



Complete, Heart Healthy, Plant-based:

SOY PROTEIN

Soy is sustainably grown in the U.S., heart healthy and one of the most complete sources of plant-based protein available.



SoyConnection
By the United Soybean Board

SOY MEETS PLANT-BASED DEMAND



Consumers continue to prioritize healthy food choices and sustainably produced foods, and increasingly seek plant-based options. Fifty-seven percent of consumers say they are eating more plant-based foods and beverages now as compared to two years ago¹. The plant-based food category grew by 20% between 2017 and 2018, outpacing sales of all retail foods by 10-times². Between 2013 and 2017, plant-based label claims increased by 62% globally³. Food companies can capitalize on the growing plant-based protein trend and leverage soy's health halo by sourcing soy protein for their products.

74%

of consumers view soyfoods as healthy, according to a 2019 study conducted by the United Soybean Board¹.

HEART HEALTHY

**SOY IS THE ONLY PLANT
PROTEIN THAT CARRIES THE
FDA'S HEART HEALTH CLAIM.**

Soy protein is rich in folate, potassium and fiber, and may reduce the risk of coronary heart disease. Both soy protein and soybean oil carry a Food & Drug Administration (FDA) heart health claim. The FDA's authorized health claim recognizes soy's cholesterol-lowering effects and that soy may reduce the risk of coronary heart disease. Soy is also naturally gluten free.



Soy is a complete protein that provides all essential amino acids. Soybeans are similar to animal products in terms of protein quality.

SUSTAINABLE

Soybeans are certified sustainable, thereby contributing to a cleaner label and lower carbon footprint. Soybean farmers employ a variety of sustainable practices to reduce their overall land use, soil erosion, energy use and total greenhouse gas emissions, and improve water use efficiency and quality. Since 1980 U.S. farmers increased soy production by 96% while using 8% less energy⁴.



VERSATILE

Soyfoods and ingredients are versatile, and can be used in a variety of recipes and adaptations. Soy ingredients 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
SOY NUT BUTTER

SOY PROTEIN APPLICATIONS



PROTEIN POWDERS



DAIRY ALTERNATIVES



FROZEN DESSERTS



MEAT ALTERNATIVES



INFANT FORMULAS



FLOURS



NUT BUTTERS



BREAKFAST CEREALS



SNACK BARS



SOUPS



PASTAS

Heart Healthy, Sustainable Soy Protein.

**VISIT [SOYCONNECTION.COM/PROTEIN-SUPPLIER](https://www.soyconnection.com/protein-supplier)
TO CONNECT WITH A SUPPLIER.**

1) 2019 United Soybean Board Plant-based Protein and Soy: A U.S. Consumer Perspective

2) Nielsen Sales Data, 2018

3) Innova Market Insights, 2018

4) U.S. Soybean Sustainability Assurance Protocol, April 2018

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