




# The Savvy Sales & Marketer's Field Guide to Trans Fat Solutions

Profit from the Perfect Product!

2<sup>ND</sup> EDITION

# Need a marketing edge?

Food products with zero grams of trans fat per serving demonstrate your company's commitment to nutrition, but they also offer a marketing edge.



Our consumer market research study shows that **60%** of Americans would be more likely to purchase products reformulated to eliminate trans fats.

In fact, **89%** view trans fats as unhealthy, and **70%** say they would be unlikely to buy a product listing trans fats on the Nutrition Facts label.

— Source: USB's Consumer Attitudes about Nutrition 2008 National Report

# How will your company keep up with these trends?

**Enter QUALISOY™:** A one-of-a-kind agriculture initiative, it's guided by a dynamic team including United Soybean Board farmer-leaders, seed technology companies, processors, suppliers and industry associations, in liaison with the USDA.

## QUALISOY targets improving human nutrition

as its primary goal. Some soybean trait enhancements will provide:

- > A more naturally stable soybean oil that will not require hydrogenation
- > Lower saturated fat content for heart health
- > Increased omega-3 fatty acids for cardio-protective functional foods



**Productscan Online reports that new product introductions with low or no trans fat have totaled more than **6,700** in four years' time.**

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## New Soybean Oils Fulfill Functionality

Low-linolenic, the first commercially available enhanced soybean oil, works well for some snack foods and basic frying applications. Several major food companies already use it to manufacture products with zero grams of trans fat per serving. An increased oleic variety is close to commercialization, and will help meet the needs of the baking industry.

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# Will you anticipate what's next?

QUALISOY also supports public and private seed breeders who are researching other soybean trait enhancements that will lead to healthier, more functional oils.

Here's an example: Some oilseed varieties offer a trans fat solution by raising harmful saturated fats, and the soybean industry predicts this to be the next major health issue. But, you can plan to avoid the outcry from media and watchdog groups. Choose a low-saturate soybean oil variety, which will further reduce an already relatively low saturated fat content to support cholesterol reduction *and* offer a trans fat solution at the same time.

Likewise, increased omega-3 soybean oil will help you tap into the booming functional foods market.

## Traits in the R&D Pipeline

ENHANCED SOYBEAN TRAIT	TARGETED APPLICATIONS
<b>Increased Oleic</b>	Baking Extended use, heavy frying
<b>Low-Saturate</b>	Heart-healthy dressings and spreads Low-fat products Light frying
<b>High-Stearic</b>	Baking Heavy Frying
<b>Increased Omega-3</b>	Salad dressings Vegetable marinades Spreads



# A Refresher on Trans Fat

You don't have to be a food technologist to appreciate soybean oil's potential to help your company meet marketplace demands.

When creating healthy products that call for a liquid oil, such as salad dressing, soybean oil offers an excellent choice. Soybean oil contains poly- and monounsaturated fats, preferable to cholesterol-raising saturated fats.

The challenge occurs when applications using high heat, such as baking or frying, require a more solid, stable fat.

Historically, the hydrogenation process solved this problem. Hydrogenation adds hydrogen molecules to unsaturated fats, making them more solid and able to withstand high heat. Unfortunately, this process also produces trans fats, now known to behave like saturated fats in the body.

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## Fast Forward to the Future

To create a more naturally stable soybean oil, the United Soybean Board (USB) and others representing the soybean industry joined forces to pave the way for foods with zero grams of trans fat per serving.

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# The End Goal:

A Healthy Future for Your Products...and Your Customers

Meet customer demand on existing products and launch healthy new product introductions.



# About Us

**SOYCONNECTION.COM**  
BROUGHT TO YOU BY THE UNITED SOYBEAN BOARD

A farmer-led organization comprised of 68 farmer-directors, USB oversees the investments of the soybean checkoff on behalf of all U.S. soybean farmers.

Soybean oil produced from our soybeans has always offered desirable characteristics to the food industry, such as:

- > Neutral Flavor
- > Balanced Fatty Acid Profile
- > Competitive Pricing

That's why soybean oil is the most widely used edible oil in the United States, accounting for about 71%\* of U.S. consumption.

To find an oils supplier with soybean oil innovations described in this brochure, please visit:

[www.soyconnection.com/QUALISOY](http://www.soyconnection.com/QUALISOY) or  
[www.QUALISOY.com](http://www.QUALISOY.com)

\*U.S. Census Bureau, 2007

