

# News Release

## **Soy 20/20 Intensifies Bioproduct Commercialization Efforts**

*Goal is bringing new bio-processing capacity to Ontario*

**For immediate release**

Guelph, ON, January 14, 2011 – Soy 20/20 is stepping up its efforts to develop new industrial bioproduct markets for Canadian soybeans with the hiring of a new Director of Bioproduct Commercialization. The organization has hired Rob Roe to drive commercialization activities in the soy bioproducts area, with a particular focus on bringing new pilot scale biorefinery capability to Ontario. The position was created following the completion of an in-depth strategic plan for bioproducts by Soy 20/20.

“Rob’s skills will help us increase our focus on bioproduct commercialization and building new bio-processing capacity in Ontario,” says Jeff Schmalz, President of Soy 20/20. “We’re excited to have him on our team as we work towards developing new bioproduct markets and building new wealth in this sector.”

Soy 20/20 continues to champion the concept of a Biorefinery Center occupied by companies needing pilot scale facilities to develop new commercial products using vegetable oils and proteins. At a minimum, such a facility might encompass crushing and refining to provide requisite feedstock for clients.

A graduate of the University of Guelph, Roe is a senior level executive with extensive experience in material manufacturing and agribusiness, as well as research and development, marketing and business development. He has previously worked with AgData, Polywheels Manufacturing and Rhone Poulenc, as well as a consultant to various organizations. He assumed his position with Soy 20/20 in late December.

Soy 20/20 brings together government, academic and industry partners to stimulate and seize new global bioscience opportunities for Canadian soybeans. Soy 20/20 is supported by the Grain Farmers of Ontario; the University of Guelph; and by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs under Growing Forward, a Federal-Provincial-Territorial initiative.

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