



# SOY PROTEIN



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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>**

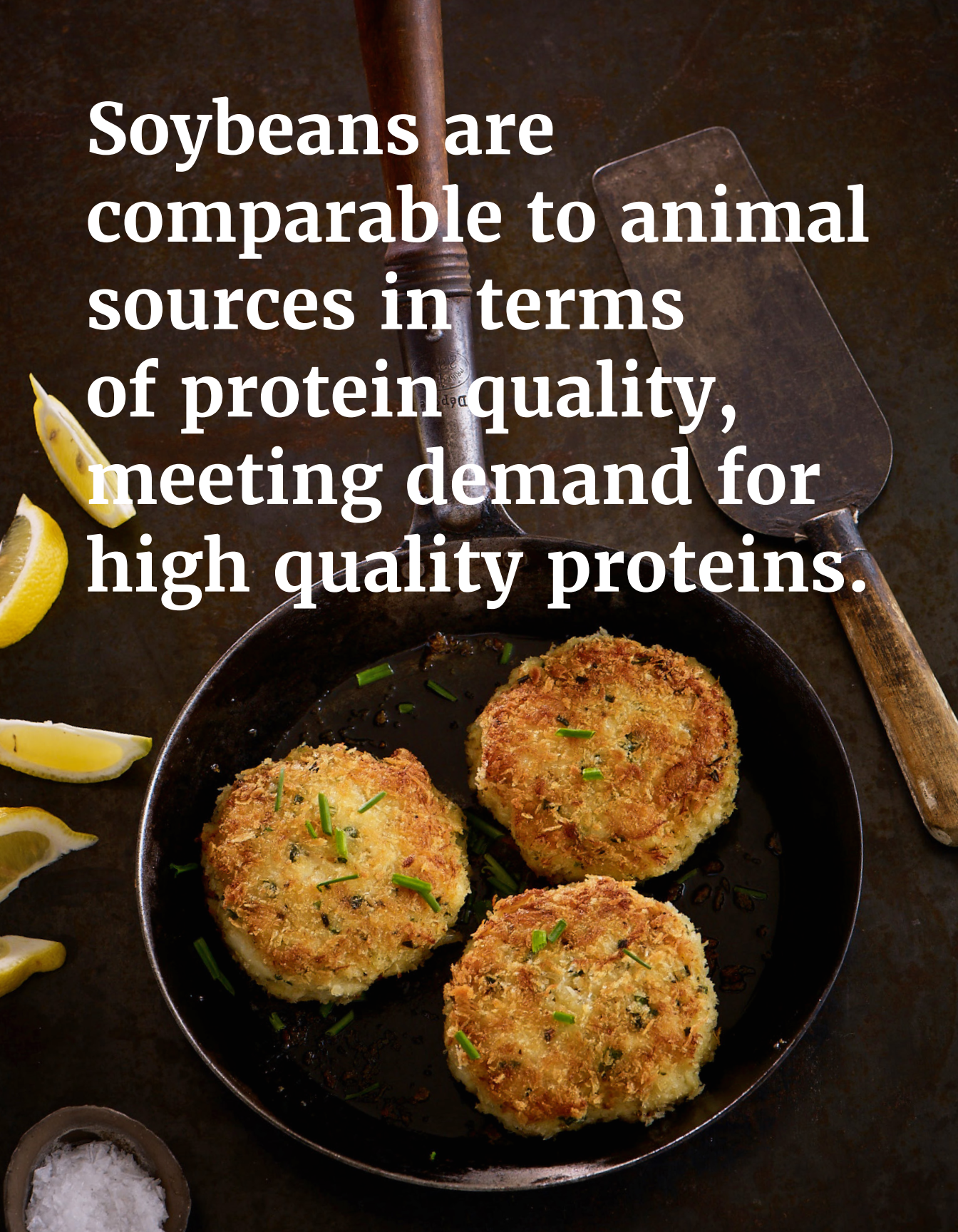
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1. USB Soy Protein and Flexitarian Study, 2021

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 the only widely available plant-based protein 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

**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



Flour



Dairy Alternatives



Protein Powders



Snack Bars



Meat Alternatives



Nut Butters



Soups



Frozen Desserts



Infant Formulas



Breakfast Cereals



Pastas





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