

DRIVE SALES WITH
**U.S.-GROWN,
HEART-HEALTHY
100% SOYBEAN OIL**

UNLOCK MARKET OPPORTUNITIES

Purchase intent rises when shoppers learn that most vegetable oil is heart-healthy 100% soybean oil made with U.S.-grown soybeans. Tap into consumer preference for U.S.-grown ingredients and leverage soy's health halo.



\$ 78%

said that it is important to them to support domestic agriculture by purchasing foods made with U.S.-grown ingredients.



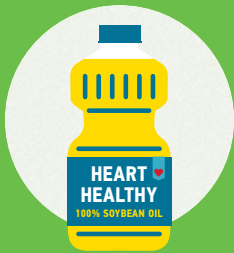
\$ 63%

are more likely to purchase vegetable oil if it is labeled as "heart healthy."



REAP REWARDS

Food retailers and manufacturers are discovering the benefits of promoting vegetable oil as U.S.-grown, heart-healthy 100% soybean oil.



33%
SALES INCREASE*

Northgate González Market permanently added 100% soybean oil and heart health claim callouts to their vegetable oil label.



27%
UNIT SALES INCREASE

A Midwest grocery retailer with 230+ locations promoted its store-brand vegetable oil as U.S.-grown 100% soybean oil.



22%
UNIT SALES INCREASE

Goya Foods permanently added a 100% soybean oil callout to their vegetable oil label.



7.7%
SALES INCREASE*

A global consumer goods company promoted U.S.-grown 100% soybean oil as an ingredient in its mayonnaise.

START TODAY

Contact info@soyconnection.com or visit SoyConnection.com/foodindustry/labeling



PROMOTING U.S.-GROWN INGREDIENTS MEANS SUPPORTING LOCAL FARMERS

There are more than 550,000 soybean farmers in the U.S. that help put soybean oil on grocery store shelves and in products. The 73 farmer-directors of the United Soybean Board (USB) oversee the investments of the soy checkoff to maximize profit opportunities for all U.S. soybean farmers. These volunteers invest and leverage checkoff funds to increase the value of U.S. soy meal and oil, to ensure U.S. soybean farmers and their customers have the freedom and infrastructure to operate, and to meet the needs of U.S. soy customers. As stipulated in the federal Soybean Promotion, Research and Consumer Information Act, the USDA Agricultural Marketing Service has oversight responsibilities for USB and the soy checkoff.

Disclaimer: USB does not guarantee increased product sales resulting from retail promotions conducted by third-parties.

*Unit sales sustained positive growth post-price promotion, trending 33% above previous year sales. During price promotion, sales and volume more than doubled.