



The Savvy Sales
& Marketer's Field Guide to

LIFE AFTER TRANS FAT

Profit from a Better-for-You Product!



Picture a Successful Product Launch

Go ahead, really picture it. Let's say you're launching a new snack product. Imagine all the glowing press coverage, buzz in the blogs, kudos from influencers and, of course, amazing sales that blew out all the records.

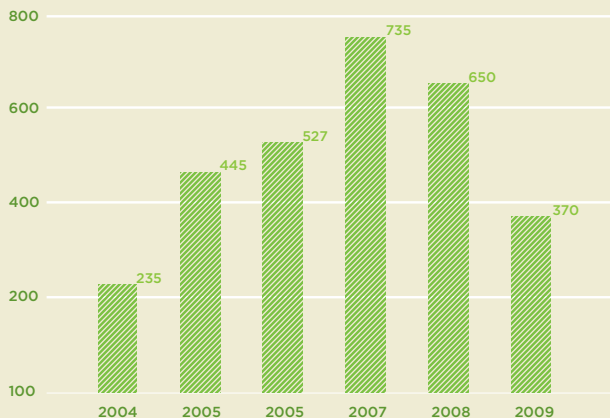
You've got the sales and marketing talent. Where we come in is alerting you to secrets for developing the better-for-you but delicious product that meets consumer demand. After all, it's easier to be a marketing hero when you're promoting a great product.

A few years ago, we would have told you to start by eliminating trans fat. Consumers wanted to avoid it, and new fats and oils – such as a low-linolenic and mid-oleic soybean oils – suddenly made it possible to create tasty, shelf-stable products with zero grams of trans fat. New products claiming low or no trans fat skyrocketed.

How can we help you move from this daydream to reality?

Today, the goal is to keep creating delicious, long-lasting products with better-for-you ingredients (heart-healthy omega-3 fatty acids and other unsaturated fats) and without the bad-for-you stuff (trans fat, saturated fat, cholesterol).

According to the American Heart Association, heart disease rages as the nation's #1 killer. As our nation ages, heart-healthy products make smart business sense – assuming they deliver on taste.



New Product Reports Claiming Low Or No Trans Fats

Source: Datamonitor's USA Foods database *Data only through August 2009

A woman with curly hair, wearing a green turtleneck sweater, is looking at a shopping cart in a grocery store. The cart is filled with various items, including a bottle of dressing. The background is blurred, showing other grocery items and shelves.

59%

Our consumer market research study shows that 59% of Americans would be more likely to purchase products reformulated to eliminate trans fats.

69%

In fact, 69% view trans fats as very unhealthy (compared to 28% in the year 2000).

41%

While 41% say they would be unlikely to buy a product listing trans fats, the gulf in perceived healthiness of trans and saturated fats is narrowing, suggesting the need for products low in both.

75%

Meanwhile, omega-3s are the only type of fat that consumers rate more healthy than unhealthy. In 2009, 75% of Americans view omega-3s as healthy, up significantly from prior years.

Source: USB's Consumer Attitudes about Nutrition 2009 National Report

How will your company keep up?

Your behind-the-scenes secret for achieving all of these demands is soybean oil. To the outside eye, heart-healthy oils may sound like a “no brainer.”

But high-heat applications, such as baking and frying, require a solid, stable fat, which is hard to create without introducing either harmful saturated or trans fats. Bringing solutions to life truly requires an innovations revolution.

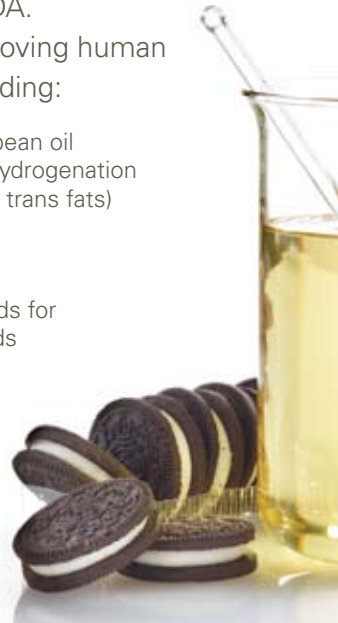
Enter QUALISOY™:

A unique agriculture initiative,

it's guided by a dynamic team including United Soybean Board farmer-leaders, technology companies, processors, suppliers, industry associations and the USDA.

QUALISOY™ targets improving human nutrition, with goals including:

- A more naturally stable soybean oil that will not require partial hydrogenation (the process that can create trans fats)
- Lower saturated fat content for heart health
- Increased omega-3 fatty acids for heart-healthy functional foods



Traits in the R&D Pipeline

ENHANCED SOYBEAN TRAIT	TARGETED APPLICATIONS
HIGH OLEIC	Baking Extended use, heavy frying
LOW-SATURATE	Heart-healthy dressings and spreads Low-fat products Light frying
HIGH-STEARIC	Baking Heavy frying
INCREASED OMEGA-3	Salad dressings Vegetable marinades Spreads

Will you anticipate what's next?

As part of this initiative, a high-oleic soybean oil launched in 2009. High levels of oleic acid significantly increase an oil's stability, with zero grams of trans fat and reduced saturated fat.

Some other oils offer a trans fat solution by raising harmful saturated fats. But, you can plan to avoid the outcry from media and watchdog groups by choosing soybean oil, which traditionally contains a low amount of saturated fat.

Likewise, increased omega-3 soybean oil will help you tap into the booming functional foods market.



Life after Trans

To create a more naturally stable soybean oil, the United Soybean Board (USB) and others representing the soybean industry joined forces to pave the way for foods with zero grams of trans fat per serving. High-oleic soybean oil is the newest innovation.

**The End Goal: A Healthy
Future for Your Products
and Your Customers**



About Us

A farmer-led organization comprised of 68 farmer-directors, USB oversees the investments of the soybean checkoff on behalf of all U.S. soybean farmers.

Soybean oil produced from our soybeans has always offered the desirable characteristics to the food industry, such as:

- Neutral Flavor
- Balanced Fatty Acid Profile
- Competitive Pricing

That's why soybean oil is the most widely used edible oil in the United States, accounting for about 71% of U.S. consumption.

To find an oils supplier with soybean oil innovations described in this brochure, please visit:

www.soyconnection.com/QUALISOY
www.QUALISOY.com

