

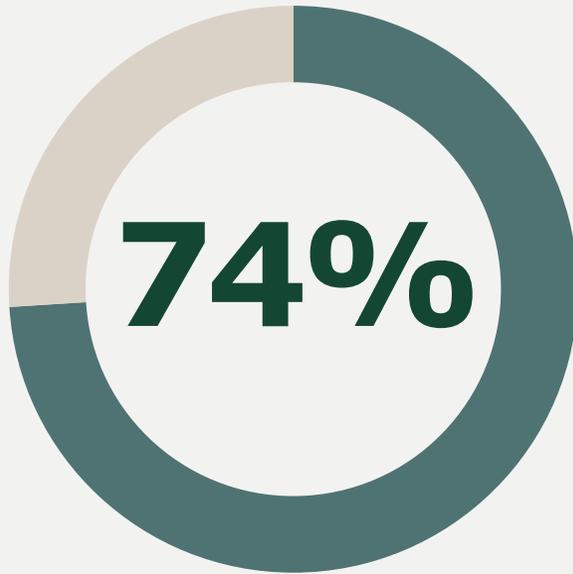


Soy Messaging Study: What Consumers Want

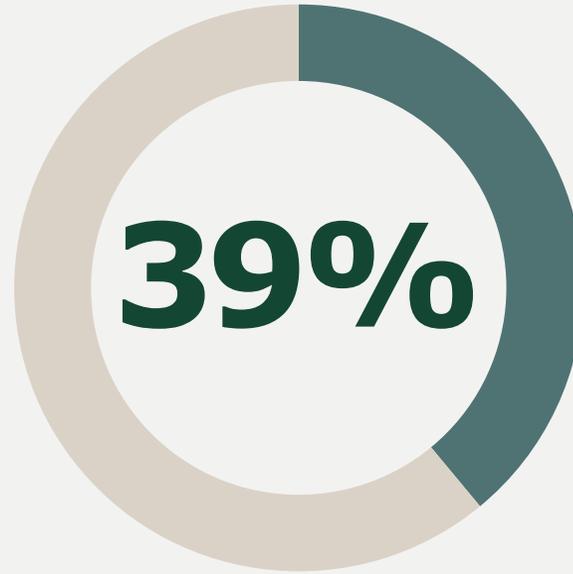
A U.S. Consumer Perspective | 2020

What Consumers Think About Soyfoods?

United Soy Board Consumer Attitudes Tracking Study: January 2019



Nearly three-quarters (74%) currently view soyfoods as “healthy” (40% “very healthy”)



About four in ten (39%) are aware of specific health benefits of including soyfoods in their diets



Over half (54%) of those aware of soy’s health benefits say they specifically seek out soyfoods due to their perceived nutritional benefits

New Research What We Wanted to Learn

United Soybean Board Plant-based Protein Study, April 2020

1

Quantify the size of the plant-based consumer market, most popular types of products and level of scrutiny consumers have when selecting plant-based products.

2

Identify consumer priorities when choosing plant-based foods, perceptions of soy protein and marketing language that could impact purchase.



Methodology

Technique

Consumer online study

Target

- U.S. consumers, age 16-49
- Currently consuming more or the same amount of plant-based foods than a few years ago.
- Has consumed at least two items on provided list of plant-based prepared/packaged foods in the past month – **plant-based friendly**

Sample Distribution

Total U.S.

Sample Size/Quotas

N=1,000

Balanced for age, gender, ethnicity and region

Questionnaire Length

12 minutes

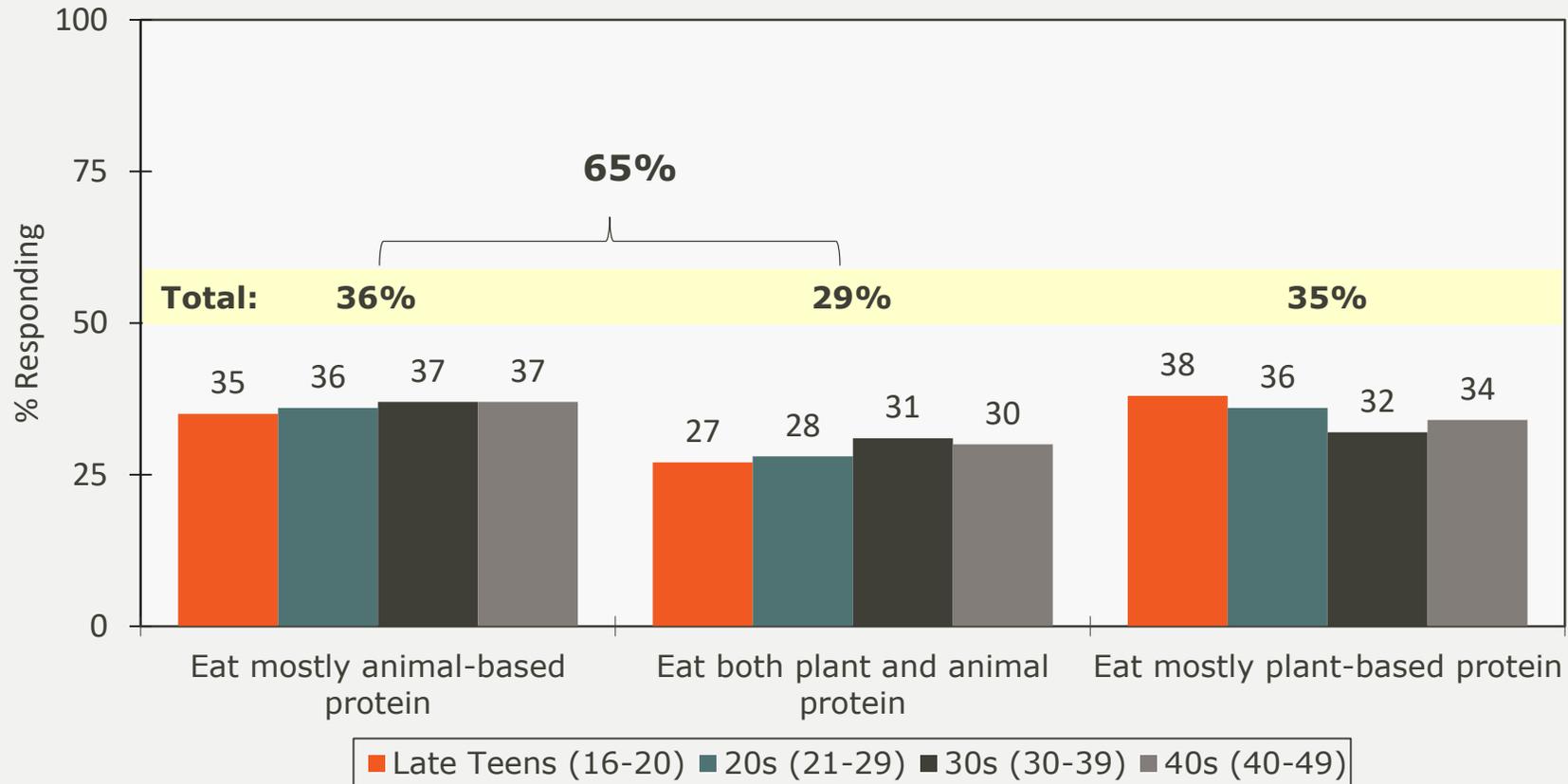


Research Findings

A Snapshot View

Current Dietary Habits – Most are “Omnivores”

(Base = Total Responding; n=1,003)

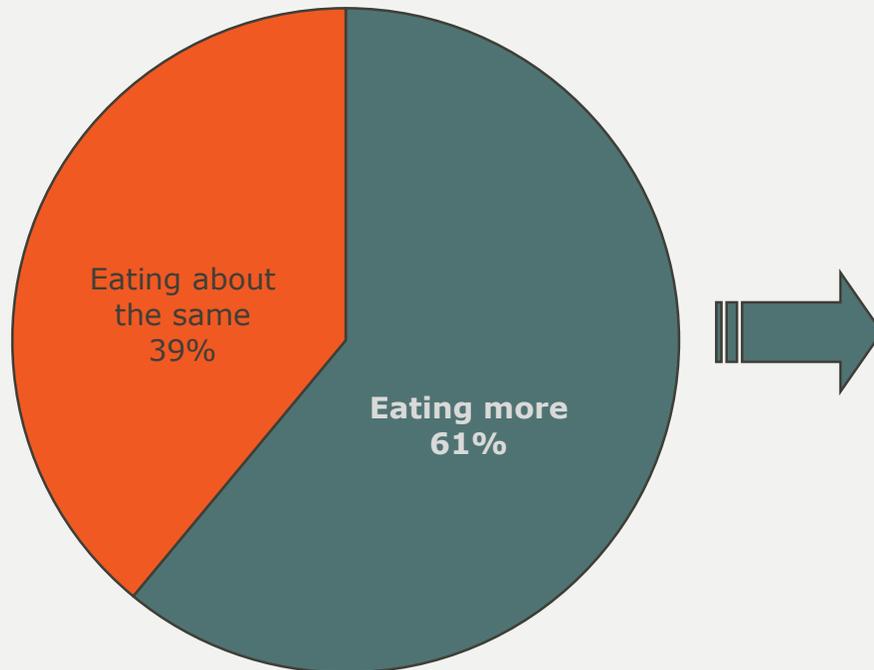


65% of respondents say they eat both animal and plant protein

35% say they eat mostly plant-based protein

Change in Consumption of Plant-Based Meals vs. Past Two Years

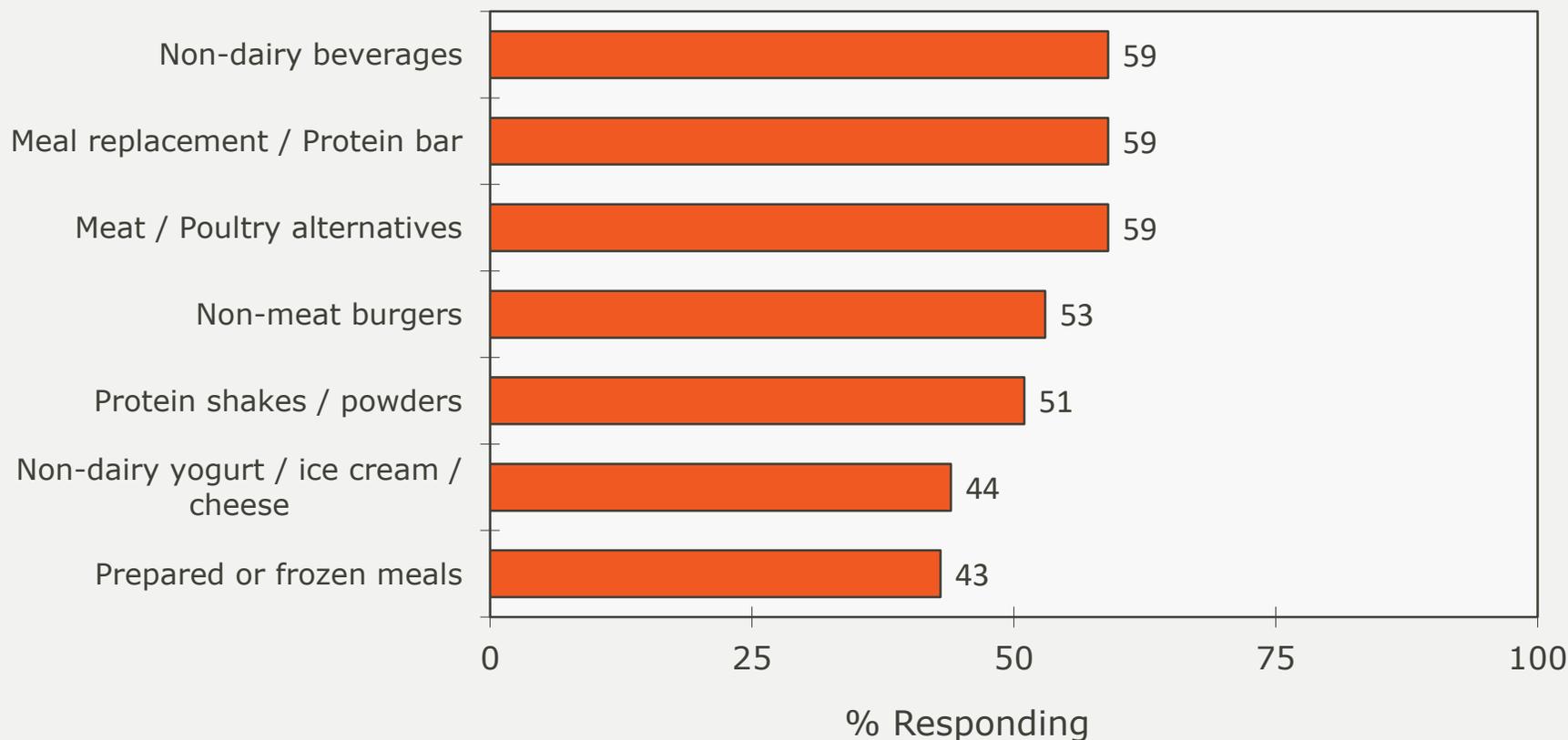
(Base=1,003)



	<u>Late Teens</u>	<u>20's</u>	<u>30's</u>	<u>40's</u>
Eating more	58%	61%	60%	64%
Eating same	42	39	40	36

Plant-Based Prepared Foods Consumed in Past Month

(Base=1,003)



Just under six in ten (59%) report consuming a non-dairy beverage, a meal replacement/protein bar or a meat alternative at least once in the past month

Reasons for Incorporating Plant-Based Foods in Diet

(Base=1,003)

	Total
Improve overall health/nutrition	51%
Improve quality of protein in diet	40
Help protect environment/sustainability	40
Help with weight control	39
Like the taste	37
Concerned about animal welfare	34
Increase amount of protein in diet	32
Prevent illness	28
Improve sports/fitness/performance	28
Save money	23
Address specific health concerns	22



#1 - Improve their overall health and nutrition

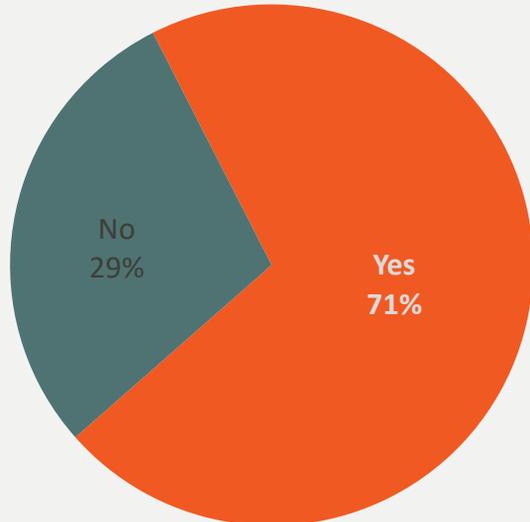
#2 - Improve protein quality and protect the environment

Of Those Who Have Tried a Non-meat Burger

71% have ordered an Impossible Burger & 89% will order one again!

Ordered an Impossible Burger

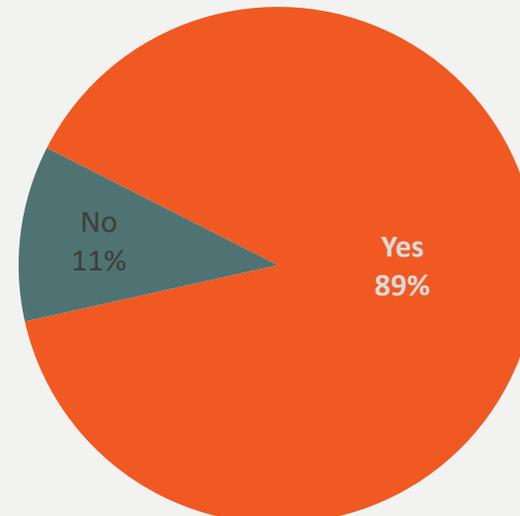
(Base = Consumed Non-Meat Burger in Past Month; n=530)



	<u>Male</u>	<u>Female</u>
% Yes	79%	67%

Would Order Again

(Base = Has Ordered Before; n=377)

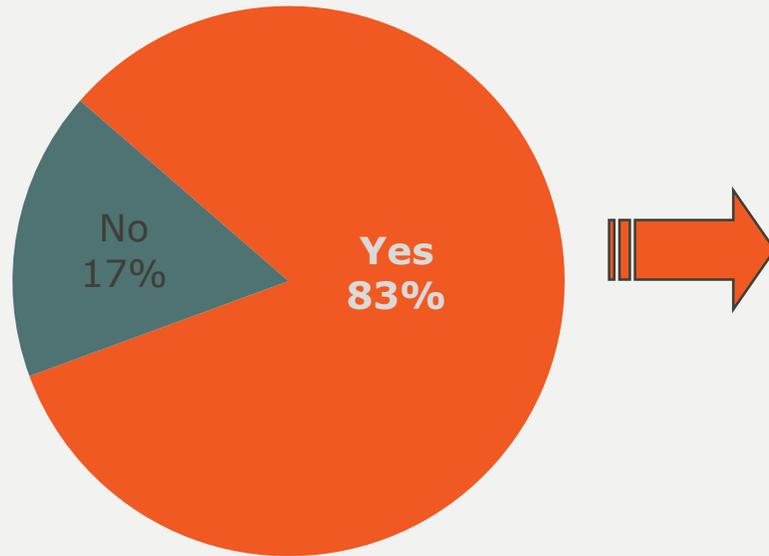


	<u>Male</u>	<u>Female</u>
% Yes	92%	87%

Taste is the #1 reason given for repurchase!

83% Pay Attention to Plant Protein Source Before Buying

(Base=1,003)



Preferred Plant-based Protein Ingredient

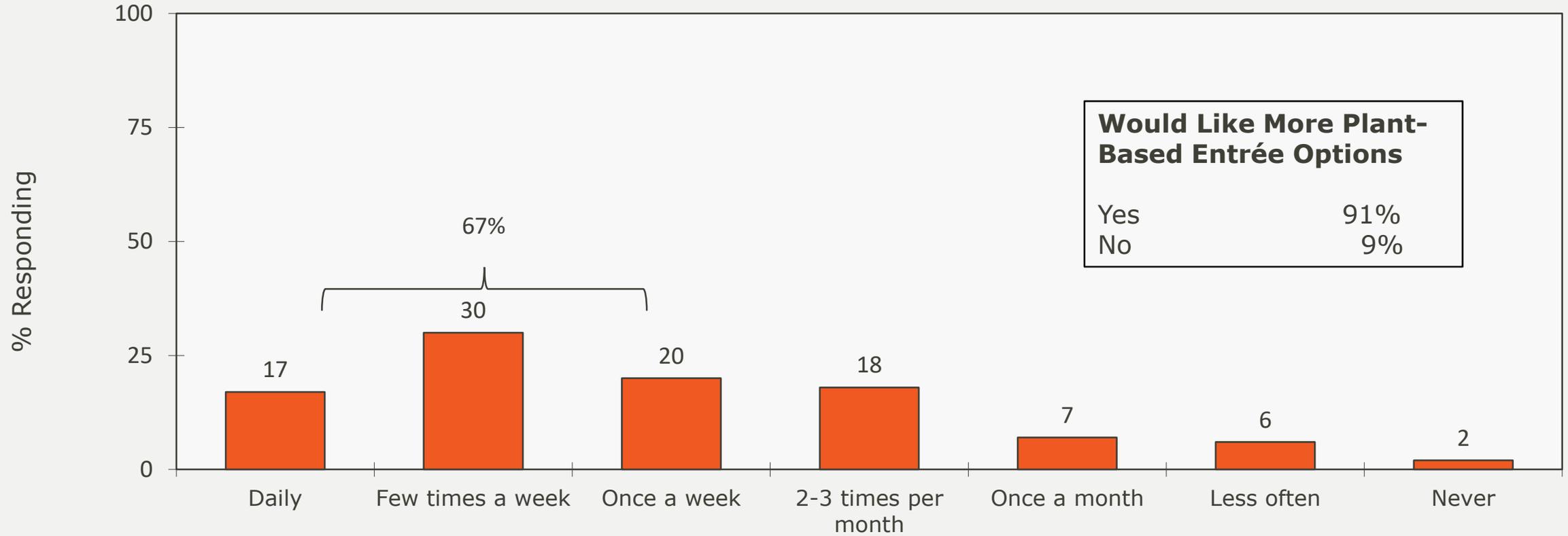
(Base = Pays Attention Before Buying; n=830)

Soy	19%
Bean	15
Wheat (gluten)	15
Rice	13
Chickpea	11
Oat	10
Peas	9
Hemp	7
Another type	1

Soy is among the top preferred plant-based protein ingredients

67% Consume Plant-Based Entrées When Dining Out

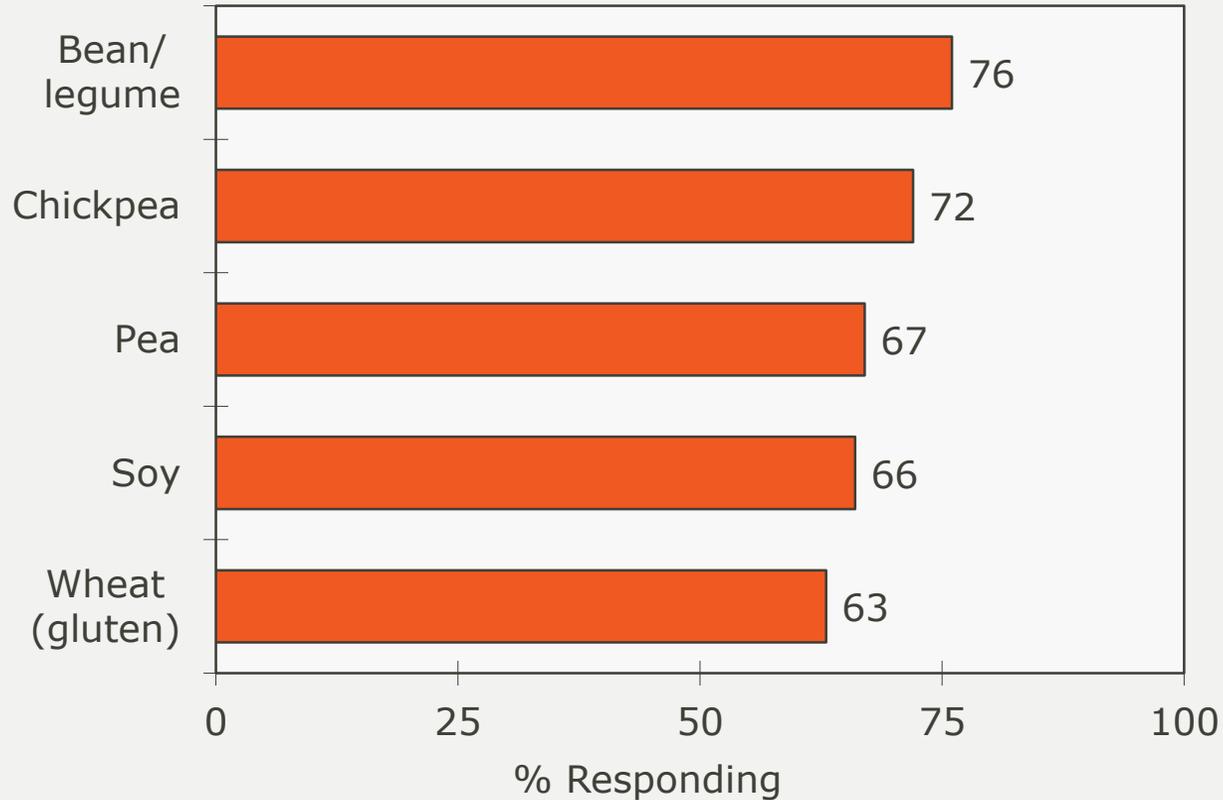
(Base = 1,033)



91% would like to see more plant-based options

Perceptions of Plant-based Protein as Ingredient

(Base Those rating Very/Somewhat Positive = 1,003)



Two-thirds (66%) rate soy protein as an ingredient positively



Reasons for Rating SOY as Positive

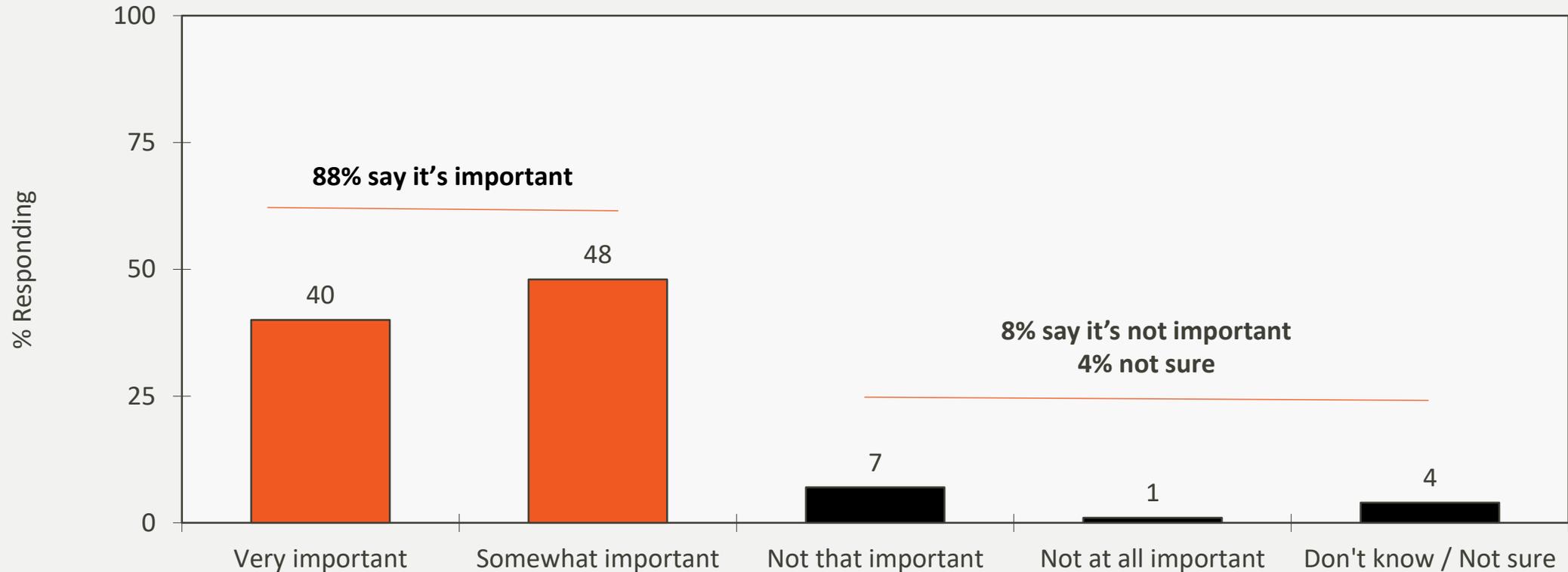
(n=637)

Healthy/Good for you	29%
Tastes good	17
Good/Complete protein source	14
Like it	8
Good non-meat alternative	6
Nutritious/High in vitamins	4
Better than eating meat (animal welfare issues)	4
Familiar with it	3
Heard good things	3
Helps with lactose intolerance	3
Easy to use/incorporate into diet	2
Positive for environment/sustainability	2



Preference for a "Complete" Plant-based Protein

(Base = 1,003)

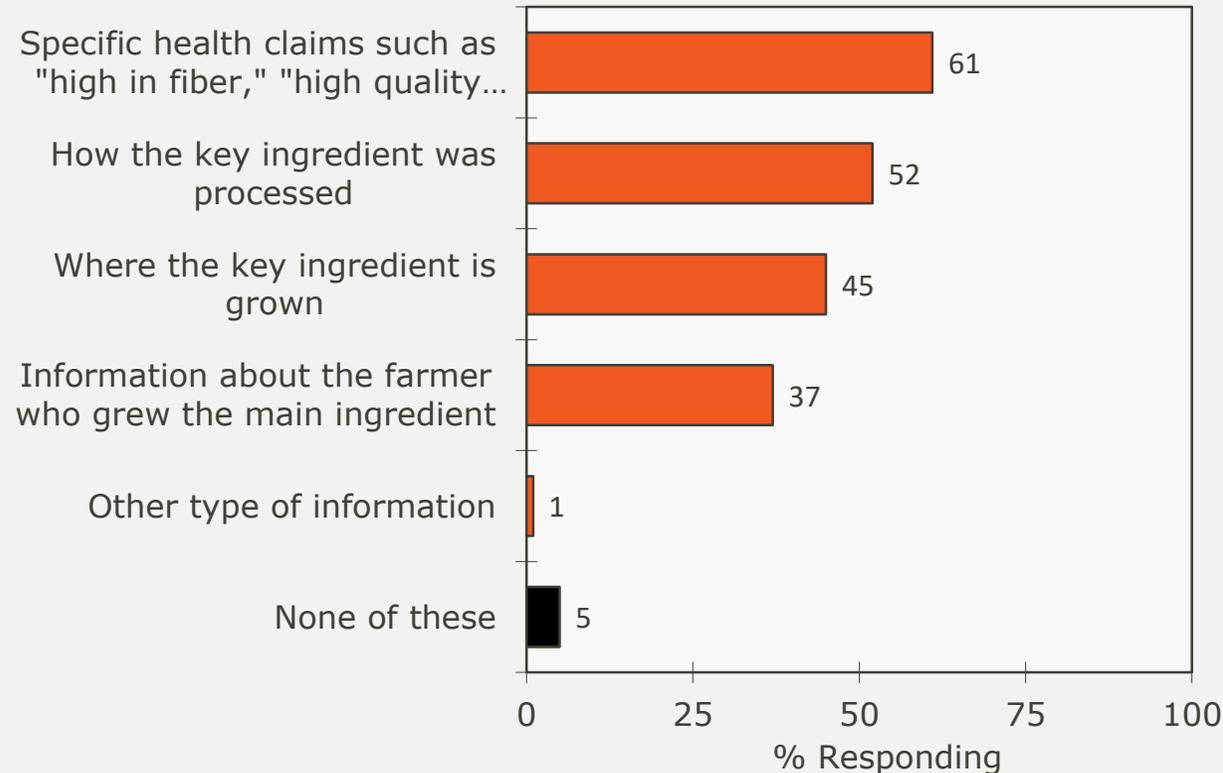


88% say consuming a "complete" plant-based protein is important

Only 8% say it is not

Additional Information Consumers Like to See on Packaging

(Base = 1,033)



Among options for additional information that could be included on packaging for a plant-based food product, respondents are most interested in specific health claims



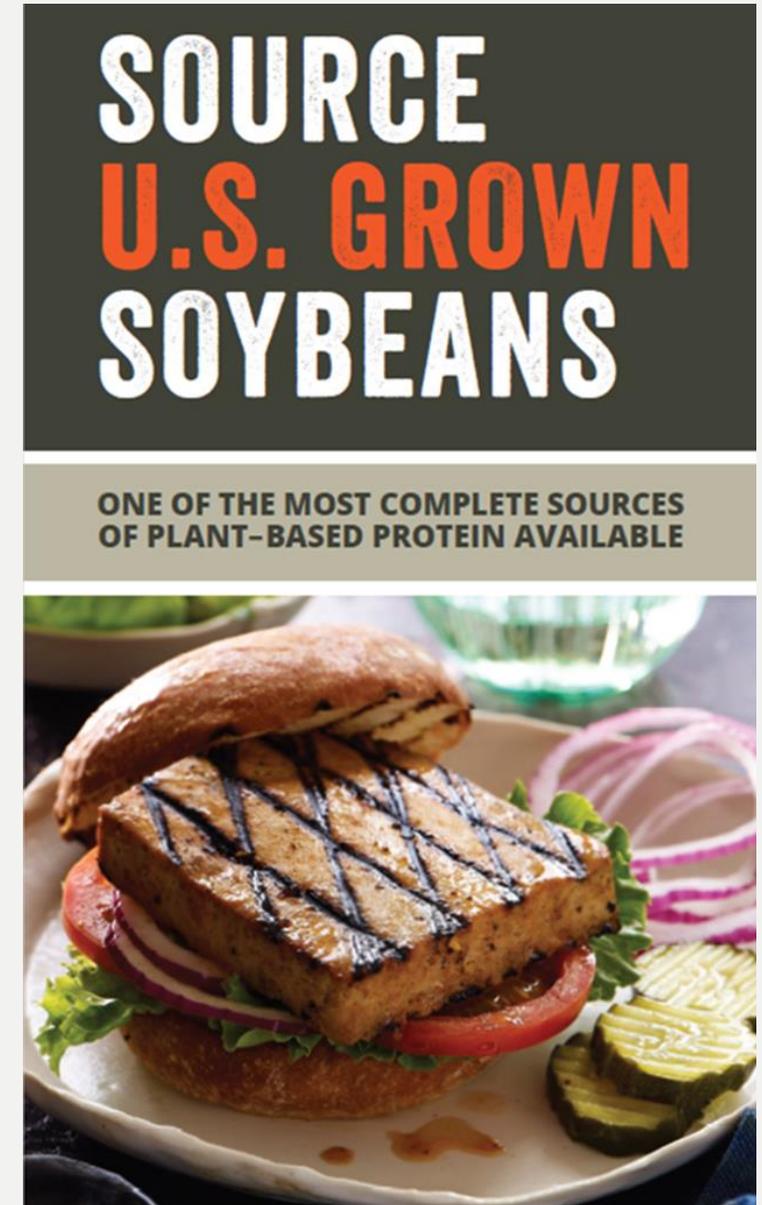
Potential Consumer Marketing Language about Plant-based Foods Made from Soy Protein

(Base = 1,033)

	% Definitely Interested <u>6.</u> <u>7</u> Rating
The protein from soybeans is high quality and good for your heart*	52%
Soy, a complete protein. Good for you and good for the environment	52
The protein from soybeans is one of the highest quality proteins among all plants	50
You support U.S. farmers when you choose to eat sustainably grown, protein-rich soy	50
Protein from soybeans, 100% plant-based and grown by U.S. farmers	48
Eating protein sourced from U.S. grown soybeans may help you reduce your carbon footprint	48
Soy is the only protein (plant or meat) that can be called heart healthy*	48
Soy is a high-quality plant-based protein comparable to meat	47
Soybeans, a sustainably grown source of plant-based protein	46

*25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease

Messages with an emphasis on high-quality protein in the combination of benefits appear to be most motivating overall



Key Findings



SOY

- ❖ Most consumers **now eat both animal and plant-based protein meals**, and six in ten are eating more plant-based meals vs. two years ago
- ❖ **Almost six in ten** report eating a non-dairy beverage, a meal replacement/protein bar or meat alternative in the past month
- ❖ **Plant-based entrees are in demand** on menus and the Impossible Burger is very popular
- ❖ Consumers are paying attention to the **source of protein** in plant-based packaged foods and **prefer “complete” protein such as soy**
- ❖ **High protein snack options** are in demand and over three-quarters say the type and amount of protein used in a plant-based snack is important
- ❖ **Labeling soy ingredients as “U.S. grown”** resonates with the nearly half of consumers who would like to see where an ingredient is grown called out on food packaging
- ❖ Companies should label and promote soy protein ingredients as **“high quality” and “complete” to motivate consumers**

