

U.S. grown soy-based ingredients for the food industry



#### **Consumer Demand**

Consumers prioritize healthy food choices, sustainably produced foods, complete proteins and increasingly seek plant-based options. Sixty-five percent of U.S. consumers are open to eating more plant-based foods.<sup>1</sup> And the global plant protein market, valued at 29 billion in 2020, is expected to reach 162 billion by 2030.

Food companies can capitalize on the growing plant-based protein trend and leverage soy's health halo by sourcing soy protein for their products.





# 71% of consumers view soyfoods as healthy.<sup>2</sup>

<sup>1.</sup> USB Soy Protein and Flexitarian Study, 2021

<sup>2. &</sup>quot;Food Industry Insights Consumer Study." United Soybean Board, 2020.

## Soybeans are comparable to animal sources in terms of protein quality, meeting demand for high quality roteins.

#### **A Complete, High Quality Protein**

Not all protein is created equal. Soy is a complete protein and one of the few available plant-based proteins that provides all essential amino acids in appropriate amounts to meet the needs of children, as well as adults.



Consumers Prefer Complete Plant-Based Proteins<sup>2</sup>

60%

of consumers 50 and under say it is important that a plant-based protein be complete

27% Are neutral

12% Say it is not important

#### **Heart Healthy**

Soy is the only plant protein that carries the Food & Drug Administration's (FDA) heart health claim. The authorized health claim recognizes soy protein's cholesterol-lowering effects and that it may reduce the risk of coronary heart disease.\*



Soy is a source of folate, potassium and fiber, and is naturally gluten free.



When it comes to the second largest crop in the U.S., soybean farmers have reduced greenhouse gas emissions by 38% per Metric ton since 1980.





#### Sustainable & U.S. Grown

As stewards of the land, U.S. soybean farmers will tell you their goal is to improve and preserve the soil on their farms for future generations. U.S. soybean farmers employ a variety of sustainable practices to reduce greenhouse gas emissions, overall land use, soil erosion and energy use, and improve water use efficiency and quality.

#### **Versatile**

Soy-based ingredients are versatile and can be used in a variety of recipes and adaptations. Soy can promote moisture and flavor retention, boost protein content and enhance the texture of many foods.

#### **Types of Soy Proteins and Soyfoods**

- Soy Flour
- Textured Soy Protein
- Soy Protein Isolate
- Soy Burgers

- Soy Fiber
- Whole Soybeans
- Edamame
- Tofu

- Tempeh
- Miso
- Soy Milk
- Soynut Butter

### **Soy Protein Applications**



Dairy Alternatives



Protein Powders



Flour



Snack Bars



Meat Alternatives



Nut Butters



Soups



Frozen Desserts



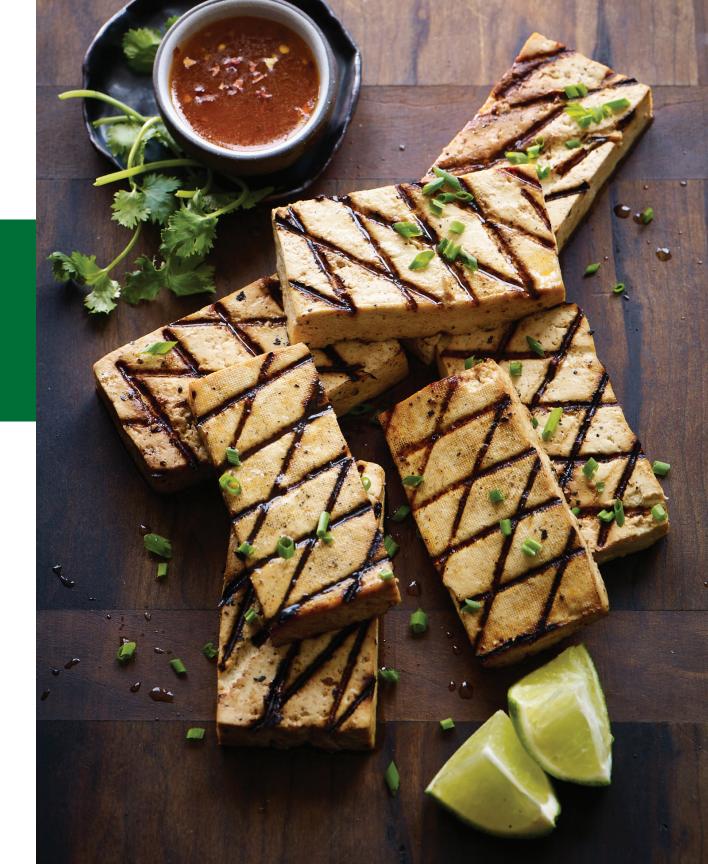
Infant Formulas



Breakfast Cereals



Pastas



Request your free sample of high oleic soybean oil, shortening or soy protein at **USSoy.org**/FoodCompanyResources





Whatever you make, U.S. Soy makes you more sustainable.

