

Maintain Food Quality & Improve Nutrition with High-Oleic Soybean Oil



French fries cooked in high-oleic/reduced saturate soybean oil pleased the palettes of taste testers in an oil sensory evaluation. Participants scored fry samples on flavor, aroma, crispness and overall likeability.

High-oleic soybean oil meets consumer demand for tasty snacks and gives manufacturers a new trans fat solution with reduced saturated fat and enhanced baking/frying capabilities.



70% ranked the French fries cooked in high-oleic soybean oil as their 1st or 2nd choice:

the highest in overall likeability

#1 Reason: Amount of crispness, followed by good potato flavor

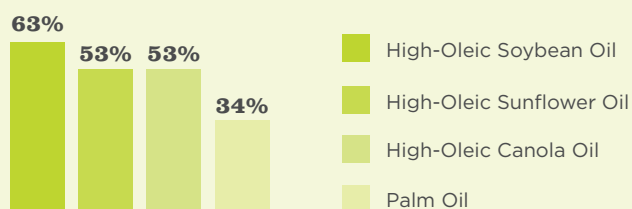
Flavor

High-oleic soybean oil's neutral flavor lets the potato flavor shine through

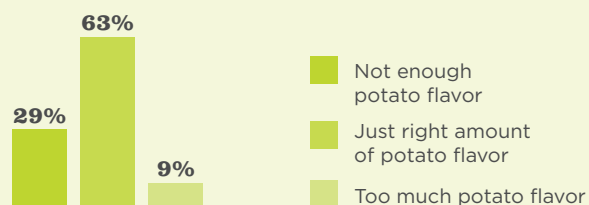
63% ranked high-oleic soybean oil fries as having

“just the right amount of potato flavor”

Just the right amount of potato flavor



High-oleic soybean oil flavor



Testers Ranked the Potato Flavor of French Fries Cooked in High-Oleic Soybean Oil

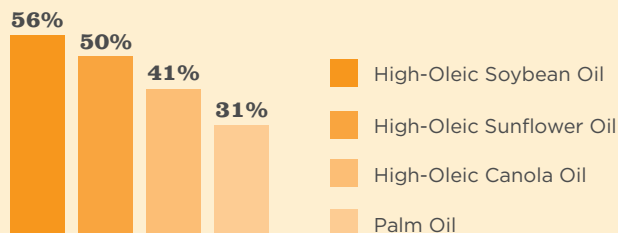


Crispness

56% Picked the high-oleic soybean oil fry as having

“just the right amount of crispness”

Just the right amount of crispness

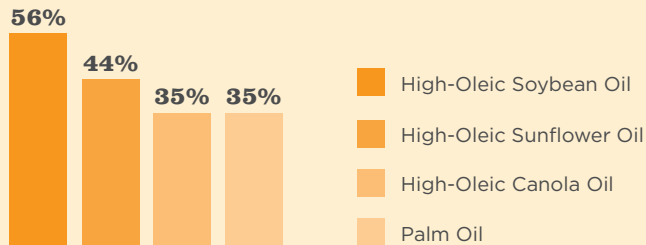


Aroma

56% Ranked high-oleic soybean oil fries as having an above average aroma that allows the potato's natural smell to be prominent - the only oil with overall positive sentiment

“**Aroma is more like a potato**,”

Above average aroma



Oils Tested

High-Oleic Soybean Oil

High-Oleic Sunflower Oil

High-Oleic Canola Oil

Palm Oil



High-Oleic Soybean Oil Meets Consumer Demand for Healthier Products

72%

Agreed that fried foods can be healthier if cooked in oil that is low in “bad” fats, such as trans and saturated fats

53%

Look for food in grocery stores with 0g trans fat and lower saturated fat

25%

Look for menu items with 0g trans fat and lower saturated fats when going out to eat

38%

Would pay more for a product that has 0g trans fats and is lower in saturated fat

Methodology

A sample set of 32 consumers participated in a randomized taste testing, evaluating sensory characteristics of fries prepared in popular edible oils including high-oleic soybean oil.

Each batch of fries was cooked at 375°F for 6 minutes, seasoned lightly with salt and served in equal portions to eliminate bias. A hedonic ranking scale determined preferences and differences between French fry samples; results were analyzed using SAS statistical analytics software.

Although the majority of testers preferred the overall likability, flavor, aroma and crispness of French fries cooked in high-oleic soybean oil, these preferences were not statistically significant.



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The United Soybean Board (USB) is a farmer-led organization comprised of 69 farmer-directors. Working with independent academic researchers affiliated with the National Institutes of Health (NIH) and academic institutions, USB has invested millions of dollars into health and nutrition research related to soy. Soybean farmers take pride in producing one of the healthiest food crops in the world. To access healthy soy recipes and more nutrition information, please visit SoyConnection.com.