



# SUSTAINABILITY AND U.S. SOY

## WHY END USERS CHOOSE U.S. SOY

- The sustainability of U.S. soy is a differentiating factor separating U.S. soy from its competitors in the international and domestic marketplace.
- While sustainability has become a bit of a buzzword over the last several years, U.S. soybean farmers have been using USDA-formalized and innovative conservation and sustainability practices for over 75 years. These practices are environmentally, economically and socially responsible.
- U.S. soy can easily meet the increasing needs for sustainable raw materials for animal feed, food production and industrial uses. Over 90 percent of all U.S. soybeans are verified sustainable by the U.S. Soybean Sustainability Assurance Protocol (SSAP).

## HOW THE SOY CHECKOFF MAXIMIZES PROFIT OPPORTUNITIES FOR FARMERS

- Because U.S. soy can help end users meet their sustainability goals, the checkoff is having conversations with them so they know U.S. soybeans are sustainably produced and sharing with U.S. soybean farmers how they can continue to meet these needs of their end users.
- Because there's no one-size-fits-all solution to sustainability, as demands for sustainability continue rising, the checkoff helps soybean farmers strive for continuous improvement.
- The SSAP, developed in part by the soy checkoff, allows U.S. exporters to communicate the sustainability of U.S. soy efficiently and cost effectively. The SSAP provides assurance to buyers worldwide with a simple certification tool.
- The soy checkoff partners with other commodity groups, land-grant universities and extension offices to collaborate on sustainable production practices in order to offer learning opportunities to farmers.
- By building preference for U.S. soy through promoting understanding across the value chain about on-farm innovation, including biotechnology and nutrient management, the checkoff can help farmers capture additional profit.



[www.UnitedSoybean.org](http://www.UnitedSoybean.org)

Media contact: Heather Manhardt  
314.236.6957 | [heather.manhardt@osbornbarr.com](mailto:heather.manhardt@osbornbarr.com)