

# Why Today's Soyfoods and Soybean Oil are On-Trend for Tomorrow's Consumers

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# Soybean Oil Comes into its Own



*The traditional, most widely consumed cooking oil has evolved into a trend*

- ▶ **Culinary attributes:** This neutral-flavored all-purpose oil is so versatile that it accounts for about 7% of the total calorie intake of Americans.
- ▶ **Cost effective:** For consumers and foodservice professionals alike
- ▶ **Nutrition profile:** Low in saturated fat, high in health-promoting polyunsaturated fat, with a moderate amount of monounsaturated fat.
- ▶ **Carries a qualified health claim:** In 2017 the U.S. FDA approved a health claim for soybean oil and coronary heart disease— *“Supportive but not conclusive scientific evidence suggests that eating about 1½ Tablespoons (20.5 grams) daily of soybean oil, which contains unsaturated fat, may reduce the risk of coronary heart disease.”*



# Expanded Definitions of Health Could be a Game-Changer for Soyfoods

- ▶ **Personal health and sustainability** are currently among the top considerations driving consumer food choices, with health of the planet now eclipsing personal health concerns. [Source: Innova Market Insights, Top Trends for 2022]
- ▶ **Soyfoods fit the plant protein trend:** The wide range of soy ingredients make it easy to add high-quality plant protein to favorite recipes.
- ▶ **U.S. Soy is sustainably grown:** Soybeans offer the highest protein yield per hectare—346 pounds of edible protein per acre as the world faces a challenge to feed a growing population. [Source: Hartman, GL, et al. Crops that Feed the World2, *Food Security*, 2011]
- ▶ **Consumer expectations:** Three out of four global consumers expect companies to invest in sustainability. [Source: Innova Market Insights Top Trends 2021]



# Telling Consumers the Story of Soyfoods

*Worldwide, six out of 10 consumers want to learn more about where their food comes from. [Source: Innova Market Insights, “Top 10 Trends for 2021.”]*

- ▶ **Transparency:** Clean eating generally means minimal processing, recognizable ingredients and simple ingredient statements. [Source: Mintel, “What Clean Means for companies and consumers,” 2019]
- ▶ **Accountability:** 42% of consumers say that labels showing environmental impact would encourage them to buy products. [Source: Mintel Sustainability Barometer, 2021]
- ▶ **Sustainability:** 95% of U.S. soy farmers are committed to sustainable farming practices and partner with the USDA to implement conservation programs.
- ▶ **The people behind our food:** Growers, producers, manufacturers and artisans are all part of story of soyfoods.



# Inspiring Innovations in Soyfoods

*Gen Z and Millennial plant-based consumers look for animal protein alternatives, global flavors and new formats extending across categories such as shelf-stable, indulgent, and snack categories. [Source—NPD Group, October 2021]*

- ▶ **Functional foods:** Such as probiotics added to meat alternatives, as seen at Anuga 2021 Global Food and Beverage Trade Fair held in Cologne, Germany.
- ▶ **Packaging innovations:** Product introductions include shelf-stable fortified tofu, and miso sold in a squeeze pack.
- ▶ **Healthy profile snacks:** Globally, 55% of consumers want snacks that offer a nutritional boost; 51% have switched from traditional to high-protein/ low sugar snacks. [Source: FMCG Gurus Top Ten Trends for 2021; FMCG Global Food & Snacking Trends 2020]
- ▶ **New flavors and formats:** Examples include Edamame and Ponzu-Flavored Tofu, baked tofu flavors, miso mayonnaise and marinades, and Silken Soy Puree for foodservice applications.



# Trend Trackers Take Note

Among the current areas of opportunity are...

- ▶ **Shelf-stable soyfoods:** Pantry staples to fight rising food costs
- ▶ **Convenience foods:** Convenience, including frozen plant protein meals, is a major motivator for making food choices, ahead of cost and taste. [Source: Pollock Communications and *Today's Dietitian*, Nutrition Experts Forecast, 2020.]
- ▶ **Environmentally friendly products:** Plant-based product introductions increased by 59% from August 2020 to August 2021. [Source: Innova Market Insights, Top Trends for 2022]
- ▶ **Healthful snacks:** More protein, less salt and sugar. Think dried edamame with fruits and nuts, chocolate covered soynuts, or cardamom chocolate-dipped tempeh.



# What to Watch for in Tomorrow's Soyfoods Trends



*Food, mood and attitudes of today's young consumers, including*

- ▶ **The rise of e-commerce and changing shopping habits:** E-commerce is expected to account for half the growth in the global retail sector by 2025, expanding by an additional \$1.4 trillion, with the U.S., Mexico and China forecasted to have the highest growth. [Source: Euromonitor International, March 2021.]
- ▶ **Food as medicine/ health priorities:** In a post-pandemic world, 54% of global consumers say they have educated themselves on ingredients with the potential to boost immune health, including fermented foods, probiotic foods and antioxidants. [Source: Innova Top Ten Trends 2021]
- ▶ **Continuing sustainability concerns:** More consumers are aware of the link between personal health and planetary health today, as the world faces a challenge to feed healthy, sustainably produced food to a growing population.

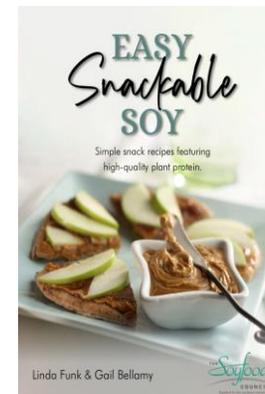
# What Sets Soyfoods Apart?

*Affordability, versatility, healthy profile and environmental friendliness*

- ▶ Soyfoods are traditional ingredients in world cuisines
- ▶ Soyfoods offer research-backed health benefits
- ▶ Soyfoods provide minimally processed, complete plant protein options
- ▶ Sustainable soyfoods are a good choice for health-conscious consumers and good for the earth



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# Soyfood Products and Applications

# Soymilk

- ▶ Unsweetened
- ▶ Original/Plain
- ▶ Vanilla
- ▶ Chocolate
- ▶ Dairy Dept. or Tetra-packed (shelf-stable)



# TOFU

- ▶ Water-packed Tofu- soft, firm, extra-firm typically in water needs to be drained, is not creamy, keeps shape
- ▶ Silken Tofu- soft, firm, extra-firm- creamy, silky  
Firm and Extra Firm- will set-up again  
Tetra-packed, shelf stable  
Also find in refrig. section



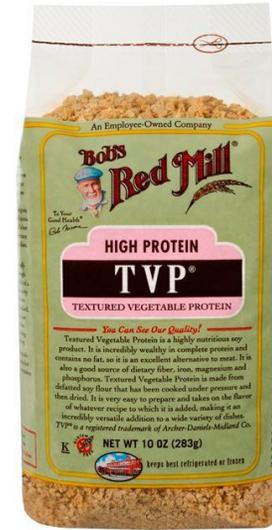
# Breakfast Ideas

- ▶ Smoothies with soymilk, silken tofu, fruits or soynut butter
- ▶ Toasted bread with soynut butter
- ▶ Apples slices with soynut butter
- ▶ Soy yogurt with fruit
- ▶ Cereal with soy in it with soymilk



# Breakfast Ideas, cont

- Oatmeal with Textured Vegetable Protein TSP or TVP and soymilk
- Tofu scramble with soy patties
- Toasted English muffin with melted soy cheese, and soy Pattie (Egg McMuffin)
- Toasted English Muffin or Bagel with soy cream cheese



# Lunch Ideas

- ▶ Tofu and spaghetti
- ▶ Stir-fry with water-packed tofu (takes on flavors)
- ▶ Egg salad sandwiches with tofu (silken tofu and mayo)
- ▶ Eggless Tofu sandwiches with crumbled tofu
- ▶ Mashed potatoes with plain soymilk and/or silken tofu
- ▶ Grilled Soy Cheese Sandwich



# Lunch Ideas, cont

- ▶ Easy stuffed shells
- ▶ Pasta with soy crumbles
- ▶ Soy pasta with soy crumbles

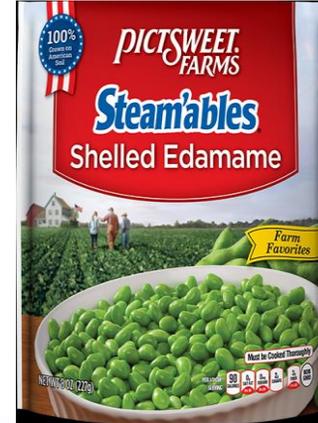


- ▶ Meat and TVP/TSP chili
- ▶ TVP/TSP chili
- ▶ Meat alternatives



## Lunch ideas, con't

- ▶ Edamame Corn Salad with edamame and corn
- ▶ Mexican Salad with edamame and canned black soybeans
- ▶ Ranch Dressing made with soft silken tofu



# Snacks

- ▶ Apple with soynut butter
- ▶ Soy yogurt with fruit
- ▶ Tofu ranch dressing (homemade or bottled with silken tofu) and veggies
- ▶ Sweetened tofu dip with fruit
- ▶ Soy pudding serve with bananas or berries



# Snacks, cont

- ▶ Edamame, in the shell ( play with food)
- ▶ Cookies with TVP, or silken tofu, soy flour
- ▶ Brownies with soy flour



- ▶ Soynuts- various flavors- plain, honey, BBQ etc.
- ▶ Make your Own Trail mix with soynuts
- ▶ Soymilk with protein bar etc.



# Start Serving Soyfoods

- ▶ Convenient
- ▶ Protein-packed
- ▶ Versatile
- ▶ Delish
- ▶ Nutritious
- ▶ Start trying and experimenting
- ▶ Not all or nothing!



► Questions?

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