



# SOY PROTEIN

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

 **SOY**



# 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>

1. USB Soy Protein and Flexitarian Study, 2021

2. "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 proteins.**

## 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.**



\*25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.



**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

 <div>Flour</div>	 <div>Dairy Alternatives</div>	 <div>Protein Powders</div>
 <div>Snack Bars</div>	 <div>Meat Alternatives</div>	
 <div>Nut Butters</div>	 <div>Soups</div>	 <div>Frozen Desserts</div>
 <div>Infant Formulas</div>	 <div>Breakfast Cereals</div>	 <div>Pastas</div>





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