybeans after the Russo-Japan war (1904-05). At the end of the war, Japan gained control of Manchuria and its rich soybean crop. Japan exported much of the crop to Europe, where beans were crushed into soybean oil for soap ingredients and into soybean meal for animal feed.<sup>14</sup> This led to great interest in soybean crushing in the United States. Between 1898 and 1928, approximately 3,000 soybean samples were introduced into the United States from Japan, China, Korea and India by USDA scientists.<sup>15</sup>



With the popularity of soybeans growing in the United States, in 1929 USDA sent William Morse along with P. Howard Dorsett to Japan, Korea and northeast China. The trip was officially known as the Oriental Agricultural Exploration Expedition. Dorsett spent most of the expedition collecting vegetables, fruits, and forage grasses while Morse collected soybeans and learned about the soybean industries in East Asia.

William Morse, who worked for USDA from 1907 until his retirement in 1949, led USDA's efforts for soybeans to become a major agricultural crop in America. Today, Morse is considered "the father of soybean production in America."<sup>16</sup> He helped to create the American Soybean Association (ASA) in 1920 and was its president three different times. In 1923, William Morse and Charles Piper wrote *The Soybean*, the first comprehensive book in English on soybeans. This notable book featured chapters on the chemistry, botany, and the history of soybeans for human food and animal feed. Morse clearly saw the potential in this amazing plant, declaring "there can be little doubt that the soybean is destined to become one of the major American crops."<sup>17</sup>



The Dorsett-Morse Expedition  
Source: USDA's National Agricultural Library

Morse along with his USDA colleague Dorsett set off from Washington, DC to Japan on February 19, 1929 on their expedition. When they arrived in Tokyo, the U.S. Embassy lent them an interpreter to help them get established. Over a two year period from 1929 to 1931, much of it spent in Japan, the expedition collected 4,451 soybean samples.<sup>18</sup> Dorsett wrote: "Our year spent in Japan was most delightfully pleasant. It is a remarkably interesting and beautiful country and we were successful in getting a nice lot of plant material and much valuable information."<sup>19</sup>

The work of the expedition made significant contributions to the U.S. soybean industry to

expand production. For example, plant diseases increased as the popularity of the soybean grew. The soybeans from the expedition were found to be resistant to many of these diseases and were bred with the existing cultivars for disease resistance.<sup>20</sup> As Theodore Hymowitz wrote in 1984 about the expedition "The Dorsett-Morse collection will be as useful to soybean scientists 50 years from now as it has been in the first 50 years of its existence."<sup>21</sup>

On his return to the United States, Morse became one of the first Americans to make soy foods a regular part of his diet.<sup>22</sup> He and his family became very fond of Japanese cooking while living in East Asia, with his favorite dish sukiyaki. Morse believed that soy foods were extremely healthy. After his retirement in 1949, Morse moved to New York to be near his daughter. He died in 1959 at the age of 75.

## U.S. Market Development Efforts in Japan

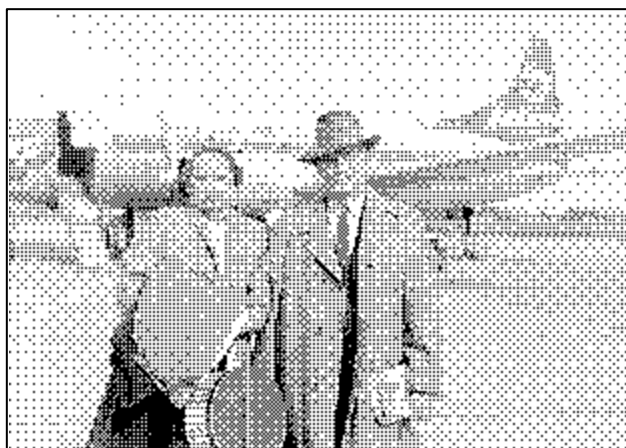
Prior to World War II, the United States was not an exporter of soybeans. In 1940, the U.S. soybean industry was in its infancy, with production and demand far below commercial levels.<sup>23</sup> However, World War II fueled a massive expansion as supplies of tropical oils from Asia and



other edible fats were disrupted because of the war. In addition, because of the growing demand for protein rich foods by the U.S. military, soybean flour was used as an ingredient in a lot of foods.<sup>24</sup> Between 1940 and 1946, U.S. soybean production nearly tripled, from 78 to 201 million bushels. Soybeans were now a major crop in the United States.

Following the war, Japan became one of the earliest international markets for U.S. soybeans, and today remains a very important customer. In addition to its value in cooking oil and high-protein feed, soybeans were widely used in traditional Japanese foods such as tofu and in ingredients in a variety of foods such as breakfast cereals and salad dressings. So Japan needed a reliable source of soybeans.

In the late 1940s, ASA began to look at international markets because of the sharp increase in domestic production and Japan offered terrific opportunities for U.S. producers. Japan began importing small quantities of U.S. soybeans in 1946, when it bought 3,441 metric tons. By 1955, that quantity had soared to 572,050 metric tons, making Japan the largest overseas market for U.S. soybeans. Nonetheless, there were issues such as high foreign matter content and the lack of understanding on the part of American growers about Japan's soybean needs.<sup>25</sup> William Termohlen, the agricultural attaché in Japan at the time, believing that there were tremendous opportunities in Japan for U.S. soybeans requested that an ASA representative be sent to Japan to study the market. In late 1955, George Strayer, ASA's first executive officer, with funding from FAS, spent almost two months in Japan talking to soybean product producers and government officials. From his time in the country, Strayer became a major proponent for U.S. soybeans in Japan. In a 1955 edition of *Soybean Digest*, he announced to the American farmer that "Soybeans are the life blood of Japan. They are an absolute necessity, for they are the food of the people."<sup>26</sup>



George Strayer and his wife en route to Japan in 1955  
Source: American Soybean Association

On February 7, 1956, ASA and FAS signed a cooperators agreement, allocating \$100,000 in P.L. 480 proceeds to cover activities in Japan and Germany for one year.<sup>27</sup> The first activities in Japan included funding a survey on quality of soybeans exported from the United States under the new grain grading standards for soybeans, sending a Japanese team to the United States, and establishing an office in Japan to carry out the program.

Japanese manufacturers and associations were quick to realize the benefit of increasing domestic soybean consumption. In April, 1956, ASA entered into an agreement with

several Japanese industry organizations to create the Japanese American Soybean Institute (JASI). JASI was composed of the leading Japanese soybean user organizations: soy oil/meal processors, producers of tofu, miso, and soy sauce, and the oil and fat importers and exporters. Expenses of the new office were borne jointly by ASA and the Japanese industry. Before JASI, there had been no such thing as a soy food association in Japan where producers of the various soy foods met to discuss common problems and areas of cooperation. Thus, JASI opened new

channels of communication among Japanese involved with soybeans as well as among Americans and Japanese.

JASI hired Shizuka Hayashi as its first Director in Japan.<sup>28</sup> Hayashi was born in Hawaii to Japanese parents. He was bilingual and had managed a Japanese-owned soybean plant in Manchuria. Because he had over 30 years of experience in the soybean industry in Japan, it made it easy for ASA to quickly establish good relationships with the Japanese soybean industry.<sup>29</sup> Hayashi directed JASI until his retirement in 1969. With Hayashi's retirement, JASI was discontinued in 1969 and operations came under the name of ASA.

Relationship building and education between U.S. and Japanese industries started early. From August 12-September 15, 1956, ASA sent the first Japanese soybean industry team to the United States. The team included the presidents of the crushers association, the Tofu Association, the Soy Sauce Association, the Miso Association and the Importers Association.<sup>30</sup> The two week trip gave the Japanese trade an opportunity to study the U.S. soybean industry in detail that would pay dividends for U.S. soybean exporters. For example, one Japanese executive developed a modern coastal plant with unloading facilities as a result of his participation in the trip. Other soybean crushers followed his lead and also constructed large scale coastal plants, adding to increased imports of U.S. soybeans. In early 1957, the first U.S. soybean industry team went to Japan. Members included representatives of the cooperative grain merchandising industry, the processing industry, soybean growers and the Port of New Orleans.



Kitchen on Wheels  
Source: Kuniharu Kiyomiya

Over the years, the U.S. soybean industry has had significant market development success in Japan. An initial obstacle confronting the new organization was an image problem for soybeans with Japanese consumers.<sup>31</sup> During World War II, because of food shortages, the Japanese government rationed rice with soybean meal. The terrible odor and periodic intestinal problems associated with this food built a negative image for soybeans with many Japanese.

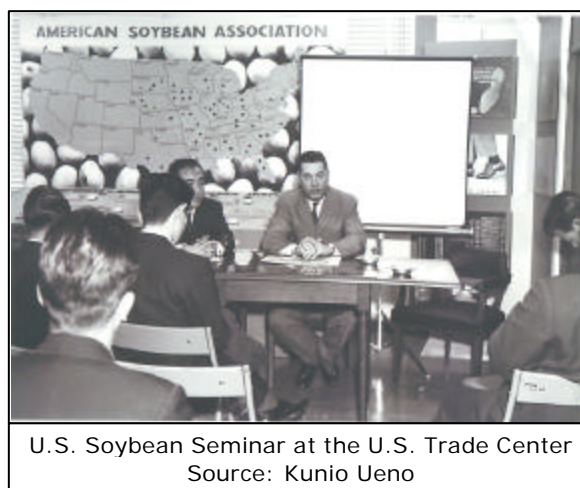
The first activity of ASA was an exhibit on U.S. soybeans at the International Trade Fair in Osaka in 1956.<sup>32</sup> As Ersel Walley of ASA, who organized the exhibit, said about the show: "Japan was indeed

a most logical location for our first truly International Exhibit of soybeans and soybean products. Our exhibit was complete in every detail to tell the story of American soybeans from planting to ultimate utilization in the U.S. and Japan. Two American films telling the entire story of American soybeans, in Japanese, were shown regularly in the small theater in the American pavilion, and proved to be very popular with visitors. At least 500,000 people streamed through the American pavilion and viewed the exhibit." In late 1957, ASA produced another film called *The Green Bud* showing production and consumption of soybeans, with emphasis on food uses. The theme of the film involved grammar school children working on a special project on soybeans in their practical science room.<sup>33</sup> ASA also worked with Kyoto University in a research study on the use of U.S. soybeans in natto.



Perhaps the most famous market promotion activity, however, were the kitchen demonstration buses that traveled to rural areas throughout Japan from 1956 through 1961.<sup>34</sup> While the project emphasized wheat based foods, it also promoted soybeans. Public Law 480 program money funded the purchase of the buses. Training classes for the nutritionists who worked on the project were held throughout Japan. The project leaders decided to target rural parts of the country because of the lack of proper nutrition in many of these areas. The demonstration kitchen buses prepared simple, inexpensive, balanced meals using wheat and soybean products. The “kitchen on wheels” project would advertise in the media before a visit and the loudspeakers from the bus would indicate they had arrived. Hundreds of thousands of Japanese housewives attended the kitchen presentations and many more read or heard about the food life improvement campaign. The kitchen buses became known in Japan as “bringing nutrition to the people.” Because of the success of the program, a number of prefectures continued similar demonstration kitchen buses for several years after 1961.

Another obstacle that ASA initially faced was that the quality of U.S. soybeans was not suited for Japanese soy foods. Following World War II, U.S. soybeans exported to Japan contained a lot of foreign material and damaged beans along with a significant amount of irregular sized soybeans and a mixture of different varieties. ASA did an excellent job setting up internal inspection procedures to make sure that soybeans going to Japan met the country’s quality considerations and the trade association was instrumental in developing varieties suited for the Japanese market.<sup>35</sup> In 1957, ASA



and FAS sponsored Dr. A.K. Smith of the USDA’s Agricultural Research Service (ARS) to visit Japan to study soybean utilization. He found that only a limited amount of U.S. soybeans were used to produce soy foods.<sup>36</sup> The following year, under a cooperative agreement between FAS, ARS and ASA, two Japanese scientists went to work with Dr. Smith at USDA’s Peoria Labs for ten months to determine which U.S. soybean varieties were good for tofu and miso. The scientists identified two varieties, Hawkey and Harosoy, and the Japanese industries started using these varieties of soybeans for food products.<sup>37</sup> By the late 1950s, the image of soy food changed to “wholesome and nutritious.”

Another issue that ASA effectively dealt with was the 10% duty on soybeans. The Japanese government used this duty to protect domestic rapeseed producers. With the support of FAS, ASA and the Japanese industry, soybean tariffs were eliminated in Japan in 1961.

ASA also began to promote the use of soybean oil in the late 1950s. In 1959, ASA conducted consumer surveys on how soybean oil was consumed in Japan.<sup>38</sup> At the time, rapeseed oil was the most popular oil. ASA sent several teams of influential nutritionists, dietitians and school lunch specialists to the United States to educate them on the nutritive value and utilization for soy oil and soy protein in the United States as well as have them develop new recipes.<sup>39</sup> When

these teams returned to Japan, they started soy oil nutrition seminars and cooking demonstrations throughout Japan.

In 1965, ASA sponsored six technicians of the Japanese Margarine Makers Association to visit the Miami Margarine Company in Cincinnati, Ohio to study how to make margarine using soy oil.<sup>40</sup> Upon their return, they made “UNI-SOYA” margarine from soy oil, which was co-sponsored by ASA, JOPA, and the Margarine Association. UNI-SOYA margarine was distributed to consumers in Tokyo and Osaka and became the first margarine in Japan made from soy oil. Because of this project, soy oil use for margarine production significantly increased.

In 1978, JOPA and ASA conducted a large scale consumer oil promotion campaign using television, newspapers and magazines introducing new recipes. ASA also worked with major oilseed crushers to create identified soy oil household packages and carry out joint promotions. The U.S. trade organization invited specialists from the United States to conduct “salad bar” seminars with hotels and restaurants in Tokyo and Osaka introducing different salad dressings using soy oil. Through the market development efforts of ASA, soybean oil became an extremely popular consumer oil in Japan.

Beginning in the early 1960s, ASA began to effectively introduce new soy protein such as soy isolates, soy concentrates, and textured soy flour as new food ingredients.<sup>41</sup> ASA invited several technicians from the United States to hold seminars on the production and utilization of soy proteins for oil crushers and food manufactures. During the 1970s, ASA and the School Lunch Institute conducted taste preference tests with school children for Sloppy Joes made from textured soy protein and also conducted school lunch soy protein seminars to expand the use of soy protein in school lunch menus. In 1978, the ASA Tokyo office coordinated the World Soy Protein Conference in Singapore, which gathered more than 800 soy industry people from around the world. The conference stimulated many food producers to use and/or increase soy protein utilization. For several years, ASA participated in food shows to introduce new soy protein foods to food manufacturers and to representatives in the food service industry.

The U.S. trade association also concentrated on promotional efforts for traditional soy foods, such as tofu and soy sauce. ASA, for example, conducted tofu special sales promotions with the Japan Tofu Association and its 15,000 member tofu shops over a 15 year period in the 1960s and 1970s, targeting new western-type tofu recipes. ASA along with the Japan Soy Sauce Association held soy sauce seminars and soy sauce new recipe ads in women’s magazines. These marketing efforts for soy protein and traditional soy foods made Japan an even greater market for food use soybeans.

ASA encouraged greater use of soybean meal for animal feed. The U.S. trade association started promoting soybean meal after the soybean tariff was eliminated in 1961. ASA helped to set up soybean oil producing plants that were able to make soybean meal for animal feed from soy byproducts. ASA also hired animal nutritionists to work with the Japanese feed industry to design soybean meal into animal feed rations. The soybean meal inclusion rates in manufactured animal feeds have more than doubled from 6.5% in 1956 to 14% in 2005 with the help of the work of ASA has done with the Japanese crushing industry.

The 1973 U.S. soybean embargo, unfortunately, caused some anxiety in the strong relationship between the United States and Japan.<sup>42</sup> Soybeans were in short supply in the middle of 1973, and as an inflation-fighting measure, on June 27, the U.S. Secretary of Commerce imposed an export embargo on soybeans, cottonseed, and various meal and oil products from these commodities. Less than a week later, on July 2, the embargo was lifted. The embargo actually did not affect the volume of soybean exports to Japan as the country imported a record volume from the United States in 1973. However, since Japan relied on the United States for this food staple (in 1973 the United States accounted for over 88 percent of Japan soybean imports) the embargo sent shock waves through the Japanese government and food sector.

USDA took quick action to relieve Japan's feeling of vulnerability. In early 1974, Secretary of Agriculture Earl Butz took a trip to Asia and Japan to assure the Japanese that "we made a mistake" and that the United States would never embargo food products again and that we were a reliable supplier. Secretary Butz and the Japanese Minister of Agriculture Abe met in Washington, DC on August 12, 1975. The Butz-Abe Understanding grew out of this meeting, where the United States agreed to supply Japan with certain minimum levels of grains and soybeans that were discussed in the August 12<sup>th</sup> meeting. The annual amounts were 3 million tons of wheat, 3 million tons of soybeans and 8 million tons of feed grains. In all three years of the Understanding (1976-78) the minimum levels were exceeded.

Every year since 1985, ASA Japan has hosted a Soybean Quality Conference to discuss customer concerns, provide the latest information on the quality of the new U.S. crop, and get the Japanese industry's insights and estimates of future needs. Around 200 participants, from crushers and traders to food manufacturers and the media, attend each year. The Conference in Japan has proved so successful that ASA now holds them in South Korea, China and Taiwan.

In 1995, ASA helped to introduce soy ink in Japan. Because of the successful marketing efforts, more than 60 percent of the newspapers in Japan use soy ink. Soy ink continues to gain popularity in Japan as corporations become more environmentally conscious and new types of ink emerge. The "Printed with Soy Ink" logo signifies that the company uses inks that meet ASA criteria. Companies must register with the National Soy Ink Information Center to display the SoySeal, and Japan has more than 4,700 such users.

## **Recent Activities in Market Development**

The U.S. soybean industry is not resting on their laurels and has continued to innovatively market U.S. soybeans in Japan. Funding to market U.S. soybeans in Japan traditionally had come from state funds and FAS. In 1991, U.S. soybean producers created the United Soybean Board through a nation wide checkoff program. Along with the support FAS provides to ASA, these checkoff funds have been used to promote U.S soybeans in Japan. It is estimated that since 1992 the United Soybean Board has provided more than \$15 million in resources to promote U.S. soybeans in Japan.

In 2005, the U.S. Soybean Export Council (USSEC) was created in the United States to focus on international marketing. USSEC operates ASA's International Marketing (IM) office in Tokyo. ASA-IM continues to maintain a close relationship with Japanese buyers and importers. The Japanese market is driven by soybean crushing and the Japanese soy processing industry has a

long relationship with U.S. soybean farmers. ASA-IM continues to service this industry through

### **ASA Country Directors**

- 1956-69 Shizuka Hayashi
- 1972-73 Scott Sawyers
- 1973-74 Howard Ackers
- 1974-78 Lloyd Reed
- 1978-83 Gil Griffis
- 1983-87 Gunnar Lynum
- 1987-93 Lars Wiedermann
- 1994-98 Kent Nelson
- 1998-01 James Echle
- 2001-02 Keiichi Ohara
- 2002-2008 Takehiko Nishio
- 2008-present LaVerne Brabant

SOURCE: ASA-IM

trade conferences, reverse trade missions and technical assistance to add value to this relationship. ASA-IM also continues to build demand for U.S. soybeans through the promotion of new soy based products such as soy ink and solvents. With the feed industry, ASA-IM has implemented U.S. dehulled soybean meal promotions, emphasizing the advantages of using dehulled soybean meal in poultry production. In addition, ASA-IM continues to promote U.S. IP food grade soybeans by increasing the awareness of the U.S. IP system and providing information on available varieties.

ASA-IM celebrated its 50<sup>th</sup> anniversary in Japan in 2006. Together Japan and the United States have fashioned a trading relationship that helps feed the Japanese nation and supports the families of American farmers and traders. Perhaps what Dr. Hymowitz said about the Dorsett-Morris Expedition is also

appropriate for the U.S. soybean industry in Japan; that the efforts of the U.S. and Japanese industries and FAS in this important market will be as essential 50 years from now as they have been for the last 50 years.

## End Notes

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- <sup>2</sup> "Soy," Wiktionary.
- <sup>3</sup> "50<sup>th</sup> Anniversary of the American Soybean Association in Japan," ASA International Marketing, 2006, p. 7.
- <sup>4</sup> ASA-IM Japan website.
- <sup>5</sup> "Soystats," the American Soybean Association, 2008.
- <sup>6</sup> "Soybeans: The Success Story," Theodore Hymowitz, In: J. Janick and J.E. Simon (eds.), *Advances in New Crops*, Timber Press, Portland Oregon, pp 159-163.
- <sup>7</sup> "Golden Gate Castaway: Joseph Heco and San Francisco, 1851–1859," Robert F. Oaks, *California Historical Society*, 82:2, 2004.
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- <sup>11</sup> "Introduction of the Soybean in Illinois," Theodore Hymowitz, *Economic Botany*, 41(1), New York Botanical Garden, Bronx, NY, pp. 28-32.
- <sup>12</sup> "Soybeans: The Success Story," Theodore Hymowitz, 1990, J. Janick and J.E. Simon (eds), *Advances in New Crops*, Timber Press, Portland Oregon, p. 159-163.
- <sup>13</sup> *Ibid*, pp. 159-163.
- <sup>14</sup> "The Soybean Pioneers: Trailblazers, Crusaders and Missionaries," Leo G. Windish, M&D Printing, Henry Illinois, 1980, p. 11.
- <sup>15</sup> "Dorsett-Morse Soybean Collection Trip to East Asia: 50 Year Retrospective," Theodore Hymowitz, *Economic Botany*, Vol. 38, No. 4, Commemorating the 25th Anniversary of the Founding of the Society for Economic Botany (Oct. - Dec., 1984), pp. 378-379.
- <sup>16</sup> *Ibid*, p. 380.
- <sup>17</sup> "Classroom Technology," Tennessee Farm Bureau Federation, 1999. p. 11.
- <sup>18</sup> "Soybeans: The Success Story," Theodore Hymowitz, In: J. Janick and J.E. Simon (eds.), *Advances in New Crops*, Timber Press, Portland Oregon, pp 159-163.
- <sup>19</sup> "William J. Morse and Charles V. Piper: Work with Soy," A Special Exhibit - The History of Soy Pioneers Around the World - Unpublished Manuscript by William Shurtleff and Akiko Aoyagi, Soyfoods Center, Lafayette, California.
- <sup>20</sup> "Dorsett-Morse Oriental Agricultural Exploration Expedition Collection," Special Collections, National Agricultural Library.
- <sup>21</sup> "Dorsett-Morse Soybean Collection Trip to East Asia: 50 Year Retrospective," Theodore Hymowitz, *Economic Botany*, Vol. 38, No. 4, Commemorating the 25th Anniversary of the Founding of the Society for Economic Botany (Oct. - Dec., 1984), p. 386.
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- <sup>23</sup> "U.S. Growers Celebrate 50 years of Market Development in Japan," by Bob Callanan, American Soybean Association, 2006.
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- <sup>28</sup> "American Soybean Association: A Special Exhibit - The History of Soy Pioneers Around the World," William Shurtleff and Akiko Aoyagi, Soyfoods Center.
- <sup>29</sup> "32 Years of Market Development Activities of U.S. Soybeans," Yoshiko Kojima, ASA Tokyo, p. 1.
- <sup>30</sup> *Ibid*, p. 4.

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- <sup>31</sup> Ibid, p. 2.
- <sup>32</sup> Soybean Digest, June, 1956, pp. 6-8.
- <sup>33</sup> Soybean Digest, February 1958, p. 7.
- <sup>34</sup> “The Story of Kitchen Demonstration Buses in Japan,” Japan Nutrition Association.
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- <sup>37</sup> “50<sup>th</sup> Anniversary: American Soybean Association – IM Since 1956,” American Soybean Association.
- <sup>38</sup> Ibid.
- <sup>39</sup> “32 Years of Market Development Activities of U.S. Soybeans,” Yoshiko Kojima, ASA Tokyo, p. 6.
- <sup>40</sup> Ibid, p. 7.
- <sup>41</sup> Ibid, p. 9.
- <sup>42</sup> Information the U.S. soybean embargo and the Butz-Abe Understanding taken from FAS briefing papers.