

U.S. GROWN, HEART HEALTHY SOYBEAN OIL



SoyConnection
By the United Soybean Board



Versatile

Soybean oil's neutral flavor makes it adaptable to nearly every fat or oil application in the food industry. It blends well with other fats and oils, making it a common ingredient in margarine, shortenings, dressings, baked goods and more.

Chefs and food companies have been blending soybean oil for years to achieve the benefits of pricier flavored oils, such as olive and peanut, without paying a premium.

SOYBEAN OIL TARGET FOOD USES



Dressings



Margarine & Shortenings



Sauces



Dairy Products & Substitutes



Baked Goods



**SOYBEAN OIL IS
THE MOST WIDELY
USED EDIBLE OIL
IN THE U.S.¹**

Heart Healthy & Allergen Friendly

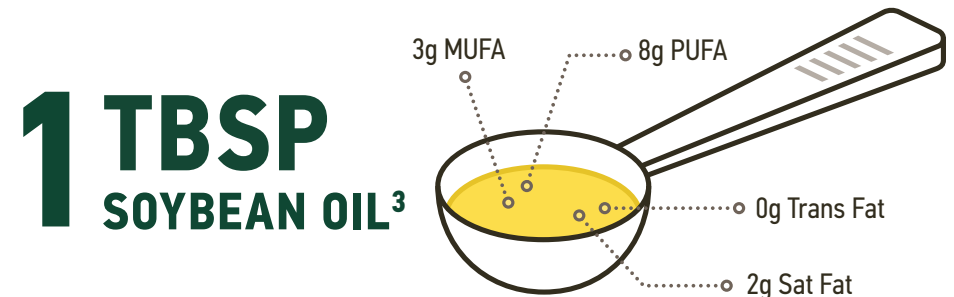
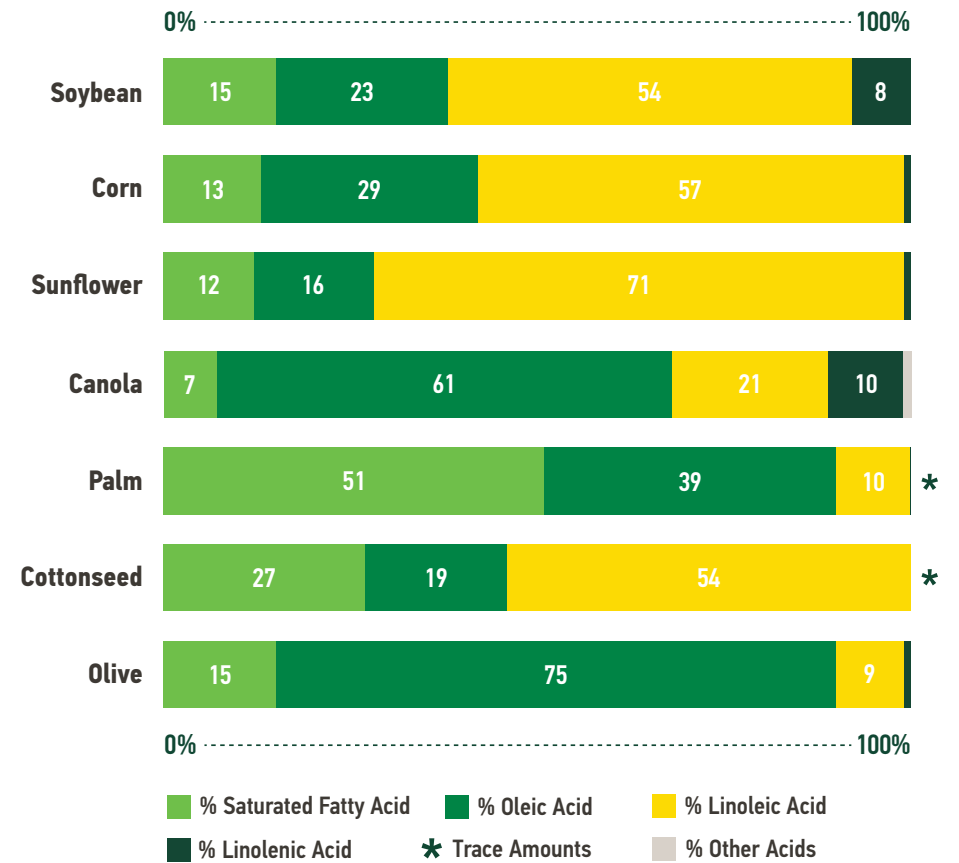
The U.S. Food and Drug Administration authorized the use of a qualified health claim confirming soybean oil may be able

TO REDUCE THE RISK OF CORONARY HEART DISEASE.²



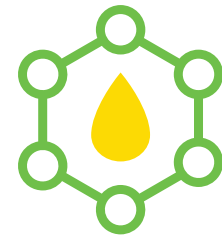
SOYBEAN OIL HAS A HEART HEALTHY FAT PROFILE²

Comparison of Fatty Acid Profiles⁴⁻⁸





**SOYBEAN OIL
IS A SOURCE
OF VITAMIN E⁹**



**SOYBEAN OIL IS AN
EXCELLENT SOURCE
OF ALA OMEGA-3S¹⁰**

Omega-3s affect cardiovascular health and may reduce blood pressure.¹¹ The omega-6 fatty acids found naturally in soybean oil may reduce risk of heart disease and lower bad cholesterol when replacing saturated fats, according to the American Heart Association.¹²

Soybean oil also contains a number of phytosterols, which have demonstrated the ability to reduce LDL cholesterol.¹⁴ In addition, clinical studies have found that highly refined soybean oil does not cause allergic reactions in soy-allergic individuals.¹⁵

**SOYBEAN OIL IS A
NON-FISH SOURCE OF
OMEGA-3
POLUNSATURATED
FATTY ACIDS¹³**



U.S. Grown, Sustainable & Economical

Soybeans are U.S. grown and certified sustainable, thereby contributing to a cleaner label and lower carbon footprint.¹⁶⁻¹⁷ Sourcing U.S. grown ingredients, like soybeans and soybean oils, is becoming increasingly important to food companies, as consumers are asking for sustainable and locally sourced ingredients.

The widespread soybean growing regions in the U.S. ensure a steady supply, despite inclement weather. By leveraging U.S.-grown soybeans' shorter supply chain, the food industry reduces its carbon footprint and transportation costs.

4X MORE GROWING ACREAGE

for U.S. soybeans compared to other oilseed crops ensures stable production volume from year to year, regardless of weather.¹⁸

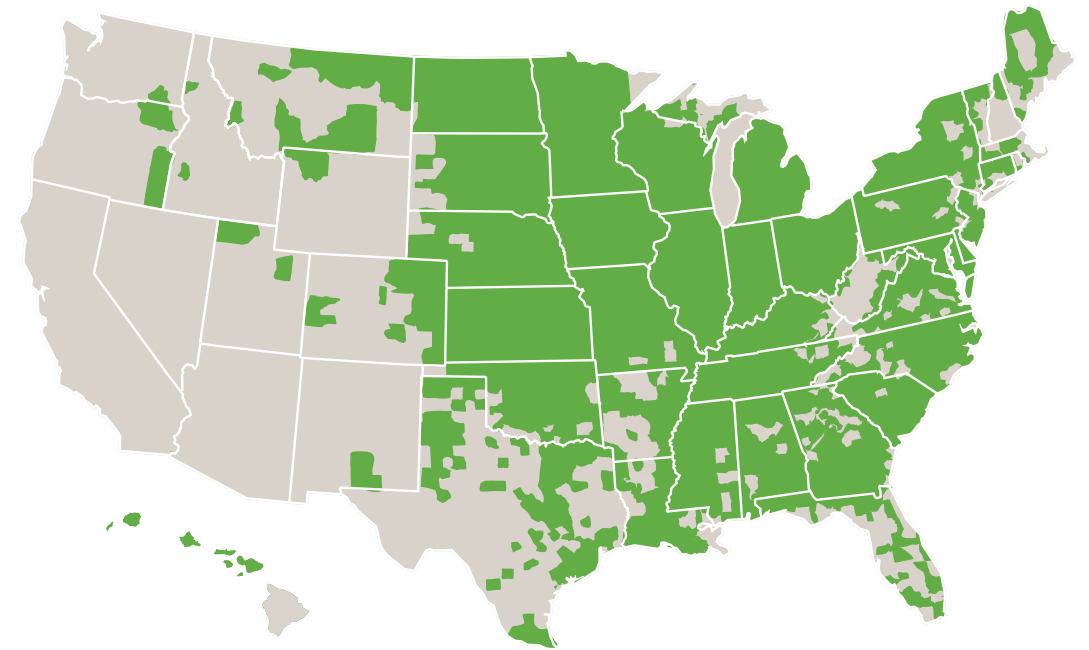
89.6 MILLION ACRES

of U.S. soybeans means soybean oil is always readily available to meet your ingredient needs.¹⁹



SHOPPERS ARE ASKING FOR HEALTHY AND SUSTAINABLE PRODUCTS, AND TRUST U.S. GROWN INGREDIENTS

THE FOOD INDUSTRY CAN EXPECT AN ABUNDANT SUPPLY OF **ECONOMICALLY PRICED SOYBEAN OIL YEAR IN AND YEAR OUT**



303,191
Soybean Farms²⁰

45
States Grow Soybeans²⁰

97%
of U.S. Farms are Family Owned²¹

Drive Sales with U.S. Grown, Heart Healthy Soybean Oil

MOST VEGETABLE OIL IS U.S. GROWN, HEART HEALTHY 100% SOYBEAN OIL.

Commonly labeled as vegetable oil, soybean oil's heart healthy and U.S. grown claims are key sales drivers. According to a study conducted by the United Soybean Board (USB):

73%

OF SHOPPERS

said it is important to support domestic agriculture by purchasing foods made with U.S.-grown ingredients²²

62%

OF SHOPPERS

are more likely to purchase vegetable oil if it is labeled as "heart healthy"²²

PROMOTE VEGETABLE OIL AS U.S. GROWN, HEART HEALTHY SOYBEAN OIL TO INCREASE SALES UP TO 33%*²³



*Unit sales sustained positive growth post-price promotion, trending 33% above previous year sales. During price promotion, sales and volume more than doubled.

Dedicated to the Future of Edible Oils

The 73 farmer-directors of USB oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.



For more information, visit SoyConnection.com.



Email info@soyconnection.com to get started promoting your soybean oil and soybean oil-containing products to drive sales!

**Qualified products have a minimum of 5 grams of soybean oil per reference amount customarily consumed. The new health claim states: "Supportive but not conclusive scientific evidence suggests that eating about 1 1/2 tablespoons (20.5 grams) daily of soybean oil, which contains unsaturated fat, may reduce the risk of coronary heart disease. To achieve this possible benefit, soybean oil is to replace saturated fat and not increase the total number of calories you eat in a day. One serving of this product contains [X] grams of soybean oil."*

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