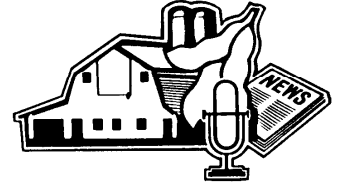




MICHIGAN SOYBEAN  
PROMOTION COMMITTEE  
**a new release**



**FOR IMMEDIATE RELEASE**

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### **Michigan Soybean Office Hosts Senate Ag Committee Chair**

The soybean office staff was asked by Senator Stabenow to assist in making her soybean bio-based news conference successful — and they delivered! Senate Ag Committee Chairwoman Debbie Stabenow recently highlighted the potential of bio-based manufacturing as an emerging industry where Michigan is poised to lead and create new jobs. Stabenow held a press conference at the Michigan Soybean Promotion Committee (MSPC) and Michigan Soybean Association (MSA) office where she was joined by soybean growers and business leaders to showcase the economic potential of bio-based manufacturing.

"By replacing imported petroleum for plastics, foam car seats, and other materials that we use every day with Michigan-grown crops like soybeans, we will spur new job growth and reduce our dependence on foreign oil," Stabenow said.

Soybean staff made the news conference arrangements and provided a table-top display of the many products made from the processed soybean. In addition, two Ford vehicles were secured for displaying car seats containing soy foam. MSPC's Field Operations Director, Keith Reinholt, was pleased with the opportunity for involvement "because not only are the research and manufacturing companies (Ford and Lear) involved from Michigan but the research and development is partially funded by the Michigan soybean checkoff in cooperation with the United Soybean Board." Reinholt continued, "Such recognition of the key role Michigan soybeans play in the newer markets seeking a renewable, biodegradable, domestically produced, and environmentally friendly raw material reaffirms the value of the soybean checkoff investment in such market development efforts."

Building on the work of agricultural pioneers, innovators and entrepreneurs are processing Michigan-grown crops like soybeans for use in advanced manufactured goods and materials, replacing imported traditional petroleum products. Matthew Zaluzec, Ph.D, Global Materials and Manufacturing Research for Ford Motor Company said, "Biomaterials like soy help Ford make cars that are green inside and out. Not only do we offer customers 14 vehicles with the top fuel economy in their class, but we've also incorporated soy foam seats on all our North American cars and trucks, which alone reduces our annual petroleum oil usage by more than 3 million pounds. It's a win for the environment and for Ford, and it is progress like this that is helping us hire 7,000 new workers by 2012 to help build the greener cars we know our customers want to drive."

Also present at the press conference was Ashford Galbreath, Director of Advanced Materials and Comfort Engineering for Lear Corporation added, "Today Lear provides SoyFoam™ seating on multiple North American Ford and other customer vehicles with even higher levels of soy content and remains committed to changing all of Lear's global seating foam to a renewable resource, environmentally friendlier product. I want to thank Senator Stabenow for leading the charge and helping us raise awareness of the advantages and availability of locally sourced renewable automotive seating, and of course thank Ford Motor Company and the United Soybean Board for their support as fellow leaders in environmental stewardship."

Ken Farminer, Director of Business Development for Zeeland Bio-Based Products, LLC said: "Zeeland Bio-Based Products is excited at Senator Stabenow's leadership, interest, and involvement in the recognition of agriculturally based products as viable alternatives to fossil fuel-based materials which will enable the United States to capitalize on its formidable agricultural capabilities."

Also present and making comments at the event were Michigan soybean farmers including Andy Welden, MSPC president from Jonesville, David Williams, MSA president from Elsie, and Jim Wilson, MSPC and United Soybean Board director from Yale. Each expressed their appreciation for the support the Senator is showing for agriculture.

Reinholt concluded by explaining, "As Henry Ford discovered over 75 years ago, products from the processed soybean have many automotive applications. Sen. Stabenow is a 21st century visionary by not only recognizing such applications but by being an advocate for the bio-based market development efforts." The soybean checkoff presented Sen. Stabenow with a collage of photos pertinent to Henry Ford's work with the soybean.

Additional bio-based products on display at the press conference included a chain saw lubricant made from soybean oil along with products manufactured from soybeans such as paint, shampoo, candles, and gun bore cleaner. According to the Michigan Agricultural Statistics Service, the Michigan soybean industry supports more than 6,900 jobs and generates \$1.5 billion in economic activity across the state.

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Note to the editor: Photos from the event are available by emailing a request to [gfrahm@michigansoybean.org](mailto:gfrahm@michigansoybean.org).