



**USOY**

**WE EXPORT  
INNOVATION**

**USSEC**  
U.S. SOYBEAN EXPORT COUNCIL

**ASA**  
American Soybean Association  
International  
Marketing®

**UNITED  
SOYBEAN  
BOARD™**

WE WANT TO CREATE THE FUTURE —  
IT'S WHAT DRIVES US

THAT'S HOW  
WE GOT HERE

 SOY

**THE LATEST BREAKTHROUGH —  
U.S. HIGH OLEIC SOYBEAN OIL**

# THE NEXT GENERATION

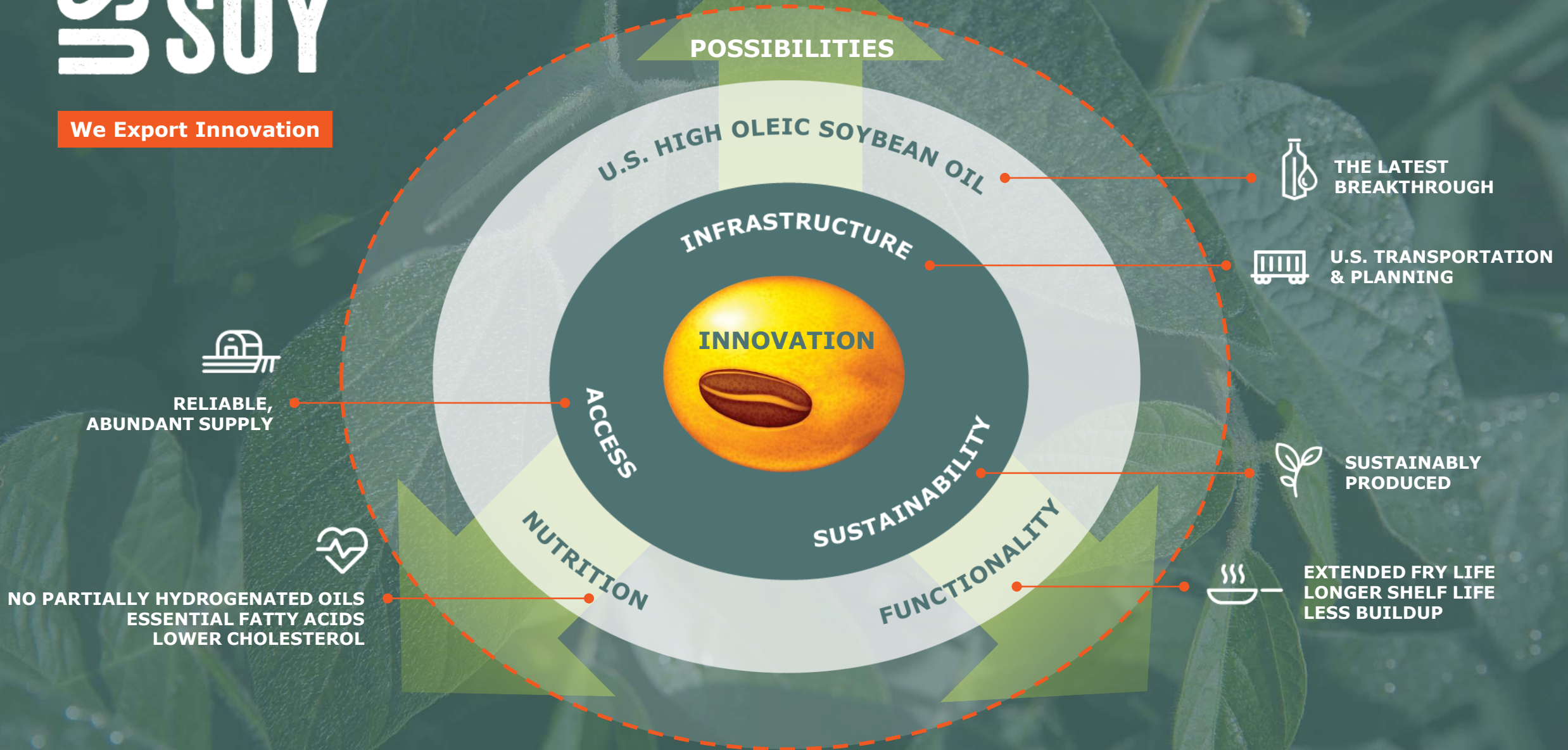
**The next generation of oil for the  
next generation of people**

**US SOY**



# US SOY

We Export Innovation



HEALTHY FOOD IS IN DEMAND

# NOW YOU CAN ADDRESS THE FOOD REVOLUTION



of consumers changed their eating habits due to health & nutrition concerns\*



## TOP-LINE BENEFITS OF U.S. HIGH OLEIC SOYBEAN OIL

- Improved nutrition
- Enhanced shelf life
- Sustainable

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**HOTELS**

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**FOOD  
SCIENTISTS**

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**SCHOOLS &  
GOVERNMENT**

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**FOOD  
MANUFACTURERS**

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**CHEFS**

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U.S. High Oleic Soybean Oil is a breakthrough for you because ...

# IT SUPPORTS HUMAN HEALTH

- Improved fat profile
- 0 grams trans fat per serving
- Lower saturated fat than some other fats and oils

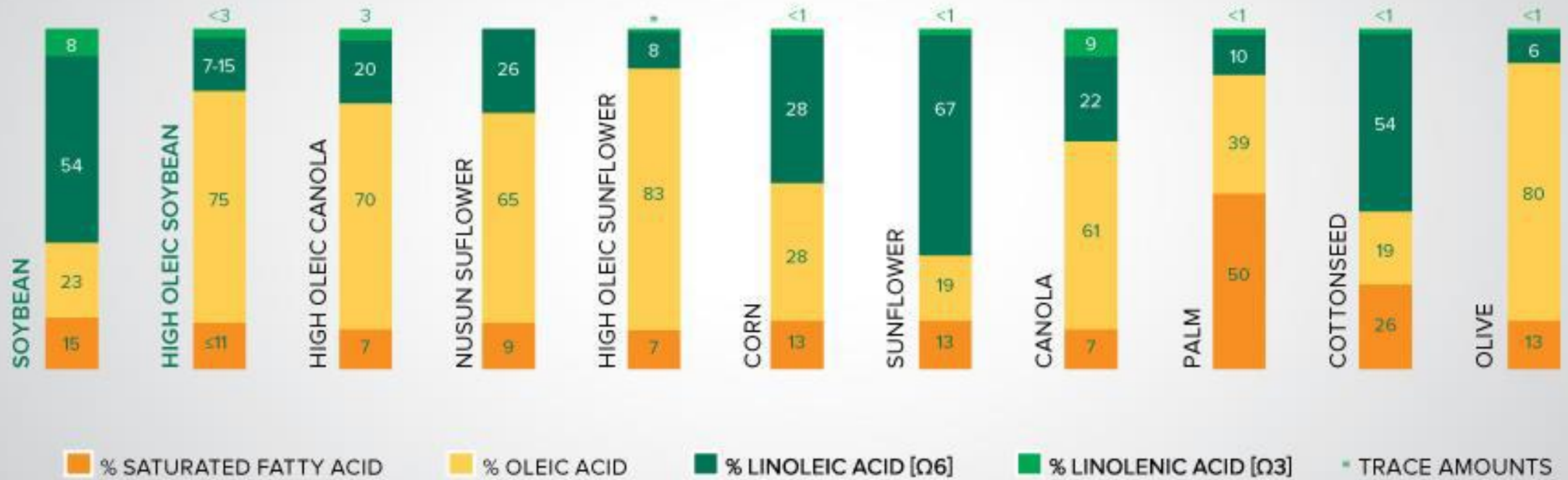
**3X**

**The amount of beneficial monounsaturated fatty acids which help reduce the risk of heart disease and stroke**

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## COMPARISON OF FATTY ACID PROFILES



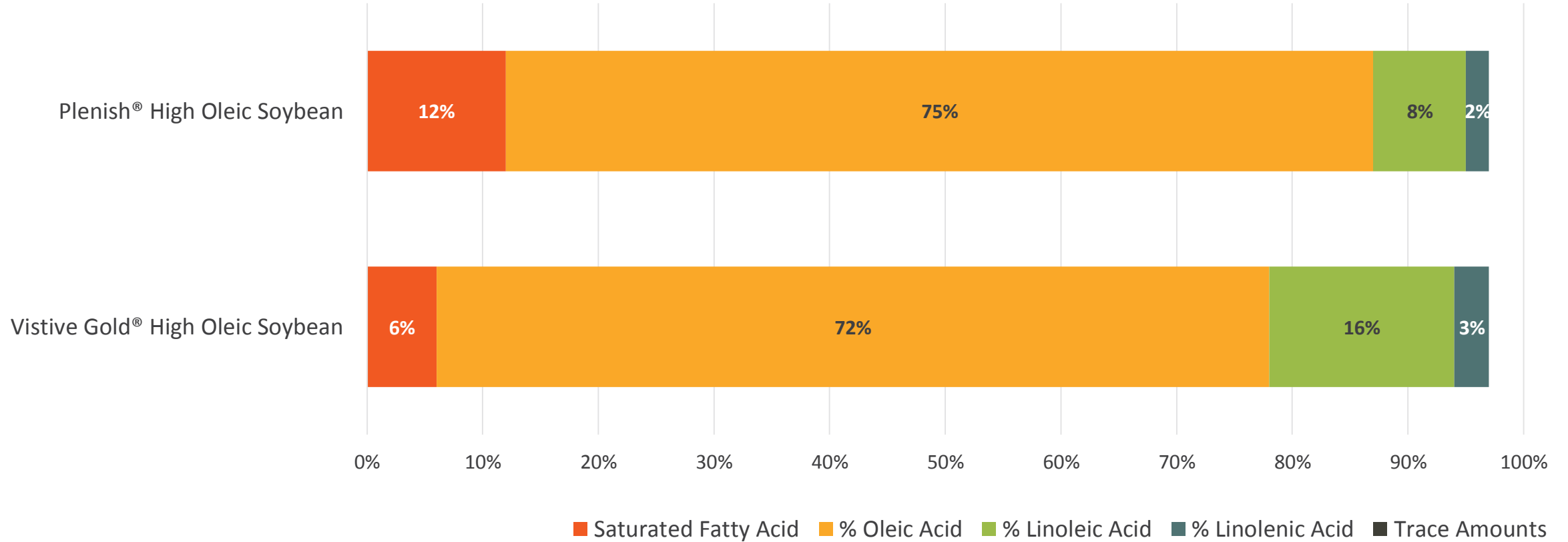
Source: Personal Nutrition, 6th ed., Boyle & Anderson, Thomson/Wadsworth, 2007; the Canola Council of Canada, the National Sunflower Association, trade and company sources.





SUPPORTING DATA

# FATTY ACID PROFILES



Data courtesy of QUALISOY

# IT'S BETTER FOR MANUFACTURERS AND BAKERS

- Superior stability eliminates the need for partial hydrogenation
- Extended shelf life
- Superior oxidative stability
- Desired neutral flavor
- A cleaner refining process results in a cleaner label for end users



**The high oleic content makes it extremely stable, eliminating the need for partial hydrogenation.**

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## WIDE VARIETY OF FOOD APPLICATIONS

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*Mayonnaise & salad dressing*

*Baked goods & icings*

*Spray & pan release oils*

*Non-dairy creamer*

*Nutrition bars*

*Batter & breading mixes*

*Gravy & sauces*

*Soups*

*Syrups & toppings*

# IT'S BETTER FOR FOOD PREPARERS

- Less build-up of polymers
- Less oil absorption
- Thermal stability extends performance and use applications
- High smoke point

Extended fry life



>20 HOURS

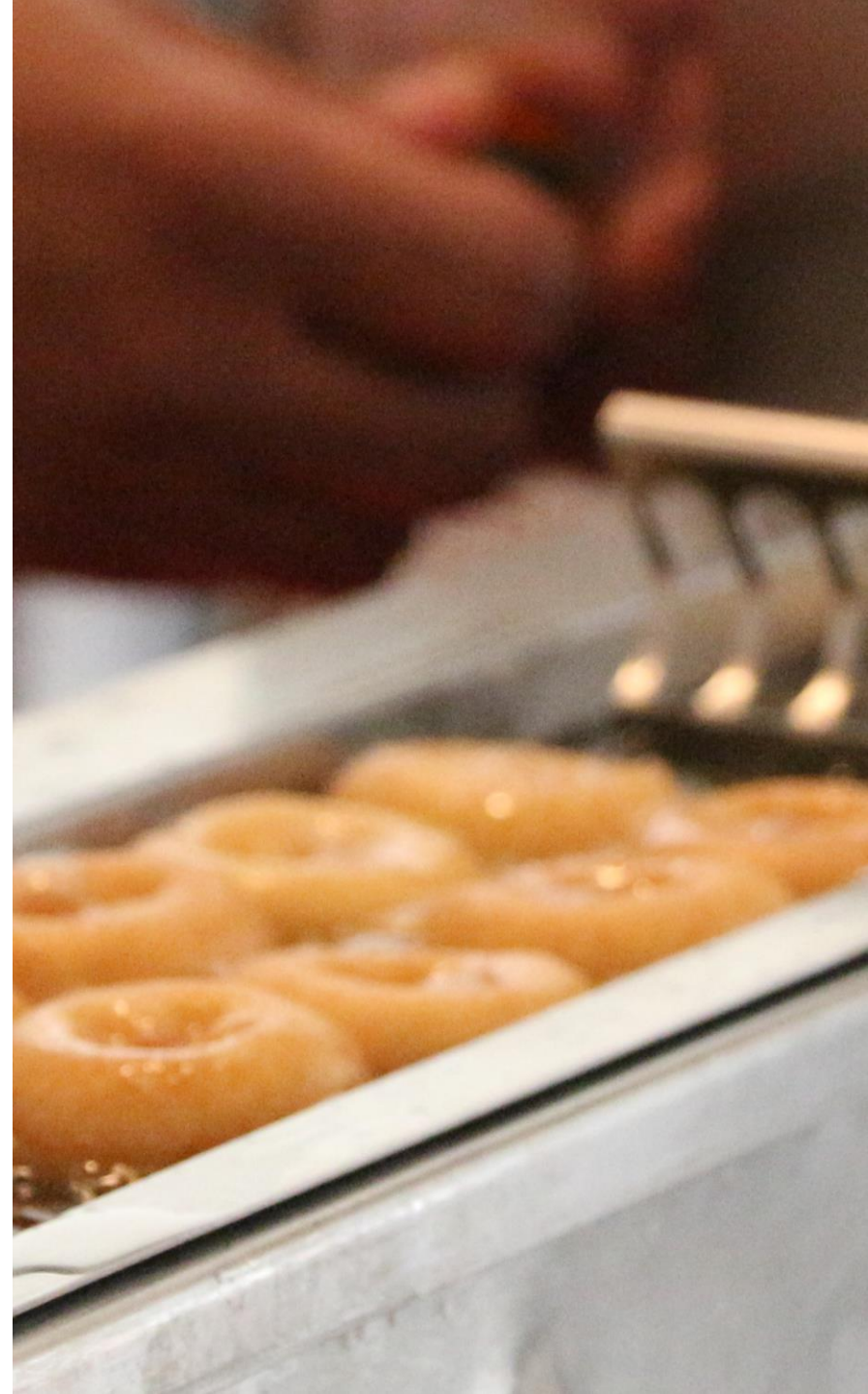
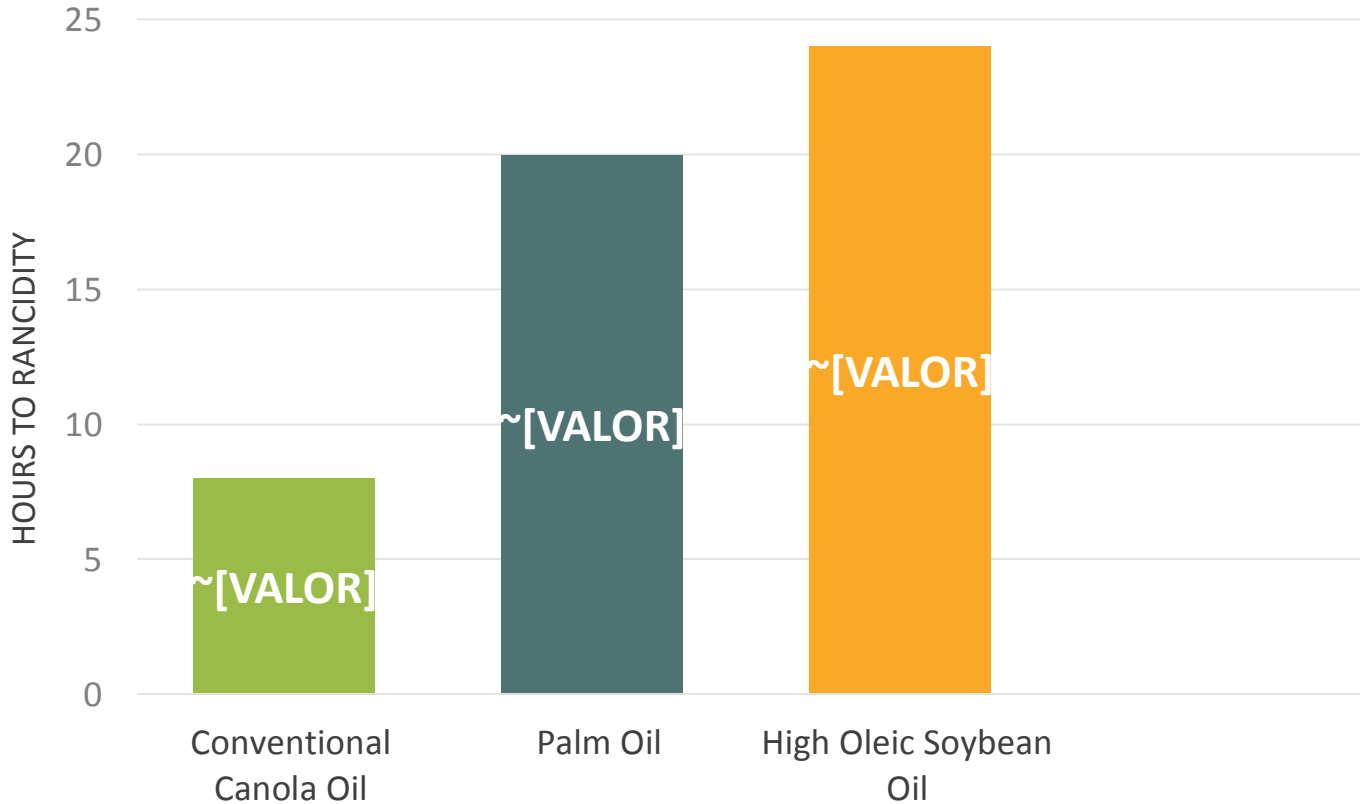
Great crisp at high heat for potatoes, vegetables, fish, and chicken

Beneficial performance when sautéing, stir-frying, pan-frying, and griddle cooking

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SUPPORTING DATA

# OXIDATIVE STABILITY INDEX AT 110°C



# DEEP FRYING

## Deep Frying Performance Comparison

High Oleic Soybean Oil  
MODERATE ADVANTAGE

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High Oleic Canola Oil

## Sensory Test Results from Well-Seasoned Oil

High Oleic Soybean Oil  
SIGNIFICANT ADVANTAGE

>

High Oleic Canola Oil

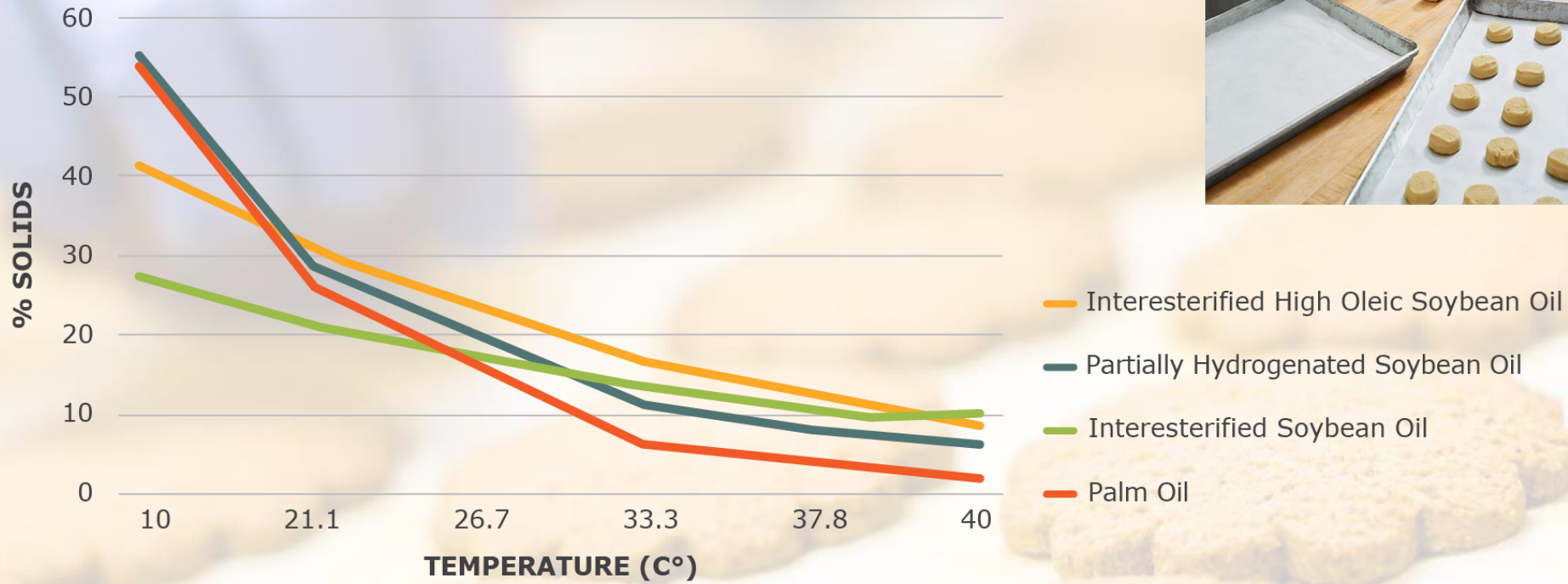
Advantages for  
manufacturers,  
bakers and food  
preparers



## SUPPORTING DATA

# PHO REPLACEMENT IN BAKERY

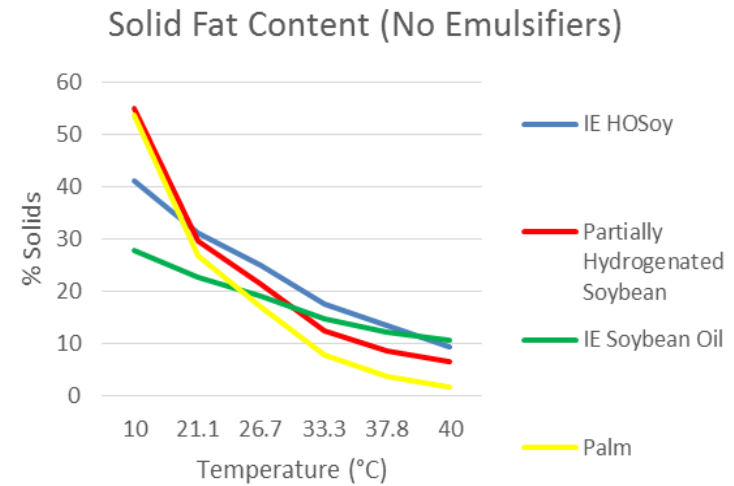
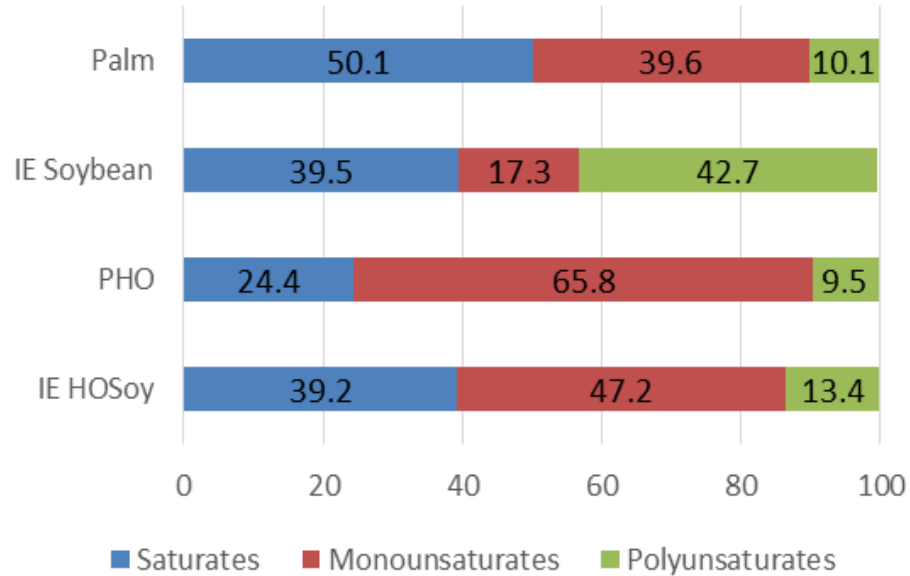
### Solid Fat Content (No Emulsifiers)



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PHO = Partially Hydrogenated Oil  
Data courtesy of QUALISOY

# EIE HO SOY AS A PHO REPLACEMENT IN BAKERY



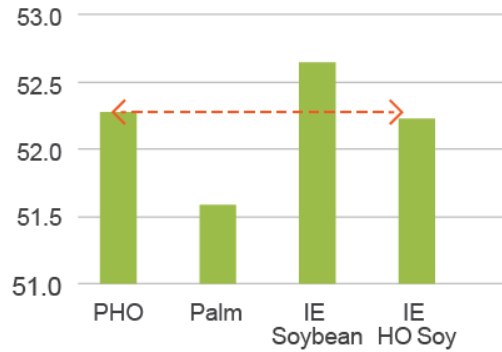
Data Courtesy of QUALISOY

# SUPPORTING DATA

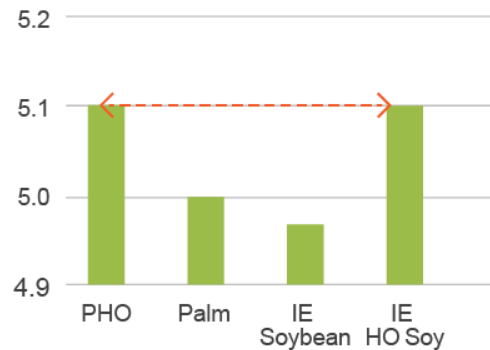
## SHORTENING PERFORMANCE

### Cookies

Spread (cm)

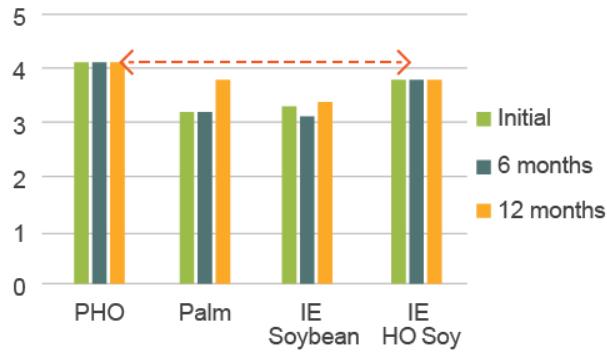


Height (cm)

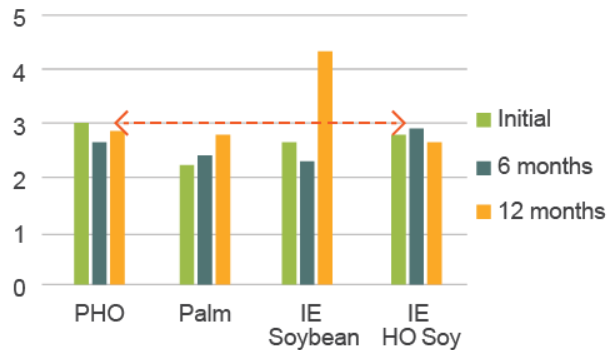


### Cakes

Dome Peak Height (cm)

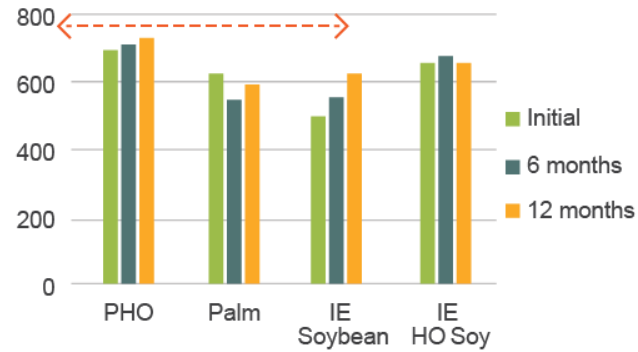


Dome Edge Height (cm)

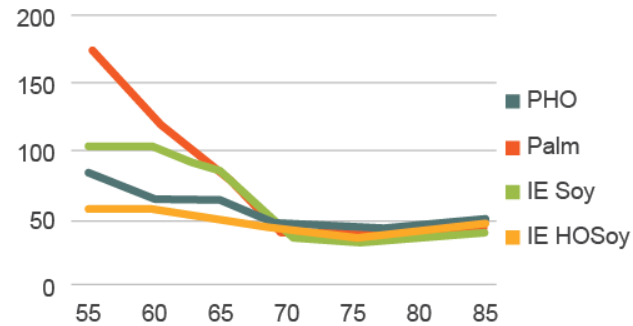


### Icing

Icing Viscosity (in 1,000 cps)



Buttercream Icing Firmness (g)



IE = Interesterified PHO = Partially Hydrogenated Oil

Data courtesy of QUALISOY





**IT'S PRODUCED SUSTAINABLY**

# PROTECTING OUR ENVIRONMENT

- Sustainability is a way of life for U.S. soy farmers
- Protection of air, water and soil for future generations
- Commitment to biodiversity and reduced environmental footprint
- Reduction of soil erosion, herbicide run-off and emissions
- Adherence to the U.S. Soybean Sustainability Assurance Protocol



**A third of global consumers are choosing to buy from brands they believe are doing social or environmental good <sup>1</sup>**

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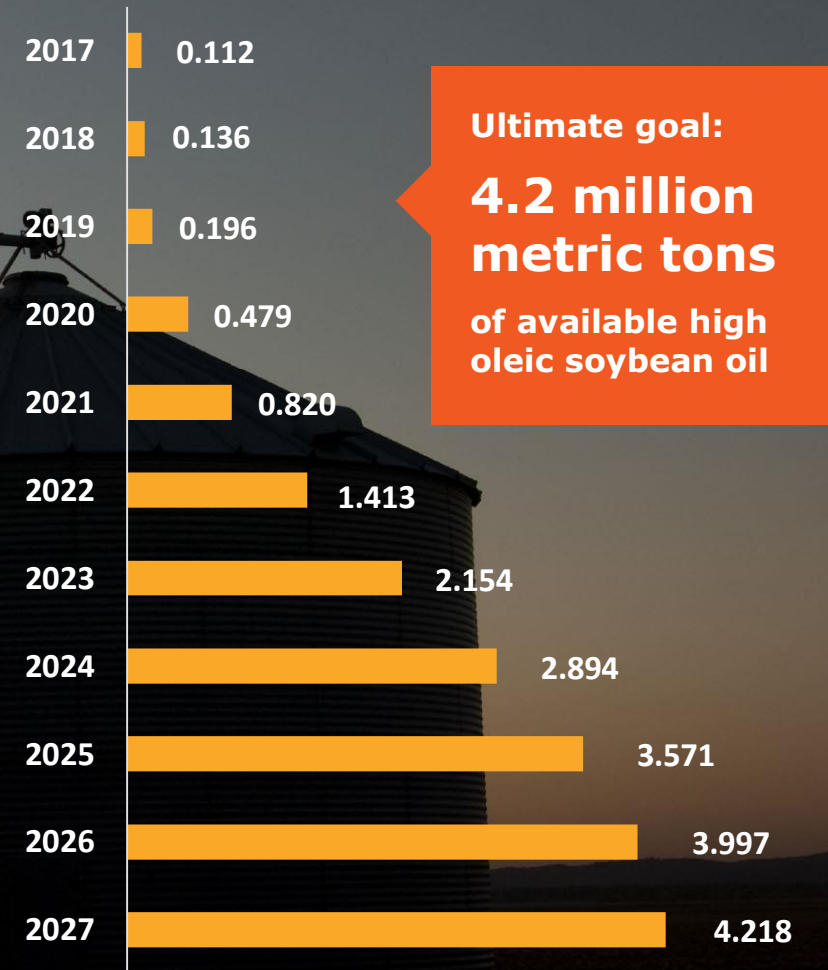
**IT'S PRODUCED SUSTAINABLY**

## PROVIDING A SUSTAINABLE SUPPLY

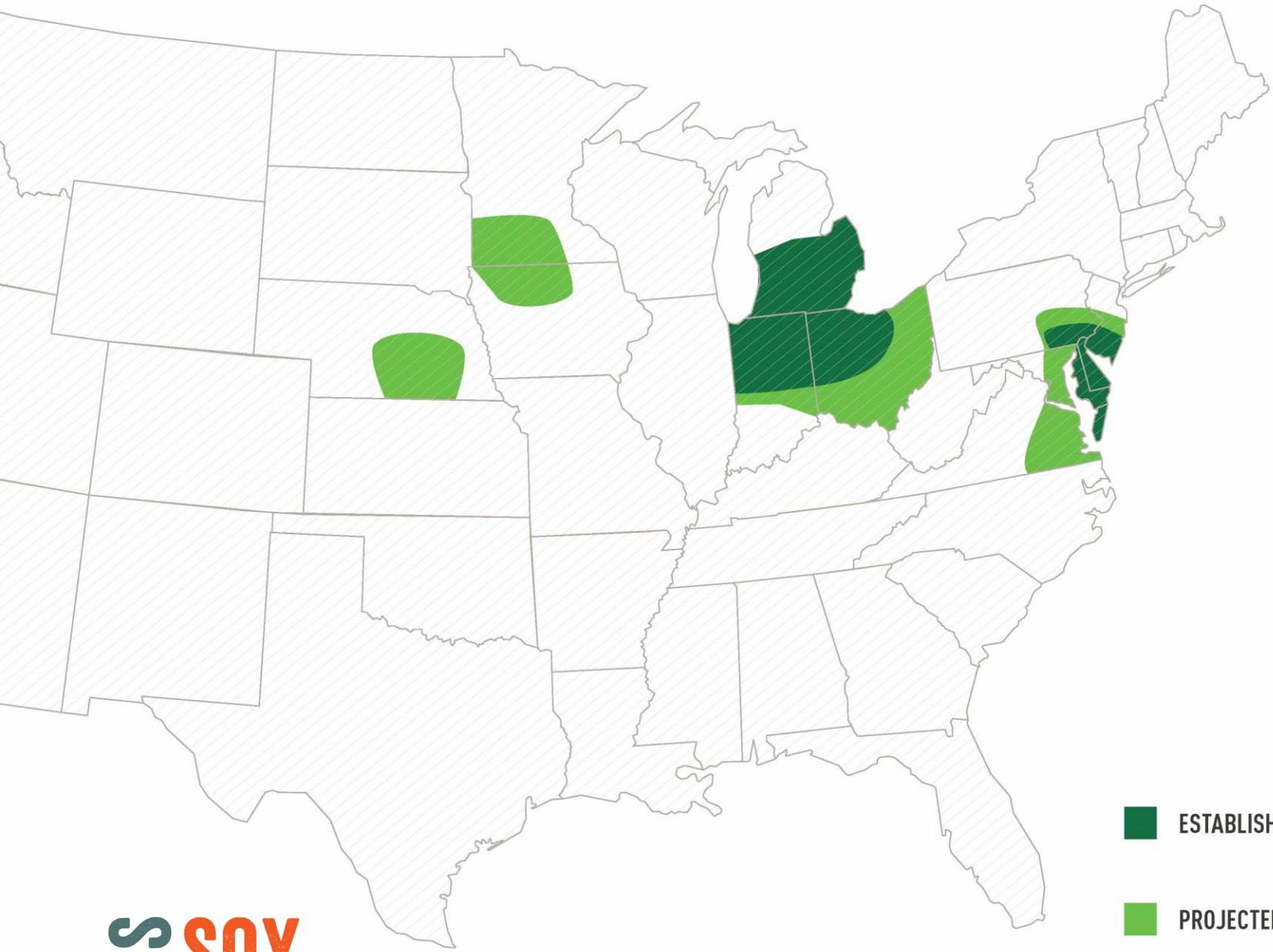
- U.S. High Oleic Soybean Oil will exceed the supply of all other high oleic oils combined
- Increased crop production
- Predicted to be the fourth-largest grain and oilseed crop in the U.S.
- Goal to plant over 7 million hectares
- 0.47 MMT available in the next three years
- 4.2 MMT available within the next decade
- Delivered by the world's best transportation network



### U.S. High Oleic Soybean Oil Availability (in million metric tons)



QUALISOY® high oleic soybean oil projections.  
Subject to fluctuate.



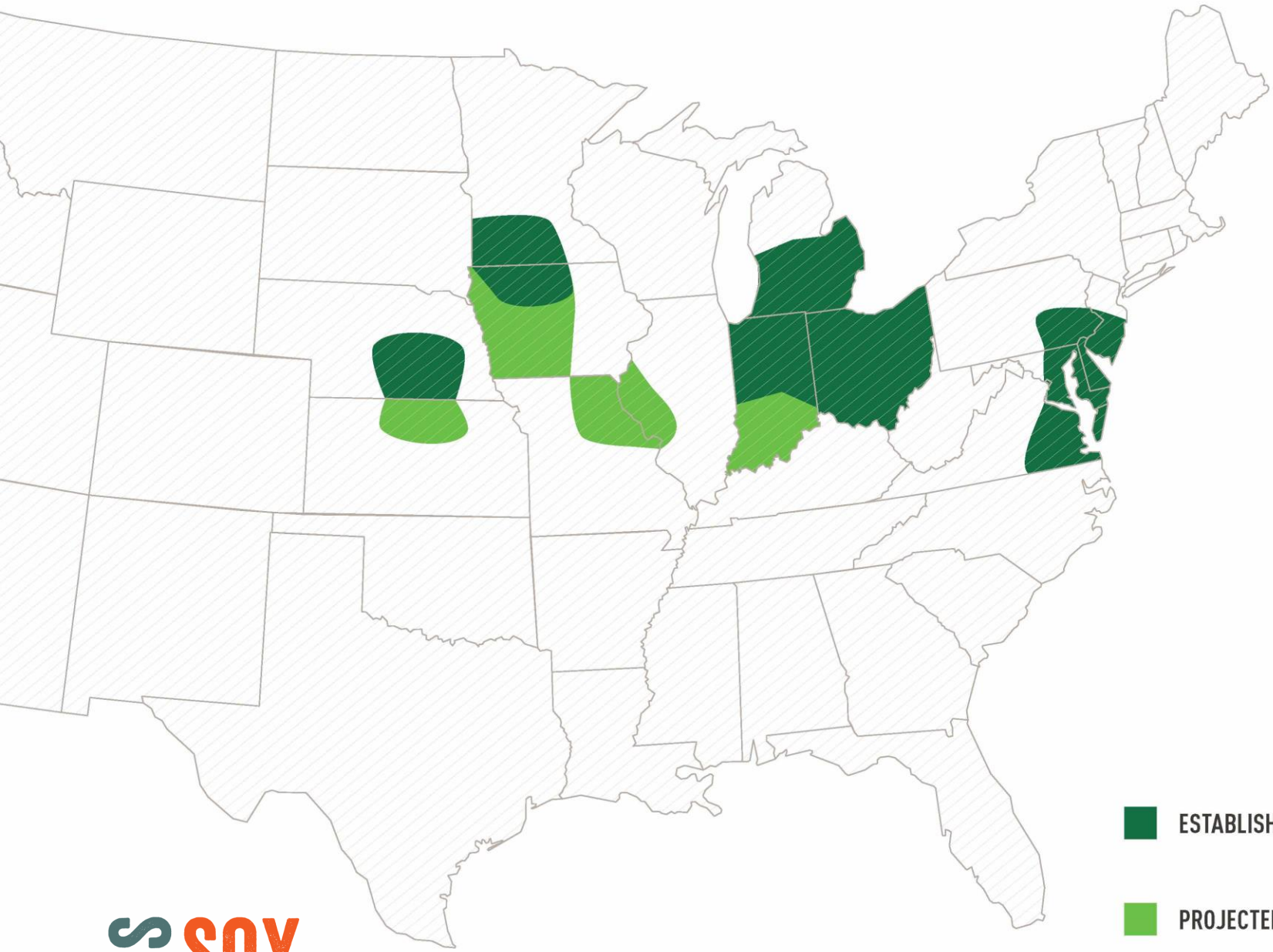
**2018**

**CURRENT U.S. HIGH OLEIC SOYBEAN CROP**

 ESTABLISHED REGIONS

 PROJECTED REGIONS

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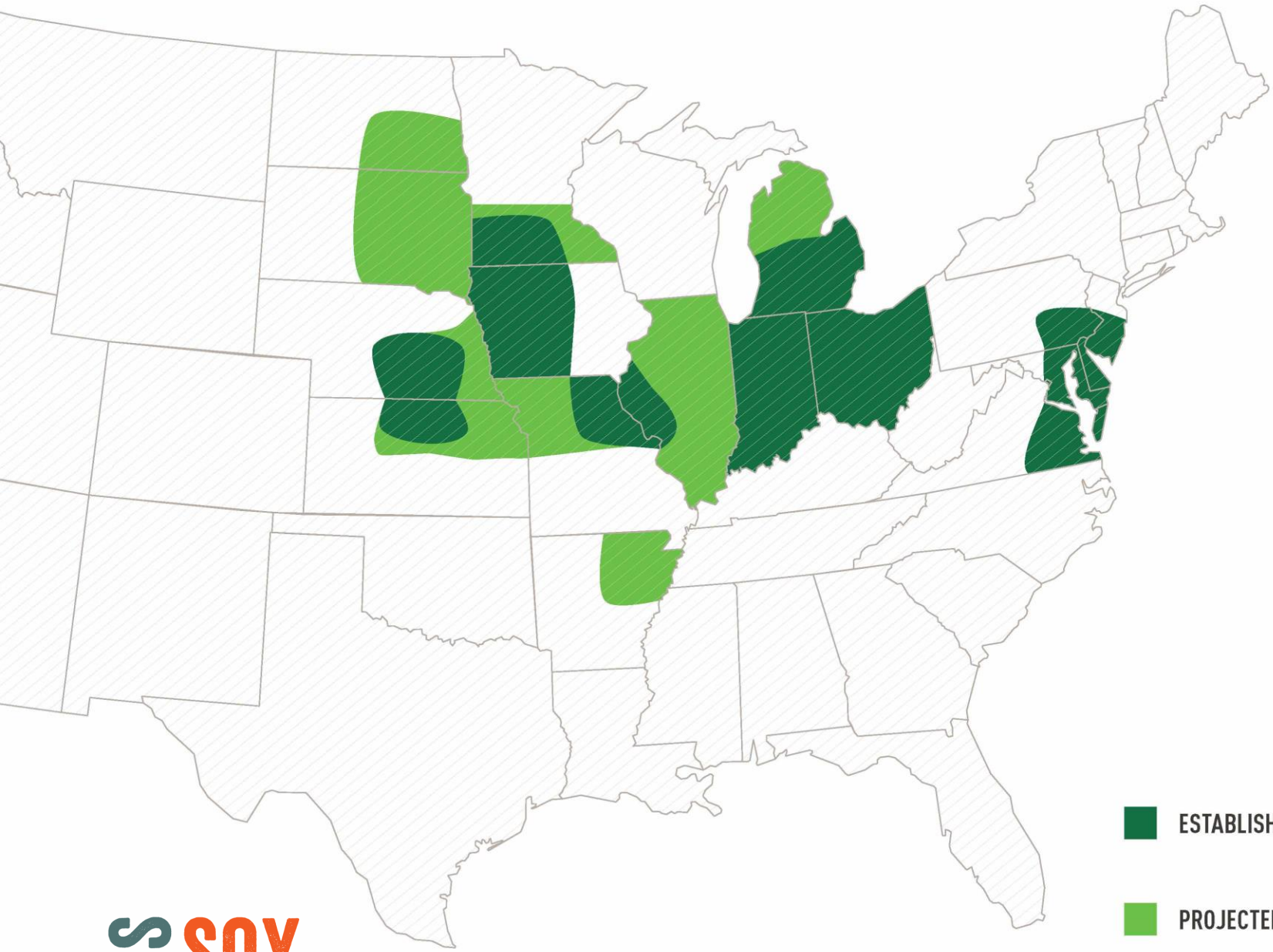
# 2021

## FUTURE U.S. HIGH OLEIC SOYBEAN CROP

 ESTABLISHED REGIONS

 PROJECTED REGIONS

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# 2026

## FUTURE U.S. HIGH OLEIC SOYBEAN CROP

 ESTABLISHED REGIONS

 PROJECTED REGIONS

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# THE WORLD'S MOST RELIABLE STORAGE AND TRANSPORTATION INFRASTRUCTURE

**260,000**

Kilometers U.S. Highways

**41,000**

Kilometers navigable inland channels

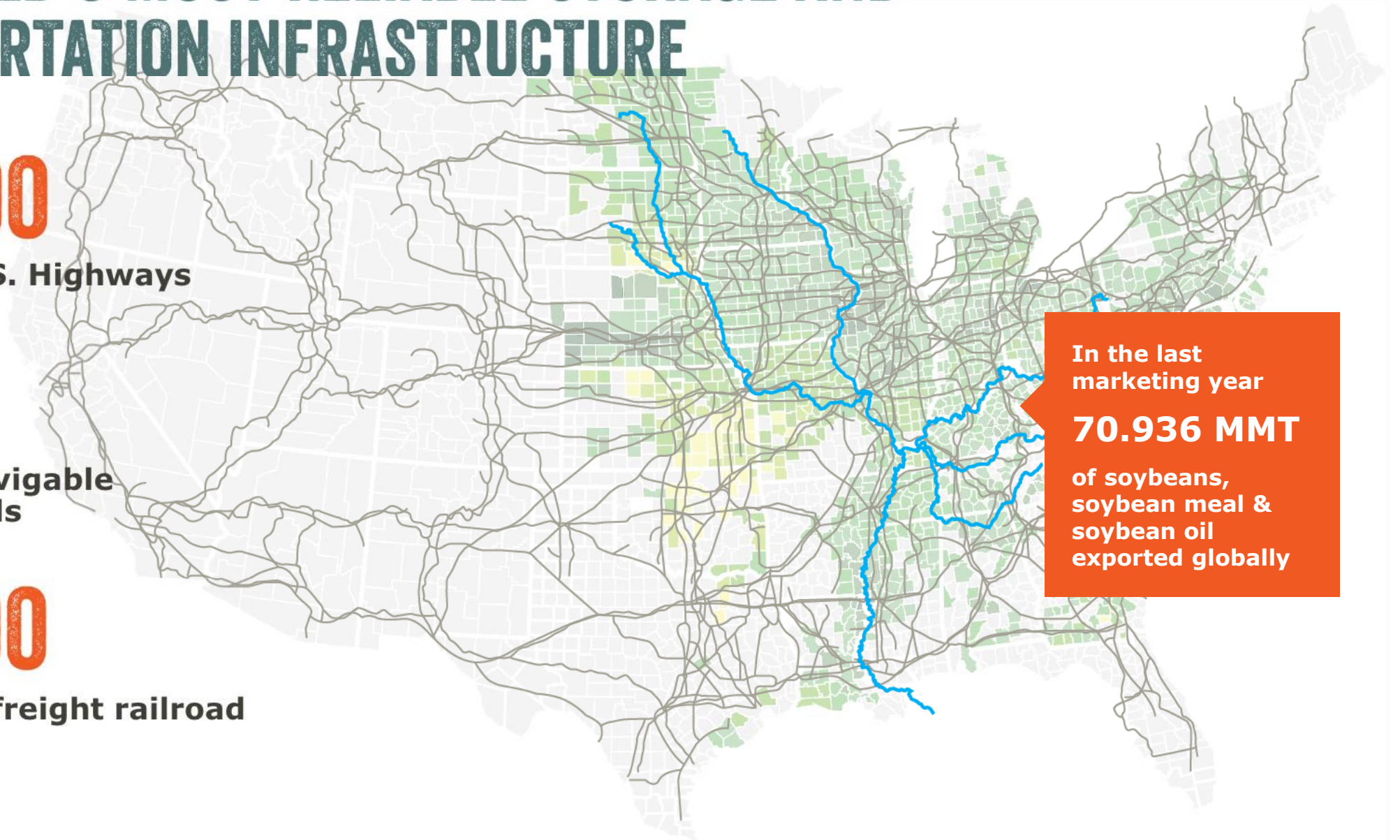
**226,000**

kilometers of freight railroad

In the last marketing year

**70.936 MMT**

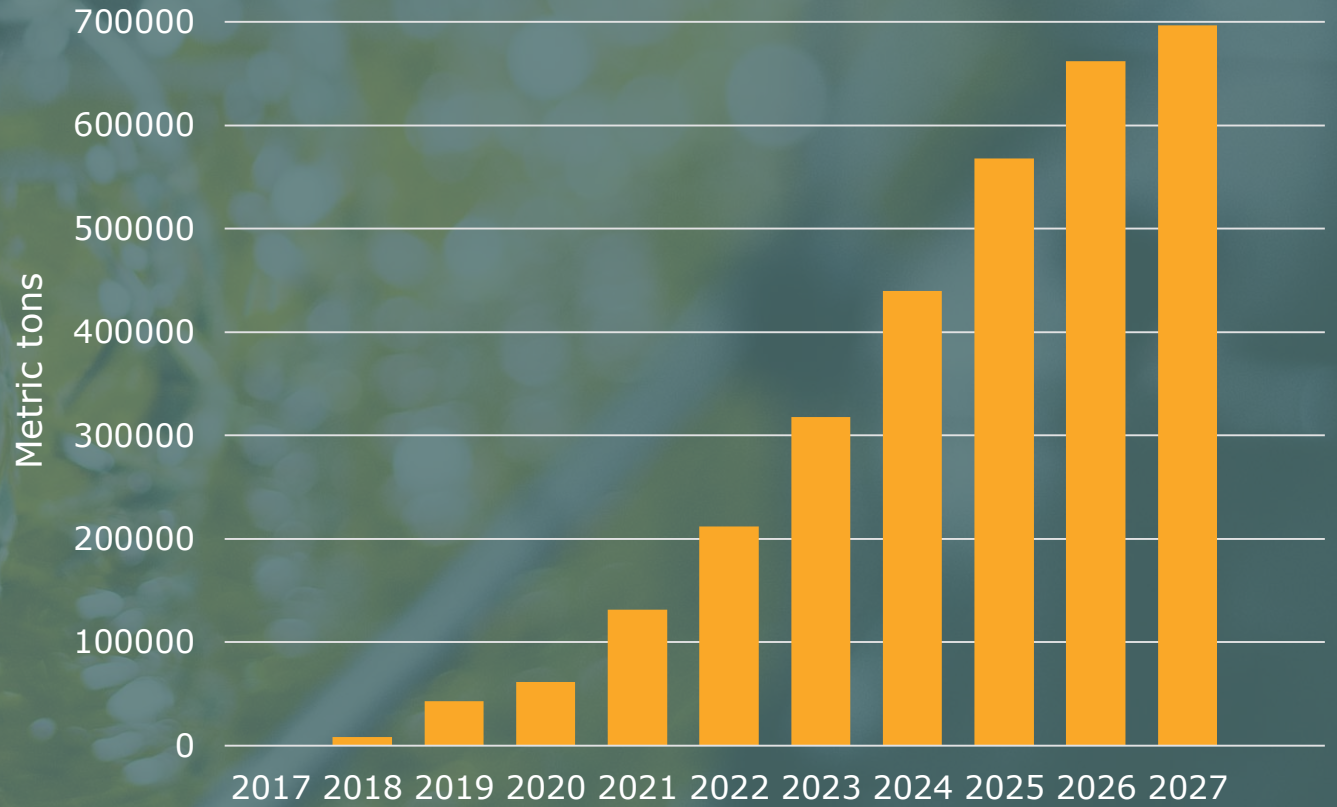
of soybeans,  
soybean meal &  
soybean oil  
exported globally



**INNOVATION CREATES DEMAND**

**GET READY  
TO MEET IT**

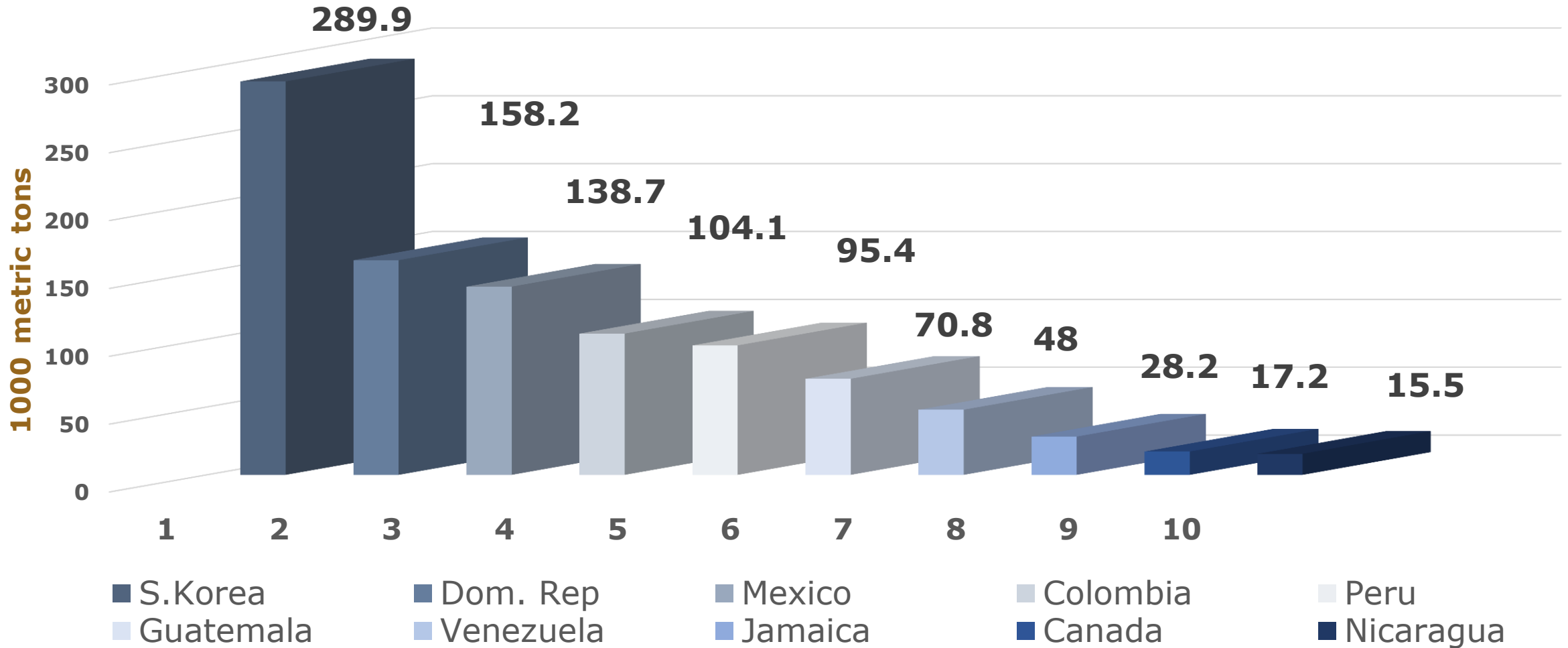
**Demand for Exports of U.S. High Oleic Soybeans  
and High Oleic Soybean Oil**



Source: QUALISOY®



# Top ten US Commodity SBO Export Markets

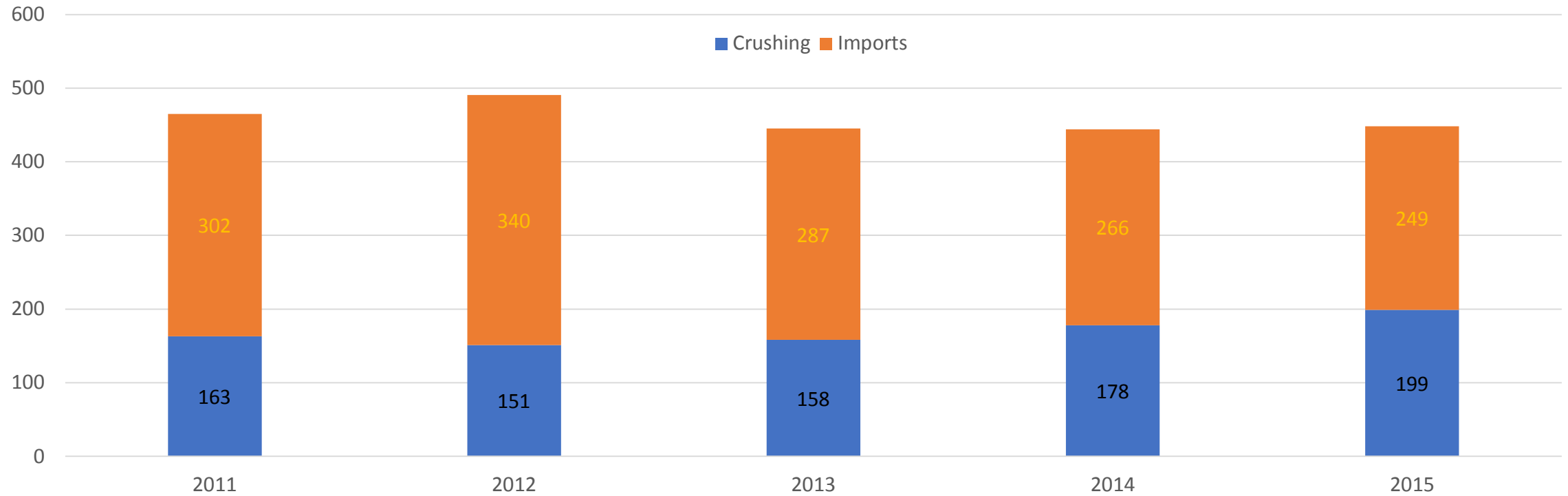


Source data: USDA



# Total Demand of SBO

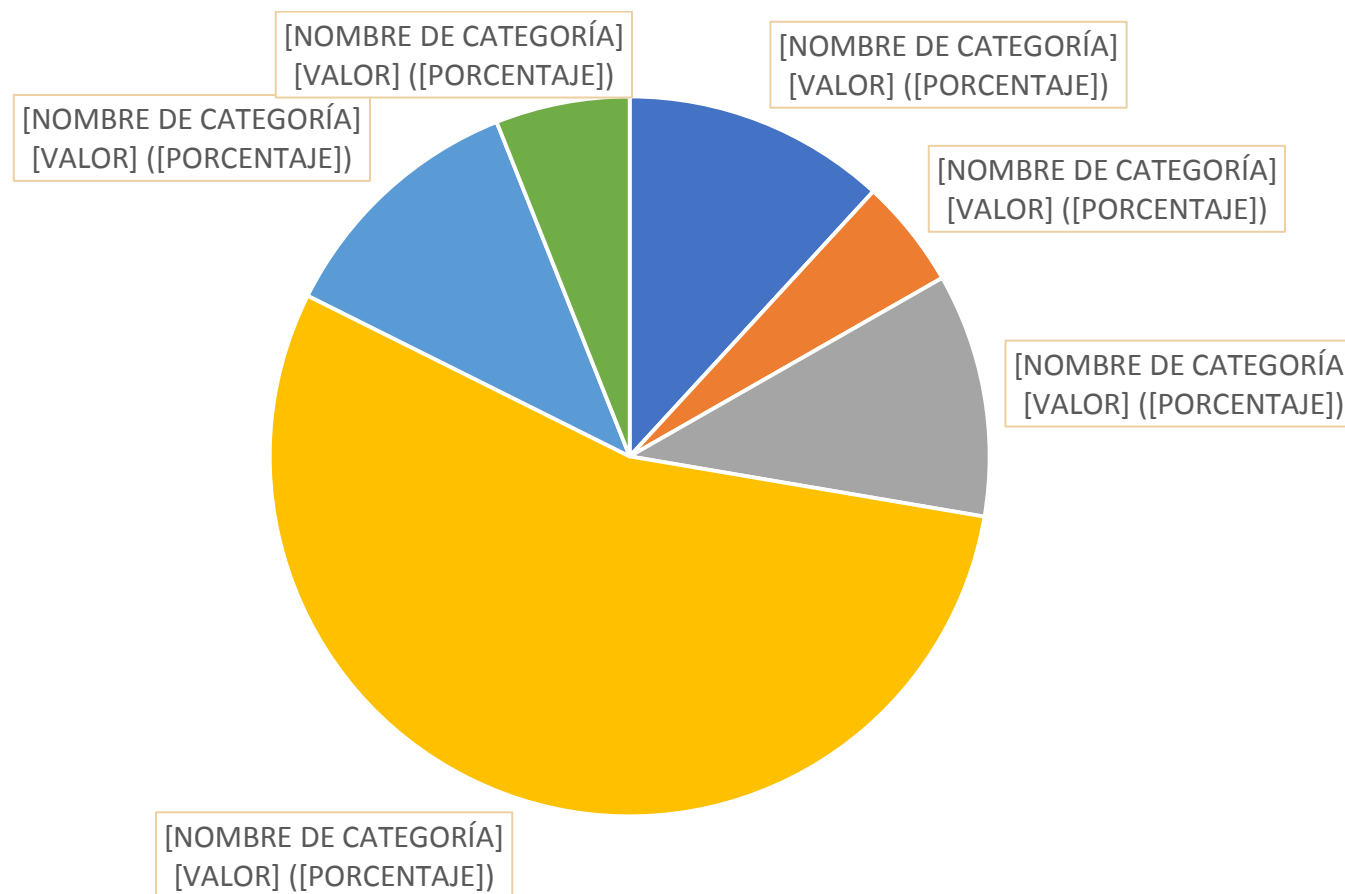
Unit: TMT



Source: Korean Soybean Processors Association, The Korea Agro-Fishery and Food Trade Corporation ([www.kati.net](http://www.kati.net))



# 2015 Consumption of SBO by Segment



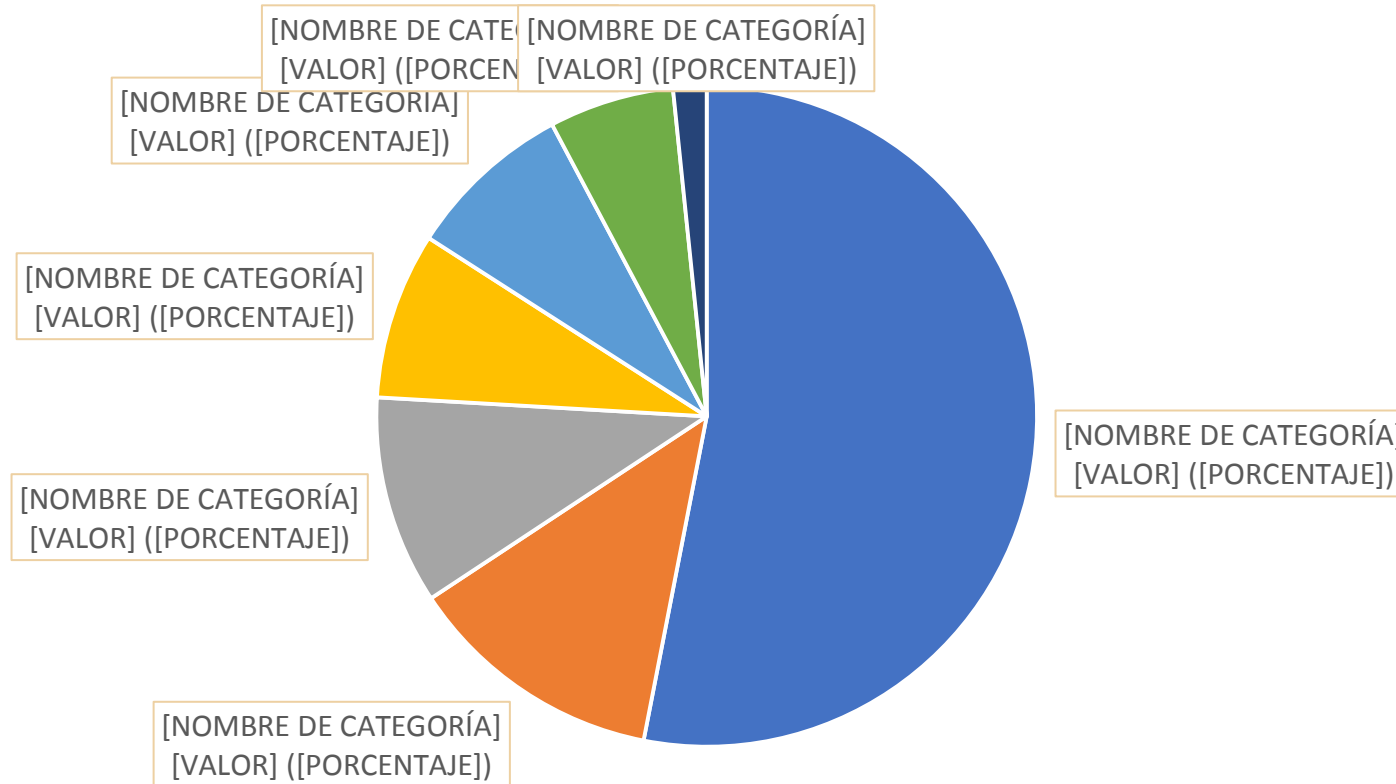
Unit: TMT



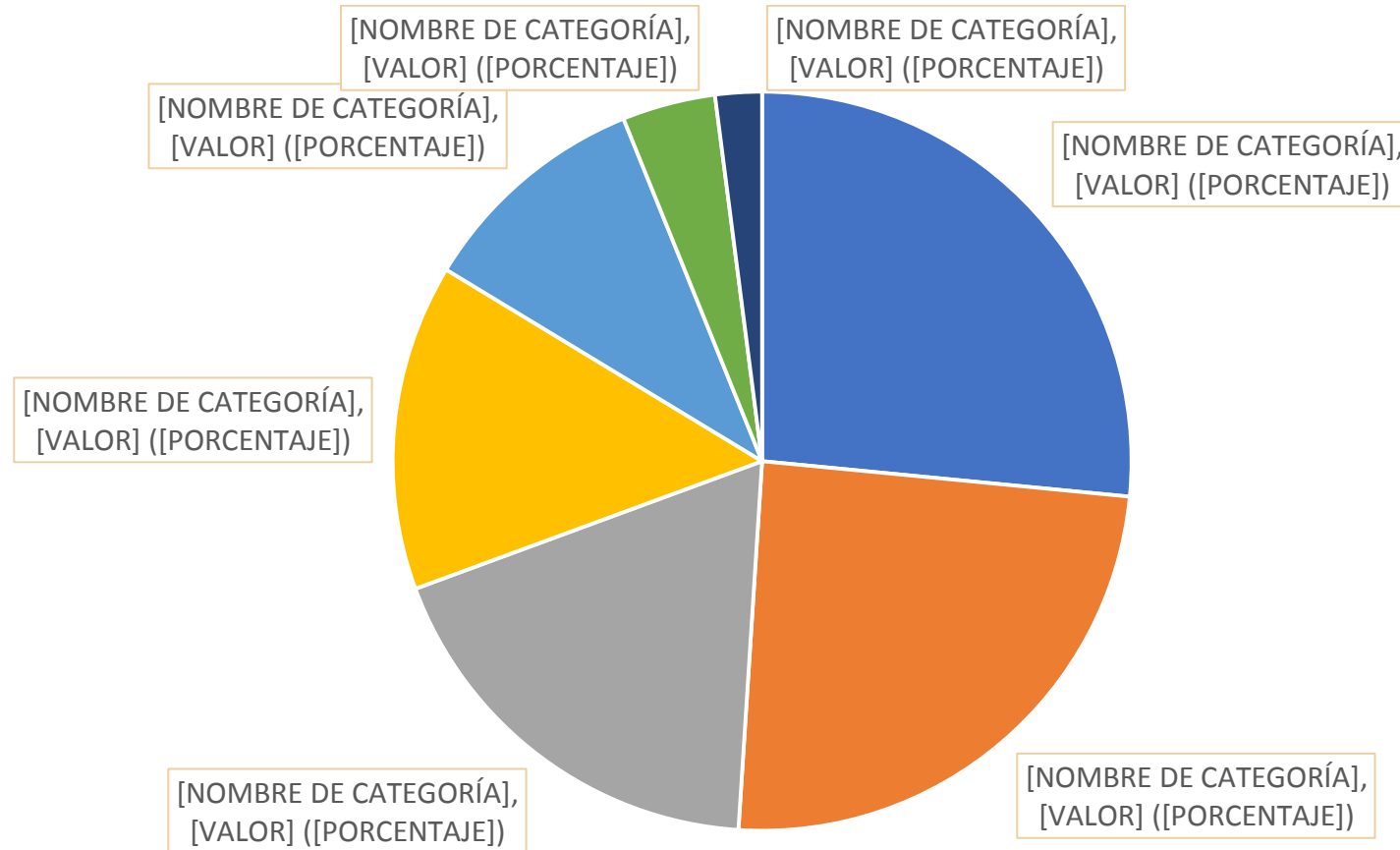
Source: 2015, Survey on actual consumption of food materials by food industry sector (aT), Interviews with industry experts, Yeacoms Reconstitution

# 2015 SBO Consumption of HRI industry by Segment

Unit: TMT



# 2015 SBO Consumption by Food Industry



Unit: TMT



Source: 2015, Survey on actual consumption of food materials by food industry sector, aT

**THANK YOU**

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