UNITED SOYBEAN BOARD Q1: SOY OMNIBUS STUDY

December, 2020 Consumer Omnibus
**OBJECTIVES**

- Determine consumers current perceptions of soy pre-campaign to use as a benchmark
- Assess differences between key groups to identify which consumers to target
- Evaluate impact of U.S. grown soy label on purchasing

**METHOD**

- Online survey of 1502 consumers representing the general population qualified

**DEMOGRAPHICS**

- **GENDER**
  - Male: 50%
  - Female: 50%

- **GENERATION**
  - Gen Z: 11%
  - Millennial: 31%
  - Gen X: 30%
  - Boomer+: 28%

- **INCOME**
  - <$25K: 16%
  - $25K - $49K: 19%
  - $50K - $74K: 15%
  - $75K - $99K: 15%
  - $100K+: 30%

- **RACE / ETHNICITY**
  - White: 70%
  - Black: 13%
  - Asian: 5%
  - Other: 12%
  - Hispanic: 16%

- **REGION**
  - West: 23%
  - Midwest: 21%
  - South: 38%
  - N. East: 17%

// fielded December 2020
survey results
Supporting domestic agriculture is very important to consumers.

« Male, high income, and foodie consumers are significantly more invested in purchasing domestic products than other groups in their demographic.

« Even among groups that put less importance on supporting domestic agriculture (Gen Z or consumers that don’t pay attention to what they eat), the majority still say it is important.

70% of consumers say it is somewhat/very important to purchase food made with U.S. grown crops

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>35%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>35%</td>
</tr>
<tr>
<td>Neutral</td>
<td>20%</td>
</tr>
<tr>
<td>Not very important</td>
<td>5%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>3%</td>
</tr>
</tbody>
</table>

Don't know | 2%

Very important: Male (A) 73%; Female (B) 68%
Somewhat important: Gen Z (C) 56%; Millennial (D) 71%; Gen X (E) 72%; Boomer + (F) 71%
Neutral: Urban (G) 74%; Suburban (H) 68%; Rural (I) 68%
Not very important: $100K+ (J) 78%; $50K-$75K (K) 70%; <$50K (L) 66%
Don’t know: Foodie (M) 80%; Excited about food (N) 67%; Eat because I have to (O) 54%
Soy is starting from a fairly strong healthiness baseline; very few consider it to be outright unhealthy.

« Urban, high income, millennials and foodies feel more strongly that soy is healthy.
« Consumers who pay less attention to their food are highly skeptical of soy’s healthiness, however their lack of engagement with food in general may make them hard to target as USB pursues its goal of a 3% increase in overall perceived healthiness.

PERCEIVED HEALTHINESS OF SOY-BASED FOODS

A/B/C/D… statistically **higher** than those categories

60% of consumers say soy-based food is somewhat/very healthy

S2: How healthy do you consider foods (such as edamame, tofu, and soymilk) made from U.S. grown soybeans? Select one. (n = 1502 | 744 | 751 | 160 | 459 | 457 | 426 | 516 | 747 | 239 | 444 | 458 | 459 | 518 | 555 | 740 | 207)

Very healthy 25%
Somewhat healthy 35%
Neutral 26%
Not very healthy 4%
Not at all healthy 3%
Don’t know 7%
Consumers most trust farmers and ranchers, the point of origin for our food, to ensure food is safe.

Those who process/handle food (groceries, restaurants, etc.) are less trusted; this lack of trust may be exacerbated by COVID-19 where negative stories of food handling practices and unsafe conditions have made some consumers see stores and companies as safety hazards.

How consumers feel about U.S. farmers

- **Very/somewhat positively**: 79%
- **Neutral**: 20%
- **Very/somewhat negatively**: 1%

**U.S. FARMER PERCEPTIONS & TRUSTED FOOD SAFETY SOURCES**

**Trust Food is Safe**

- The farmers who grew the food: 78%
- The rancher who raised the animal: 67%
- The government agency (FDA, USDA) that regulates the food: 65%
- The food companies that produce and package the food: 48%
- Grocery stores and restaurants that sell and/or prepare the food: 42%
Nearly 4 in 10 consumers are aware that vegetable oil is typically made from soy which is a sustainable crop, consistent with previous results.

- Consumers who already tend to think soy is healthy are already fairly aware of both of these claims.

37% aware that “vegetable oil” is typically 100% U.S. grown soybean oil

Male, millennial, urban, high income, and foodie consumers are significantly more aware than all other groups in their category (e.g. Millennials are significantly more aware than Gen Z, X, and Boomers)

44% aware that U.S. soy is a sustainable crop
Knowing that soy is a sustainable U.S. crop would have a large positive impact on consumer perceptions.

As previously seen, current awareness of this claim is low, USB should prioritize increasing awareness as it will have a net-positive impact on consumers who are skeptical or dislike soy.

The soybeans used to make soybean oil and soy-foods are a sustainable crop, grown in the U.S. by farmers who are committed to sustainable growing practices which result in decreased use of certain pesticides, and result in less soil erosion, fuel, and water use.

IMPACT OF STATEMENT ON CONSUMERS’ PERCEPTION OF SOY (statement below left)

<table>
<thead>
<tr>
<th>Total</th>
<th>Very / somewhat healthy (A)</th>
<th>Neutral (B)</th>
<th>Not at all / not very healthy (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less positive 7%</td>
<td>5%</td>
<td>12% (A)</td>
</tr>
<tr>
<td></td>
<td>More positive 66%</td>
<td>80% (BC)</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>No difference 27%</td>
<td>15%</td>
<td>43% (A)</td>
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<td>45%</td>
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<td>47%</td>
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S8: Does this information make you feel more or less positive about soy protein and soybean oil as an ingredient in many of the food products you buy? Select one (n = 1502 | 902 | 387 | 103)
Consumers would be slightly more likely to purchase food made from soy if this label was present.

For many consumers, the label would have no impact, it’s possible that after the campaign where awareness of the positive aspects of soy improve, that this label will become a greater differentiator for soy products.

**IMPACT OF LOGO ON CONSUMERS’ PURCHASE LIKELIHOOD**

<table>
<thead>
<tr>
<th>Less likely</th>
<th>5%</th>
<th>More likely</th>
<th>52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No difference or don’t know</td>
<td>42%</td>
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Total:
- **Less likely**: 5%
- **More likely**: 52%
- **No difference or don’t know**: 42%

Very / somewhat healthy (A):
- **Less likely**: 5%
- **More likely**: 67%
- **Neutral (B)**: 32%
- **No difference or don’t know**: 5%

Neutral (B):
- **Less likely**: 6%
- **More likely**: 32%
- **Neutral (B)**: 62%
- **No difference or don’t know**: 5%

Not at all / not very healthy (C):
- **Less likely**: 10%
- **More likely**: 32%
- **Neutral (B)**: 58%
- **No difference or don’t know**: 5%

**S2 – Perceived Healthiness of Soy**
Knowing that soy is sustainably grown in the U.S. not only has a positive impact, it is the most impactful statement affecting consumers’ perception of soy.

- This holds true for consumers who are skeptical or feel negatively about soy; it is the third most impactful for consumers who already see soy as healthy.
- USB’s goal to improve this metric will allow them to most effectively reach the consumers who can move the needle on soy’s perceived healthiness.

53: Rank how the following statements impact how you feel about U.S. grown soybeans and food made from soybeans. Ranking (n = 150)

**MOST IMPACTFUL STATEMENTS ABOUT SOY (% ranked 1-3)**

- **Soybeans are a sustainably grown by U.S. farmers**
  - 52%

- **Unlike most other plant-based protein sources, soy protein is a high quality “complete” protein comparable to the protein found in meat, poultry and seafood**
  - 51%

- **Soy protein carries an FDA heart health claim, and eating soy-foods may support heart health across the lifespan**
  - 51%

- **Soy’s high-quality protein supports muscle building and post-exercise recovery**
  - 45%

- **The latest research shows soy-foods may be protective against breast cancer, especially when consumed in childhood and adolescence**
  - 38%

- **Organic versions of foods containing soy protein are readily available in the U.S.**
  - 37%

- **Soy and soy foods do not contain estrogen and will not “feminize” men and boys**
  - 25%

This is the only variable that consumers who think soy is not at all / not very healthy rank significantly higher than those that do.
Consumers are united in their support for domestic agriculture; U.S. farmers are strongly seen as safe and trusted custodians of our food supply.

Soy is seen as healthy by a moderate majority of consumers, leaving plenty of room to improve perceived healthiness.

USB has a strong opportunity to positively influence consumers' perceptions of soy by promoting U.S. soy as a sustainable crop.

The U.S. grown soy label/graphic would have some impact on purchasing; it has the highest impact on those who view soy as “somewhat” or “very” healthy.