



U.S. Soy-Fed Meat Promotions Drive Retail Sales



United Soybean Board and
Grocery Retail Partnership



SUMMER 2022

us SOY

U.S. Soy: Partnering With Pork



75% of the world's soybean meal is fed to pigs or poultry, making U.S. Soy farmers and pork producers true partners. Both pork and soy are nutrient-rich, sustainable, and delicious products proudly grown and raised in the U.S. Based on United Soybean Board-led research that verified consumer demand for U.S.-born, soy-fed pork products, U.S. Soy partnered with a chain of midwestern supermarkets to increase sales of pork by educating consumers about the high-quality diet fed to pigs that includes U.S.-grown soy.

With this authentic, well-integrated campaign, sales of pork products increased at stores included in the promotion, and customers engaged with original digital content – including recipes and cooking demonstrations – that furthered the messages of the benefits of soy-fed pork.

High-level data proof points

83%
of consumers

would pay more for meat if the animal was fed a nutritious diet, and consider this a top purchase driver

75%
of consumers

consider knowing a meat product supports U.S. farmers an important attribute for meat purchase

> 70%
of consumers

agree that animals need high quality protein in their diet to produce nutritious, flavorful meat.

> 60%
of consumers

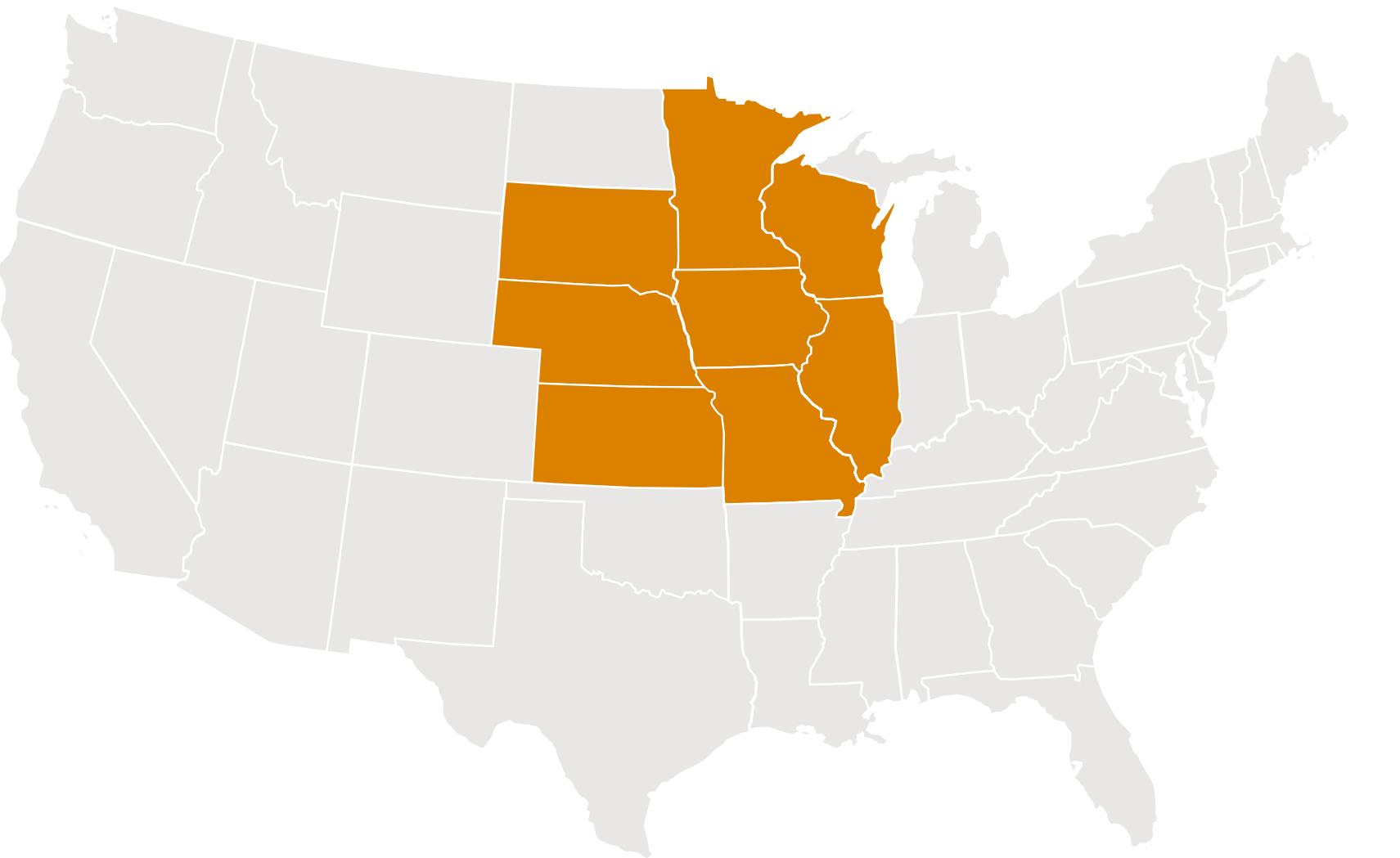
agree that soy is a high quality source of protein for animals and people.

Retail Promotions for U.S. Soy-Fed Pork

U.S. Soy's grocery partner operates more than 285 retail stores across eight Midwestern states, with sales of more than USD \$12 billion annually.

In July and August 2022, partner supermarkets promoted Midwest-raised pork through a range of consumer campaigns. The goal of these promotions was to:

- ▶ Increase sales of pork products by educating consumers about the high-quality diet fed to pigs that includes U.S.-grown soy
- ▶ Celebrate family farms in the Midwest
- ▶ Elevate U.S. Soy-fed pork as a premium ingredient in summertime meals and celebrations, and throughout the year



Pork Chops

The first promotion ran from June 21 to July 4 across 127 grocery locations in Iowa and Minnesota, featuring store-branded, grilled boneless pork chop as a key component of 4th of July meals. The campaign celebrated Midwest farmers and soy-fed pork, with a focus on sustainable farming practices.



Pork Tenderloin

The second promotion ran from July 19 to August 1 in 35 grocery store locations in Missouri and Illinois, featuring store-branded, grilled pork tenderloin. Messaging focused on the sustainability of soy-fed pork.



Campaign Elements

- ▶ Two in-store corporate displays promoting the sale of pork chops and pork tenderloin
- ▶ Digital mobile ad banner on the store's app highlighting soybeans as a sustainable feed for pigs
- ▶ Targeted emails with Soy Connection by U.S. Soy branding sent to grocery store customers
- ▶ Two virtual meal workshops featuring soy-fed pork led by store dietitians
- ▶ TV segment with a store dietitian demonstrating a pork chop recipe aired across eight states
- ▶ Social media activations across the store's Health channels
- ▶ Dietitian spotlight on the store's website advertising the reasons to choose U.S.-grown soy-fed pork

Farmers are among the most respected workers in the U.S. food industry.

The campaign leveraged the trust consumers have in U.S. farmers by featuring midwestern pork and soy farmers as the faces of the campaign. Communications honored the hard work farmers do while also showcasing the sustainability benefits of locally sourced crops and products. Farmers are among the most respected workers in the U.S. food industry.

79%

of consumers have a positive view of U.S. farmers who grow crops, and U.S. farmers rank as the most trusted member of the food supply chain.

98%

of farms across the U.S. are family-owned and passed down from generation to generation



Key talking points focused on the symbiotic relationship between people, pigs, plants and planet:

- The sustainable farming practices used by pork and soy farmers
- The lives farmers lead and the care they put into their crops and livestock
- The ways soy farmers, pork farmers and retailers collaborate across the supply chain to bring nutritious, affordable, sustainable and delicious products to consumers
- The nutrition benefits and quality of pork and soy

Animal consumption of soy protein plays an essential role in global nutrition and feeding the rising population in a sustainable manner.

To meet protein demand, the world's population will need an additional 3 billion bushels of soybeans a decade. Over the past 18 years, global soybean production has more than doubled, from 5.9 billion to 12.9 billion bushels.

83% of consumers

say they would pay more for meat if they knew the animal was fed a nutritious diet

- ▶ U.S.-grown soybeans are a high-quality, sustainable protein choice, containing all the essential amino acids that animals and people need.
- ▶ Pork tenderloin is a heart-healthy protein choice and an American Heart Association Heart-Check Certified food.
- ▶ Pork tenderloin has about 22 grams of protein in a 3 oz. serving.

U.S. Soy is the preferred protein and nutrient source in feed for the animals that also supply the animal protein humans consume.

Meat consumption globally will continue to rise at least through 2030, with global meat production having grown from about 70 million metric tons in 1961 to more than 335 million metric tons in 2018, according to the UN Food and Agriculture Organization (FAO).



Sustainability has recently become top of mind with consumers, but is a way of life for soybean farmers. Sustainability involves ensuring that natural resources like water, soil, and nutrients to support plants and animals are used efficiently and intentionally. 98% of farms across the U.S. are family-owned and passed down from generation to generation. Pig Farmers demonstrate their commitment to managing their farms in

environmentally responsible ways through a variety of practices, including the use of renewable energy, conservation, recycling, land management, water and air quality, and manure management. Continuously improving upon sustainable practices is a vital part of U.S. farmers' heritage and the health of their businesses.

75% of consumers

say knowing a meat product supports U.S. farmers and ranchers is an important attribute for meat purchase.

69% of consumers

say knowing the animal was born and bred in the U.S. vs. imported is an important attribute for meat purchase. – “U.S. sourcing” is the top consideration for consumers.



Key takeaways:

- ▶ Consumers care about the origins of their meat and will pay more for a product they know to be sustainably raised and fed a nutritious diet, including soy.
- ▶ The majority of U.S. consumers have positive views of U.S. farmers who grow crops, so leveraging partnerships that connect meat to its diet of farmed crops is an effective tool for increasing consumer demand.
- ▶ Partnerships (among commodities, retailers, and farmers) offer a range of consumer-facing marketing and communications channels that allow for collaboration, creativity, and impact.



The Sales Impact of Promoting Pork as Soy-Fed

Pork Chops

(Promotion ran across 127 grocery stores in Iowa and Minnesota)

Nearly
↑ **25%**
increase in sales

Nearly
↑ **18%**
increase in units purchased

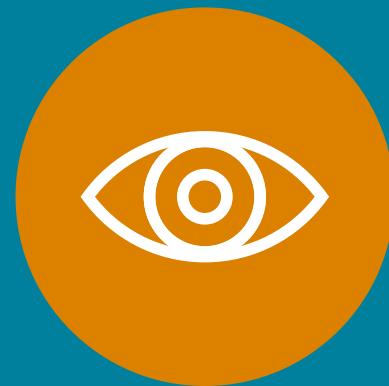
Pork Tenderloin

(Promotion ran across 35 grocery stores in Missouri and Illinois)

Nearly
↑ **83%**
increase in sales

Nearly
↑ **82%**
increase in units purchased

Digital Results



500K +
total digital media impressions



46%
open rate for dietitian emails



47,510
customers viewed the store's mobile app banner

To learn more about the program and the benefits of soy-fed pork, to see additional case studies, or discover how you can become involved, please contact: Joy.Blakeslee@mslgroup.com.

