

# SOY MEETS BOOMING DEMAND FOR FLEXITARIAN-FRIENDLY FOODS



Flexitarian diets, which actively seek to include plant-based protein sources, have become a trendy topic within the food industry. United Soybean Board research uncovered crucial insights into who these flexitarians are, why they've adopted this diet and how U.S. Soy meets the needs of this growing demographic.<sup>1</sup>

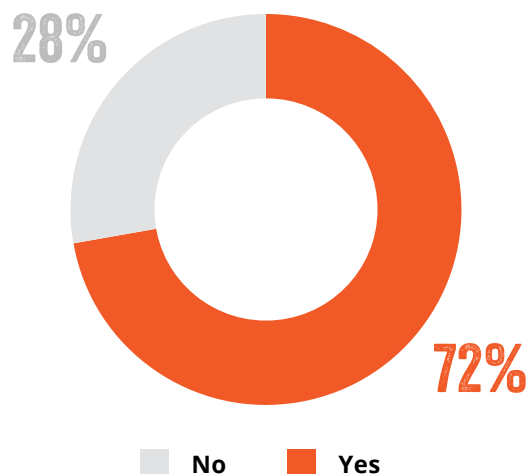


## Younger Consumers Drive Plant-Based Protein Demand\*

Though 65% of U.S. consumers are open to eating more plant-based foods, interest is highest among the youngest generations.

### INTEREST IN PLANT-BASED FOODS AMONG CONSUMERS

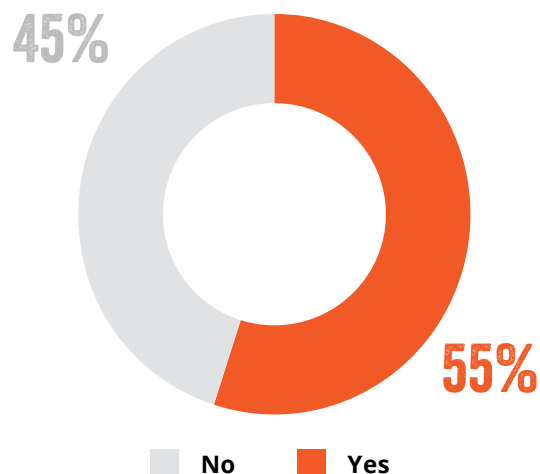
#### AGE 18-50



■ No ■ Yes

### INTEREST IN PLANT-BASED FOODS AMONG CONSUMERS

#### AGE 51+



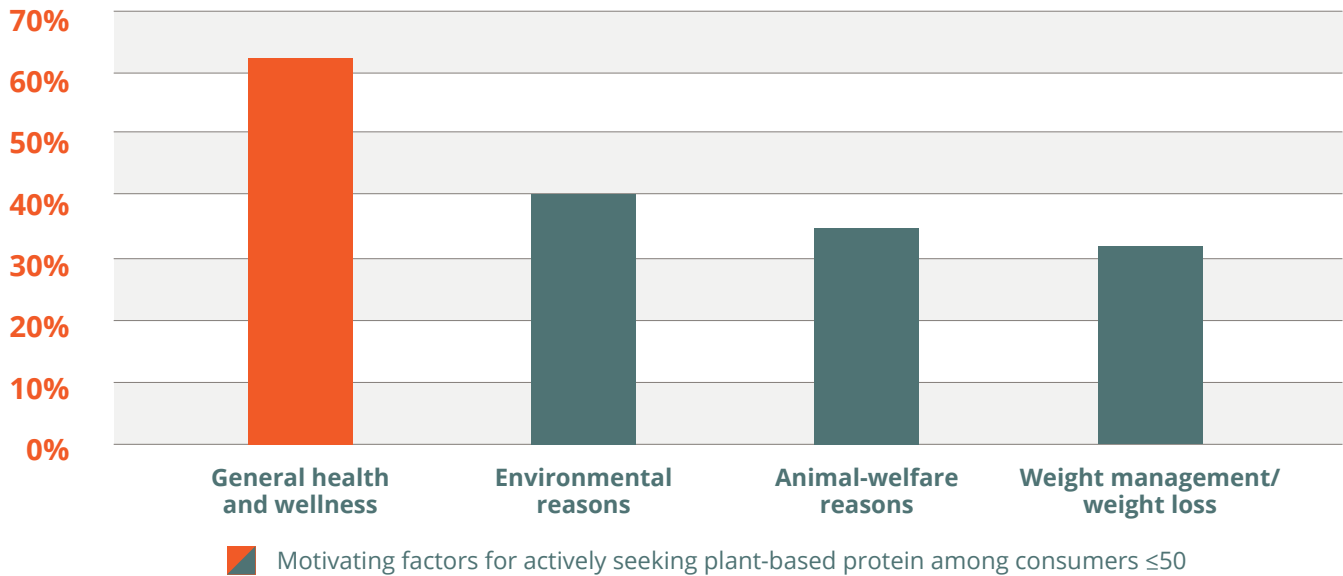
■ No ■ Yes

In fact, 40% of consumers 50 and under are actively trying to incorporate more plant-based protein in their diet, compared to only 25% seeking more animal protein.

<sup>1</sup>: USB Soy Protein and Flexitarian Study, May 2021.

\*Self-identify as omnivore, flexitarian, pescatarian, vegetarian or vegan

# HEALTH AND WELLNESS IS THE LEADING DRIVER OF PLANT-BASED CONSUMPTION

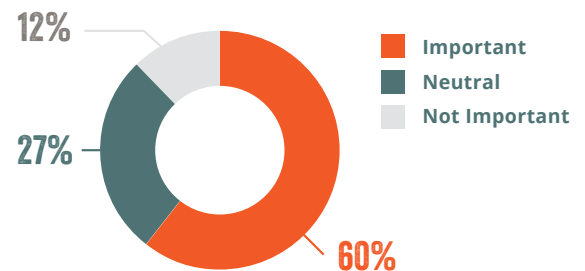


## PROTEIN IS SEEN AS ESSENTIAL

**82% of consumers 50 and under agree protein is an essential component of a healthy diet.**

Not all proteins are created equal. 60% of consumers 50 and under agree that is extremely/very important that a plant-based protein be a complete protein, while only 12% feel it is not important.

### Consumers Prefer Complete Plant-Based Proteins



## SOY PROTEIN: CHECKING THE BOXES

Soy protein meets all the criteria for what consumers want from their plant protein offerings.

- High Quality & Complete
- Heart Healthy
- Supports U.S. Farmers
- Sustainably Grown



Using soy ingredients can help companies meet sustainability goals. The Sustainable U.S. Soy Mark recognizes U.S. grown soy ingredients that are:

- Grown in the U.S. on family farms with responsible labor practices
- Compliant with all U.S. environmental regulations
- Protecting highly erodible soils and wetlands

