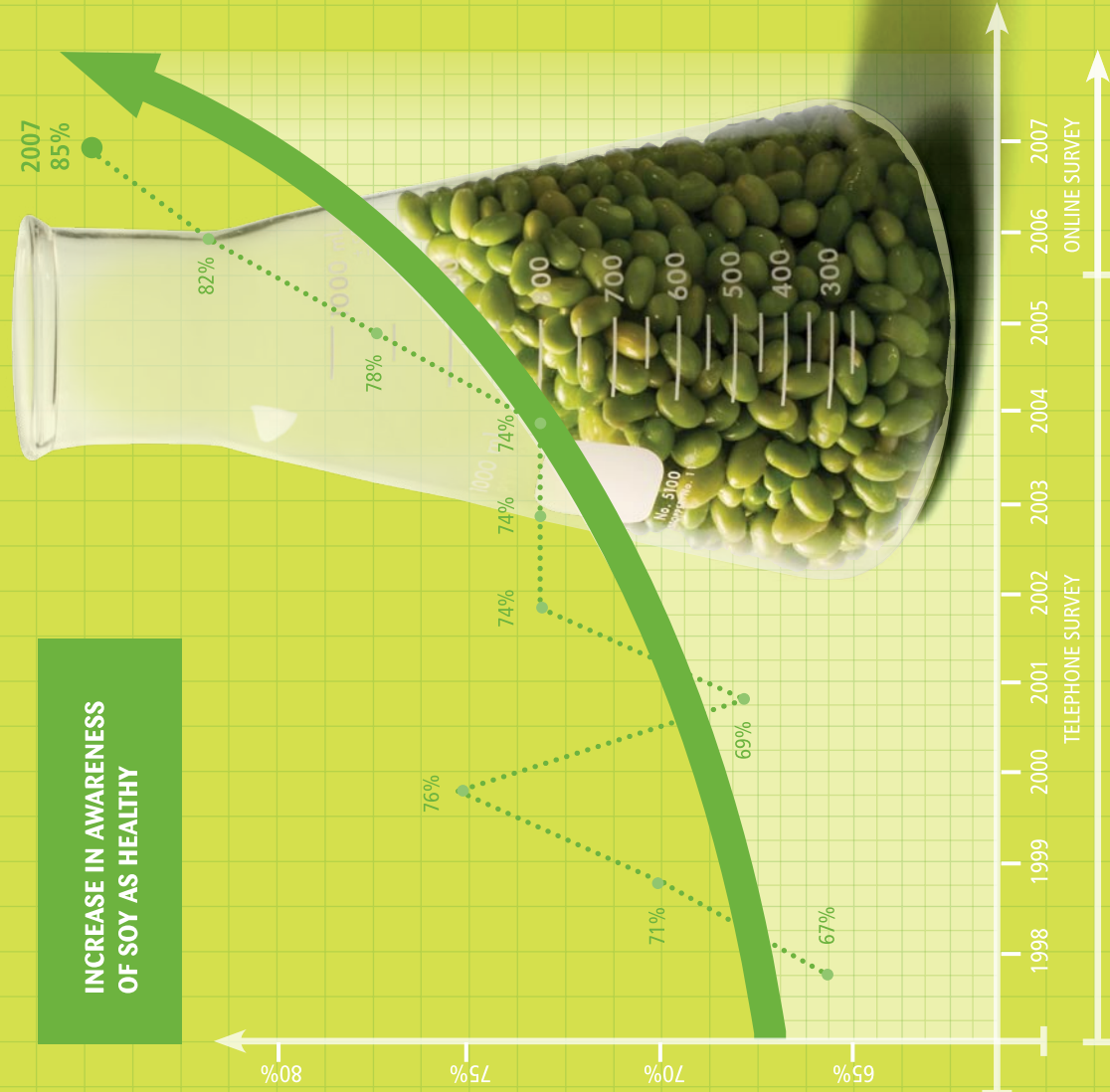


SOY SATISFIES HEALTHIER APPETITES



Discover the Latest Consumer Opinions About Soy!

The United Soybean Board recently published the 14th annual *Consumer Attitudes About Nutrition*, an online survey of 1,000 random adults nationwide. The study uncovered developing trends in consumer health, nutrition and soyfoods.

Consumption

33%
of Americans
consume soyfoods or
soy beverages once a
month or more.

Everyday Health

85%
of consumers
rated soy products
as healthy, up three
percentage points
from 2006.

Fats Awareness

42%
perceived trans
fat as *least* healthy
fat, significantly
surpassing saturated
fat (26%).

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In the 14 years USB has conducted this study, consumer awareness of the health benefits of soyfoods has risen dramatically. Soyfoods are consumed for health reasons and general wellness, and are viewed by consumers as nutritious additions to their diet.

For healthy soy recipes, high-resolution photography or more information about soy's health benefits, contact Stephanie Ries at stephanie.ries@publicis-pr.com.



To view the
full 2007 *Consumer
Attitudes About Nutrition*
study, please visit:
soyconnection.com