GREATER DEMAND = GREATER VALUE

High oleic soybeans hold the potential to increase U.S. soy’s global competitiveness by setting the industry apart from other vegetable oils and soy grown in other countries. How? When U.S. soybean farmers grow a product their customers want, like high oleic, they are able to distinguish their soybeans and the oil they produce from the competition.

By increasing the value of all soybean oil, these innovative new soybean varieties help to increase long-term demand for U.S. soybean farmers. Because high oleic soybeans produce an improved oil for some customers in both the food industry and industrial sectors, the varieties offer the potential to reclaim lost food-oil demand and expand into new industrial markets.

IF EVER THERE WAS A QUESTION POSED TO ADDRESS THE FUTURE OF THE SOYBEAN INDUSTRY, IT WOULD BE, “HOW CAN U.S. SOYBEAN FARMERS CONTINUE TO INCREASE THE GLOBAL COMPETITIVENESS OF THEIR CROP?” FARMERS DON’T HAVE TO LOOK FAR FOR THE ANSWER – THEY CAN FIND A SOLUTION IN HIGH OLEIC SOYBEANS AND THE OIL THEY PRODUCE.

PROFIT POTENTIAL FOR EVERY FARMER

With high oleic soybeans, all U.S. soybean farmers benefit. The long-term demand and increased global competitiveness created by high oleic soybeans ultimately help all U.S. soybean farmers grow their profit potential. The soybean industry set a goal of 18 million planted acres of high oleic soybeans by 2023. And, if the industry reaches that goal, all U.S. soybean farmers will benefit, regardless of whether they can grow high oleic.

And for farmers who can grow high oleic varieties, they’ll help to supply companies with an oil they need and are asking for — that’s 9 billion pounds of oil demand from the food industry and industrial users.
Meeting the industry goal of 18 million acres of high oleic soybeans. ALL U.S. soybean farmers will see increased profitability from increased demand for soybean oil.

**9 BILLION POUNDS OF OIL GAINED FROM NEW AND EXISTING MARKETS**
Meeting the industry goal of 18 million acres of high oleic soybeans. ALL U.S. soybean farmers will see increased profitability from increased demand for soybean oil.

**4 BILLION POUNDS OF ANNUAL OIL DEMAND LOST TO OTHER VEGETABLE OILS**
As food manufacturers and restaurant chains sought healthier product options with the advent of trans fat labeling, soybean farmers lost market share to other vegetable oils.

**2006**
**2014**
**2023**

**INNOVATION THAT GROWS**
The soybean industry launches **HIGH OLEIC SOYBEANS** to win back food markets that bake and fry in large quantities and provide higher heat stability for new industrial markets.

The combination of high oleic and commodity soybeans grows overall demand for soybean oil throughout the country.

When demand goes up for all soybean oil, the value of soybeans increases, helping add to the bottom lines of ALL soybean farmers.

**SOYBEAN FARMERS WHO GROW HIGH OLEIC SOYBEANS ARE PAID A PREMIUM TO SUPPLY THESE MARKETS**
Farmers who grow commodity soybeans continue to supply other food markets for products such as bottled vegetable oil, sauces, dressings and marinades, as well as industrial products such as paints and inks.

From fast food chains to the automobile industry, high oleic is in high demand, and it has the potential to grow your profitability.

**Q&A WITH A FOOD INDUSTRY INSIDER**
Tim Wrinn is an oil consultant to the food industry and a former executive with the Sara Lee Company and McDonald’s Corporation for more than 30 years. Wrinn was McDonald’s self-proclaimed “resident potato person” during the period when the fast-food giant began transitioning from using partially hydrogenated soybean oil to high oleic canola oil.

**Are fast-food companies satisfied with the oil they’re using now?**
It’s working for them now, but soybeans have an inherent advantage for their long growing season, and that’s what large food companies need. Yield per acre is better and that gets cost down. If consumers are happy with the oil, then the food companies are 90 percent happy. That last 10 percent is about price. The new high oleic soybean oil is outstanding, and food companies know this, but there isn’t a lot of it yet.

**Why is high oleic soybean oil appealing to a food company?**
Commodity soybean oil was once the most widely used oil in the food industry, at both the restaurant level and food-manufacturing level. At McDonald’s, we didn’t want to change that flavor profile that everybody loves. Consumers liked high oleic soybean oil when we tested it with them. There’s no competitive advantage, no marketing advantage, to other oils over high oleic. The trans-fat issue is the whole thing, and high oleic soy is perfect to address that.

**Will fast-food companies consider switching to high oleic soybean oil?**
We were testing it when I was with McDonalds. It tested well. High oleic soy was not available in the quantities we needed at that time and still is limited today. But it is growing. We couldn’t switch the McDonalds system over to something being processed only in a small setting. Right now, demand is there but supply isn’t yet. Meeting that demand is the goal that we all have.
For the food industry, high oleic varieties provide soybean oil with higher heat stability and longer shelf life needed for baking and frying applications. High oleic soybean oil also has zero trans fats and less saturated fat, making the oil a good option for restaurants that do large amounts of frying. It’s also a good fit for food manufacturers looking for a large supply of this oil to make packaged goods, such as cookies, crackers, muffins and frozen pizzas.

In addition to serving food-industry customers, high oleic soybeans can provide opportunities to create new markets for soybean oil. The oil these varieties produce can be used in industrial applications, offering higher heat stability and improved functionality to biobased products such as automotive lubricants, motor oils and marine and railroad greases.

For high oleic soybeans to succeed in the marketplace, continued industry collaboration is needed, from farmer to seed company to processor and end-use customer. With high oleic soybeans, all U.S. soybean farmers will benefit from the added long-term demand and value these varieties bring to the entire industry. If the soybean industry achieves its goal of 18 million acres by 2023, high oleic soybeans will be the fourth largest grain and oilseed crop in the country, behind corn, commodity soybeans and wheat.

**PROOF IS IN THE SUPPLY**

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**MANY FOOD COMPANIES HAVE ABANDONED SOYBEAN OIL IN BAKING AND FRYING APPLICATIONS FOR ALTERNATIVE VEGETABLE OILS THAT MEET THEIR REQUIREMENTS FOR TRANS-FAT FREE LABELING. IN ORDER FOR FOOD CUSTOMERS TO SWITCH BACK TO SOYBEAN OIL AND USE HIGH OLEIC, U.S. SOYBEAN FARMERS MUST FIRST SHOW THAT THEY CAN PROVIDE A CONSISTENT, ABUNDANT SUPPLY OF THIS OIL.**

**ROUTINE PERFORMANCE THAT ISN’T ROUTINE**

High oleic acreage continues to increase each year in Delaware, Illinois, Indiana, Maryland, Michigan, Ohio, Pennsylvania, and Virginia. Acreage is expected to grow from fewer than 50,000 planted acres last year to as many as 200,000 this year. In 2015, availability of the varieties will expand to Nebraska and Iowa.

High oleic varieties are bred with proven genetics. They must compete with other commercial varieties in performance prior to going to market. Farmers across the growing region continue to report yields that meet their on-farm averages. And high oleic varieties are available with the same agronomic packages farmers currently grow, so diseases and pests don’t threaten performance.

**COLLABORATION ACROSS THE INDUSTRY**

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**HIGH OLEIC**

Innovation in every pod