



HIGH OLEIC SOYBEANS AND U.S. SOY

WHY END USERS CHOOSE U.S. SOY

- High oleic soybeans offer end-use customers a U.S.-grown, highly stable and functional oil without sacrificing performance.
- With both food and industrial applications, high oleic soybean oil can be used for frying, baking and high-heat industrial functions.

HOW THE SOY CHECKOFF MAXIMIZES PROFIT OPPORTUNITIES FOR FARMERS

- The checkoff views high oleic soy as an opportunity to position the U.S. soy industry into the future and add to farmer profitability. The added demand from high oleic soybeans can raise demand for all soybeans, benefitting all U.S. soybean farmers, including those who don't grow high oleic.
- The checkoff is committed to simultaneously building supply and demand for high oleic soy. On the demand side, the checkoff helps build excitement and understanding of this oil's benefits among U.S. soy customers. On the supply side, the checkoff communicates the profit opportunity of growing high oleic soybeans to farmers. In addition to an average premium of 50 cents, farmers report that high oleic soybeans yield on-par with or better than their farm's average – adding profitability and innovation at the same time.
- High oleic soybean oil can protect and grow current markets while adding additional demand from customers looking for an oil that performs under high-heat conditions.
- The checkoff commits to industry collaborations to help broaden the availability of high oleic soybeans.



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