

# Adding Sustainable Soy To Your Menu



**US SOY**

# Sustainable Nutrition, Functional Flavor

From soybean oil to soy foods — like tofu, tempeh and plant-based meat alternatives — U.S. grown soy-based ingredients help food companies at every step along the supply chain. Soy's dependable production, domestic supply chain and superior performance meet the economic and functional needs of the food industry while also meeting consumer demand for local, sustainably grown ingredients.

- ▶ **U.S. grown high oleic soybean oil (HOSoy)** is a high-performance oil that delivers extended fry life, increased stability and a neutral flavor profile, making it ideal for frying, sautéing, baked goods and snack foods. In food applications that require high-stability oils, high oleic soybean oil outperforms most other high-stability oils.<sup>1</sup>
- ▶ **U.S. grown soy protein** is the only plant protein that carries the FDA's heart health claim<sup>2</sup>, and is a powerful source of nutrition. It offers food industry professionals a versatile, plant-based protein and a high-quality plant-milk dairy alternative.
- ▶ **U.S. soybean farmers prioritize sustainable agricultural practices**, putting more effort and investment into reducing greenhouse gas emissions and water usage — the metrics by which organizations are taking steps to reduce climate change.<sup>3</sup>

**See how sustainable, U.S. grown soy ingredients can further benefit**






# Putting U.S. Grown High Oleic Soybean Oil to the Test

High oleic soybean oil makes a difference. It delivers superior performance, improves product nutrition and has the potential to cut costs. Plus, it blends well with conventional soybean oil, offering chefs a balance of performance and value.



## High Oleic Soybean Oil Benefits

-  **Longer fry life** — HOSoy offers an increased oxidative stability index with values greater than 25 hours. This translates to more fryer time, cost savings and reduced waste.<sup>4</sup>
-  **Cleaner equipment** — HOSoy offers superior resistance to oxidation and reduced build-up of polymers in high-heat applications.<sup>5</sup>
-  **Less equipment maintenance** — High oleic soybean oil's lower polymer formation, compared to other high-stability oils, equates to fewer and milder boil outs in the cleaning process, resulting in longer equipment life.<sup>6</sup>
-  **Neutral flavor** — The neutral flavor profile of HOSoy allows true and natural ingredients to stand out.
-  **Versatility** — HOSoy's high-heat stability and neutral flavor are ideal for frying, sautéing, baked goods and snack foods.<sup>7</sup>
-  **Cost savings** — HOSoy offers superior resistance to oxidation and reduced build-up of polymers on equipment resulting in cost savings.<sup>8</sup>
-  **Improved safety** — High oleic soybean oil's lower polymer formation, compared to other commonly used oils, reduces the risk of fryer fires. With an oxidative stability index (OSI) exceeding 25 hours, operators will experience fewer oil changes, ultimately improving workplace safety.<sup>9</sup>

Using 100% U.S. grown high oleic soybean oil for our fryers not only benefits the environment, it supports U.S. farmers. That is just one way we strive to do right by our planet and those who live here.

**Steve Sturm, Executive Chef, Firebirds**



## Driving Sales with Plant-Based Protein

Consumer demand for high-quality, plant-based protein is on the rise. Soy foods such as tofu, soy milk and tempeh are an easy way to meet that demand.

## Soy Protein Case Study

U.S. Soy partnered with Hawkers, an Asian restaurant with 13 locations across the Southeast, to promote existing and brand new soy-based menu items. Hawkers launched a new soy-based menu item, featuring soy-based protein, to go along with their existing soy-based dishes, and promoted versatility, flavor and nutritional benefits. The campaign resulted in a 28.3% sales increase for existing soy menu options and a 49.8% sales increase over the final quarter of 2020.

## Protein from Soybeans

- ▶ **Complete Protein** — Soybeans provide a complete protein and are a widely available plant-based protein that provides all essential amino acids in appropriate amounts to meet the needs of children and adults.<sup>10</sup>
- ▶ **Plant-Based Nutrition** — Soy is a powerful source of nutrition for people, animals and economies to grow. Fortified soymilk is the only plant-milk dairy alternative approved by health professionals for children ages one to two.<sup>11</sup>
- ▶ **Versatility** — For food service professionals, soy is a functional plant protein that translates well to various applications, including baking, grilling, microwaving and pan frying. Soy ingredients can promote moisture and flavor retention, aid emulsification and enhance the texture of many foods.

**Disclaimer:** USB does not guarantee increased product sales resulting from promotions conducted by third parties. Hawkers promoted soy nutrition, flavor and history messages via digital assets, including landing page, social media, newsletters and digital ads for a period of 53 days.

# Sustainable U.S. Grown Soy

Soybeans are sustainably grown, thereby contributing to a cleaner label and lower carbon footprint. U.S. soybean growers are committed to employing new production practices to continuously advance sustainability efforts and to reduce greenhouse gas emissions and water usage.<sup>12</sup>

**303,191**

U.S. farms grow soybeans<sup>13</sup>



**45**

states grow soybeans<sup>14</sup>

**515 K**

soybean farmers in the U.S.

**98%**

of U.S. soybean farms are family owned<sup>15</sup>

**87 M**

million acres of U.S. soybeans<sup>16</sup>

In addition, there are four times more refining facilities for U.S.-grown soybeans compared to other oilseed processing facilities<sup>17</sup>, which results in a shorter supply chain for the food industry, as well as reduced transportation costs and a lower carbon footprint.

By buying and using U.S. grown soy ingredients, you help to lower the carbon footprint associated with food production.



To request a free sample of U.S. grown soybean oil, including high oleic soybean oil, visit [www.food.ussoy.org/sample](http://www.food.ussoy.org/sample).

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