

J Sights Corporation

July 28th, 2025
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North American NON-GMO Soybean Planting and Market Outlook Report

Summary

This report summarizes the planting and price trends for the 2025 North American NON-GMO soybean crop and examines how international factors—such as U.S.–China relations and the shift toward South American supplies—may affect the Japanese market. It also offers suggestions regarding potential market changes and the role of J Sights.

Overall Market Environment

The supply and price of NON-GMO soybeans are determined not only by origin and weather, but by multiple interconnected factors:

- Timing of planting and harvest, and weather conditions (especially nighttime temperatures)
- Certification status of contracted farms (SSAP, FSA, etc.)
- Currency and futures market fluctuations, as well as logistics and port congestion
- U.S.–China trade policies and tariff risks
- Distribution structures and processing trends in importing countries

Understanding developments in North America, South America, and China comprehensively is essential for building procurement strategies for the Japanese market.

Current Analysis (As of mid-July 2025)

North American Planting and Price Trends

The 2025 NON-GMO soybean crop in Canada and the U.S. benefited from favorable weather, allowing smooth planting. Yields are expected to exceed the previous year, but prices have not eased in line with supply. Key factors include:

- ◇ Prolonged yen depreciation increasing procurement costs
- ◇ Rebound in CBOT soybean futures
- ◇ Persistent high costs for certified farms and segregated logistics

China–South America Trends and Impact

China is promoting policies to raise its domestic production ratio, reducing imports from the U.S. In addition, tariffs (up to 30%) reinstated by the Trump administration in 2025 have acted as a psychological brake, leading to these changes:

- U.S. suppliers are prioritizing stable markets like Japan, Taiwan, and South Korea
- China is expanding procurement from South America (Brazil, Argentina) to avoid tariffs
- Reduced surplus in South America is maintaining upward pressure on CBOT prices

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Japanese Market Status and Key Points

Japan remains an important export destination for the U.S., but whether its significance is rising requires careful evaluation. Import volumes are flat to slightly declining, while Japan continues to be recognized as having the strictest standards for quality and segregation.

Furthermore, while the South American shift and ESG standards may lead to a reevaluation of North American supply, it is still unclear how these movements will impact prices and supply-demand balance. Assessments must consider not only quantity, but also quality and stability.

Future Market Trends and Importance of High-Quality Materials

NON-GMO soybean planting in the U.S. is flat to slightly declining, and if premium contract prices are not maintained, farmer incentives to plant could fall, potentially affecting future supply.

Meanwhile, in Europe and Taiwan, NON-GMO soybeans are being reevaluated in the context of SDGs and ESG, positioned as “high-quality, environmentally conscious raw materials.” The focus is shifting beyond quantity to brand and added value.

In the Japanese market, being “NON-GMO” alone is not enough for differentiation. For tofu production, coagulation stability, uniform grain size, and ease of processing are highly valued. Thus, raw materials for Japan are assessed as “high-functionality materials tailored to production,” and the ability to meet this standard is key to competitiveness.

Role and Recommendations of J Sights

At J Sights, we focus on organizing these complex market factors and providing information that supports our customers’ decision-making.

We will continue to anticipate industry changes and act as a partner to ensure optimal soybean supply for the Japanese market.

Should you have any questions or require further details, please do not hesitate to contact us.