

# SOY SELECTIONS FOR WELLNESS

GOOD FATS  
OIL USAGE  
TRANS FAT  
SNACKS  
BALANCE

**CONSUMER  
ATTITUDES  
ABOUT NUTRITION**

HEALTH  
HEART  
OBESITY  
NUTRITION  
YOS

TOFU

AWARENESS

Insights into Nutrition,  
Health and Soyfoods



2006  
13<sup>TH</sup> ANNUAL  
NATIONAL REPORT

# Looking for the latest consumer opinions on nutrition?

The United Soybean Board recently published its 13th annual consumer attitudes about Nutrition report, a survey of 1,000 adults nationwide. The study reflects growing interest in the connection between diet and health.

## Wellness Eating

Nearly nine in ten consumers (86 percent) report concern about foods' nutrition content and three quarters report a change in eating habits for health reasons.

## Fat Choices

Consumers rate soybean oil as one of the healthiest oils. Liquid soy oil is naturally low in saturated fat and contains zero grams of trans fat.

## Powerful Protein

Awareness of soy protein's healthfulness has climbed to 82 percent, and 30 percent consume soyfoods once a month or more.

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For more information, interview arrangements or beautiful color photography, please contact Brie Baltzell at [brie.baltzell@publicis-usa.com](mailto:brie.baltzell@publicis-usa.com).

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