



The Savvy Sales
& Marketer's Field Guide to

FATS & OILS

Solutions for Better-for-You Products!

3rd Edition





Picture a Successful Product Launch

Go ahead, really picture it. Let's say you're launching a new snack product. Imagine all the glowing press coverage, buzz in the blogs, kudos from influencers and, of course, amazing sales that blew out all the records.

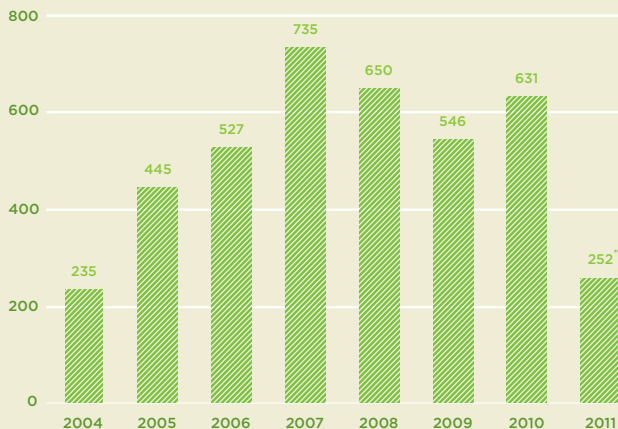
You've got the sales and marketing talent. Where we can help is alerting you to secrets for developing a healthier but delicious product that meets consumer demand. After all, it's easier to be a marketing hero when you're promoting a great product.

A few years ago, we would have told you to start by eliminating trans fat. Consumers wanted to avoid it, and new fats and oils – such as low-linolenic and increased oleic soybean oils – suddenly made it possible to create tasty, shelf-stable products with zero grams of trans fat. New products claiming low or no trans fat skyrocketed.

How can we help you move from this daydream to reality?

Today, the goal is to keep creating delicious, long-lasting products with better-for-you ingredients and without the bad-for-you stuff.

According to the American Heart Association, heart disease rages as the nation's #1 killer. As our nation ages, heart-healthy products make smart business sense – assuming they deliver on taste.



New Product Reports Claiming Low Or No Trans Fats

Source: Datamonitor's USA Foods database

*Data only through April 2011





U.S. Consumer Opinion

87%

Are concerned with the **nutritional content** of the food they eat

53%

Believe the most effective way to improve health is to follow a **moderate-fat diet** that includes good fats and eliminates bad fats, up 8 points over 2010

79%

Rate **omega-3 fatty acids** as more healthy than any other type of fat

41%

Say they would be unlikely to purchase products listing **trans fat**

Source: USB's Consumer Attitudes about Nutrition 2011 National Report

How will your company keep up?

Your behind-the-scenes secret for achieving all of these demands is soybean oil. To the outside eye, heart-healthy oils may sound like a “no brainer.”

But high-heat applications, such as baking and frying, require a solid, stable fat, which is hard to create without introducing either harmful saturated or trans fats.

Bringing solutions to life truly requires an innovations revolution!

Enter QUALISOY™:
A unique agriculture initiative, guided by a dynamic team of United Soybean Board farmer-leaders, technology companies, processors, suppliers, industry associations and the USDA. QUALISOY™ targets improving human nutrition, with goals including:

- A more naturally stable soybean oil that will not require partial hydrogenation (the process that can create trans fats)
- Lower saturated fat content for heart health
- Increased omega-3 fatty acids for heart-healthy functional foods



Traits in the R&D Pipeline

ENHANCED
SOYBEAN TRAIT

TARGETED
APPLICATIONS

<p>HIGH-OLEIC/ REDUCED SATURATE (Available for Testing Now)</p> <p>HIGH-OLEIC/ LOW-SATURATE (Coming Soon)</p>	<p>Baking</p> <p>Extended use, heavy frying</p>
<p>INCREASED OMEGA-3</p>	<p>Salad dressings</p> <p>Vegetable marinades</p> <p>Spreads</p> <p>Breakfast cereals</p> <p>Yogurts</p> <p>Nut Products</p> <p>Soups</p>
<p>HIGH- STEARIC</p>	<p>Baking</p> <p>Heavy frying</p>

Will you anticipate what's next?

As part of the QUALISOY initiative, high-oleic/reduced saturate soybean oil launched in 2010. This oil is now available for product testing in limited quantities. And, large-scale quantities will be available for purchase in 2012. High levels of oleic acid significantly increase oil stability, with zero grams of trans fat and 20 percent less saturated fat. Even lower saturated fat content is soon to follow for cholesterol reduction and to support heart health.

Some other oils offer a trans fat solution by raising harmful saturated fats. But, you can avoid the outcry from media and watchdog groups by choosing these soybean oils.

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



Building a Base for Better-for-You Foods

To create a more naturally stable soybean oil, the United Soybean Board and other soybean industry members joined forces to pave the way for foods with zero grams of trans fat per serving and less saturated fat. The newest innovation: high-oleic/ reduced saturate soybean oil has received regulatory approval and is now available for product testing.

The End Goal: A Healthy Future for Your Products and Your Customers



About Us

A farmer-led organization comprised of 69 farmer-directors, the United Soybean Board oversees the investments of the soybean checkoff on behalf of all U.S. soybean farmers.

Soybean oil produced from our soybeans has always offered the 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 65% of U.S. consumption.

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

www.soyconnection.com/QUALISOY
www.QUALISOY.com

