



# **A NEW STANDARD**

**THE BENEFITS OF HIGH OLEIC SOYBEAN OIL**

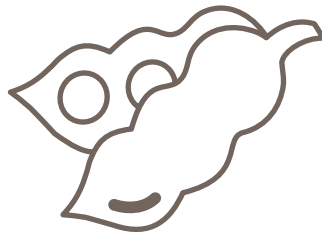
**SSOY**



A hand wearing a dark glove holds a clear glass beaker filled with a yellow liquid. The beaker has measurement markings on its side, including '400ml', '350', '300', '200', '150', '100', and '50'. The background is a blurred landscape of green fields under a bright, hazy sky, suggesting a sunset or sunrise. The overall tone is warm and professional.

# **A DIVERSE U.S. FOOTPRINT PROVIDES MORE RELIABLE SUPPLY CHAINS**

With vast acreage potential across the entire U.S. soybean growing region, we can offer you a stable volume of product from year to year.



# MAXIMIZE FLAVOR AND FUNCTIONALITY WITH HIGH OLEIC SOYBEAN OIL

The industry now has better solutions for oils: higher heat and oxidation stability at a price that helps drive business growth and maintains the highest standards of transparency and ethical sourcing.

In this regard, the U.S. soybean industry is committed to making it easier to purchase products that meet the health and nutrition needs of consumers—as well as your business needs—while making the most of your dollar.

Commodity soy oil is perfect for many food applications, but sometimes you need more functionality. With this in mind, U.S. Soy stakeholders have invested in biotech and non-GMO high oleic soybeans as a solution, providing an oil with a fatty acid profile that significantly improves the shelf and fry life of your products. This investment has not just been in the bean itself but also in the people, planet, and processes that provide for the best transparency for enhanced reporting.



# HIGH OLEIC SOYBEAN OIL BENEFITS

## LESS OIL USE & LONGER FRY LIFE

Tired of changing your oil all the time? High oleic soybean oil **lasts at least two to three times longer than conventional oils** in high-temperature and extended-use applications, thanks to the improved heat and oxidative stability. For you, this means lower oil costs and a longer fry life.

## BRINGING OUT THE BEST

Taste is important to you and your customers. High oleic soybean oil features a light and neutral flavor profile, allowing the true and natural flavors of your food products to stand out as you intended. High oleic soybean oil can be **used on its own as a top-tier oil or as a blend with other oils**. This means better flavor release, optimal flavor, and better customer satisfaction and loyalty. Blends of high oleic soybean oil with other oils are also available to ensure flavor needs are met while still achieving the highest possible oxidative stability and performance.



## OPTIMIZED OXIDATION STABILITY & SHELF LIFE

You spend a lot of time and effort crafting your product, and you can protect that investment by using a high stability oil to make sure it lasts as long as it possibly can. Because of its superior heat and oxidative stability, high oleic soy will increase the shelf stability of your products.

## CLEANER EQUIPMENT & LESS MAINTENANCE

Equipment is expensive to purchase, clean, and maintain, but the use of high oleic soybean oil for high heat applications **will reduce polymer build-up on expensive foodservice equipment** as compared to other conventional oils. Less oxidation and polymer formation will result in reduced maintenance and capital expenditures.

## BETTER BAKED GOODS

Cakes, cookies, doughnuts, icings and even croissants meet your expectations with **high oleic soybean oil-based shortenings when a solid or semi-solid fat is needed** for specific functionality. With zero trans fats, desired melting characteristics and maximum performance, something good is always coming out of the oven.

## BETTER FOR YOU

As customers become more conscious about their own health, high oleic soybean oil's fatty acid profile provides lower saturates and **zero grams trans fats per serving** while delivering three times the amount of heart-healthy oleic, monounsaturated fatty acid (MUFA) of conventional soybean oil.



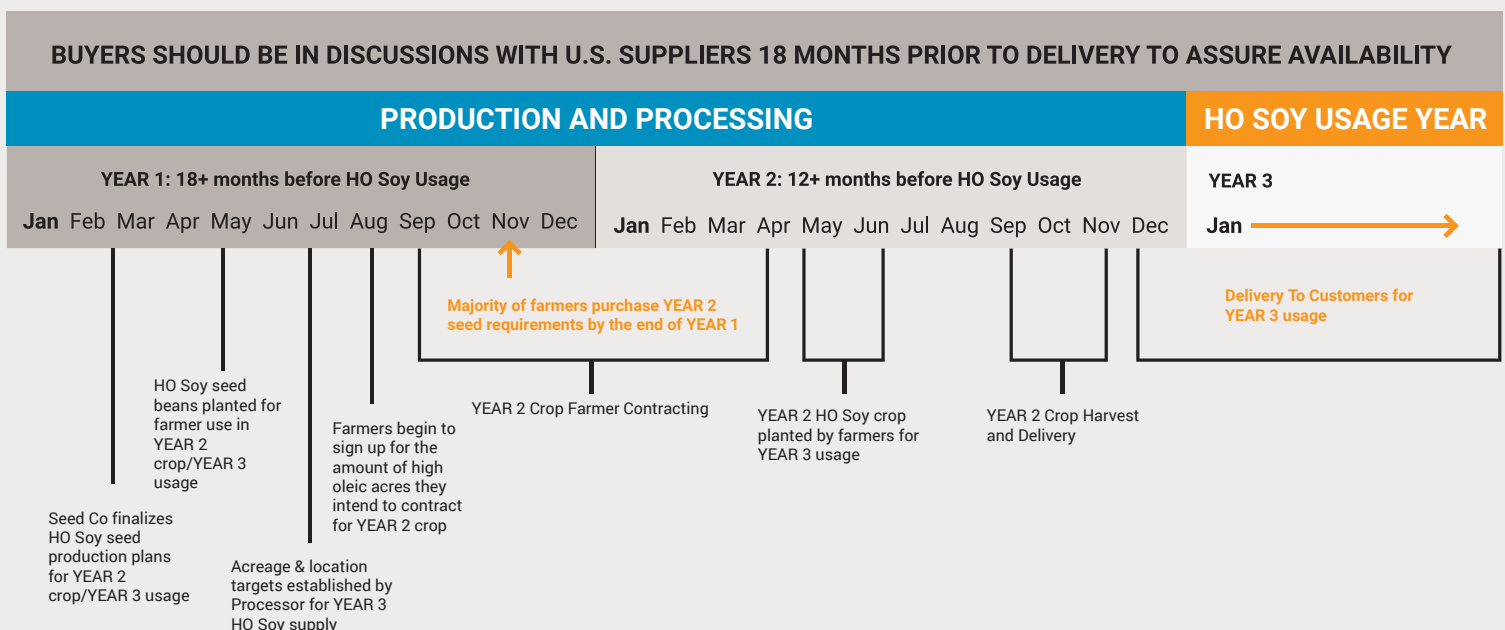
# DRIVING SUPPLY CHAIN CONFIDENCE

## HIGH OLEIC SOYBEANS ARE SUSTAINABLY GROWN BY U.S. FARMERS UNDER CLOSED-LOOP, IDENTITY-PRESERVED SUPPLY CHAINS THAT CAN BE TRACKED FROM FARM TO PLATE.

The geographic diversity of where high oleic soybeans are grown in the U.S. ensures supply security and translates to competitive pricing and reliability for food companies. For you, this means better traceability while also meeting your sustainability goals: a win-win for you and your customers.

As U.S. soybean farmers, seed companies and licensed processors, refiners, and exporters ramp up production and accelerate the supply of HO soybeans

and oil for offshore export, more forward planning is required to secure large volume supply. Forward contracting, which provides the necessary advance demand signals needed to assure coordination among all the supply chain participants, allows you to secure the volume of high oleic soybean oil your business requires without worrying whether there will be sufficient supply available for sale in the nearby market.







# MAKE YOUR LABELS SIMPLER

## FOR ANYONE SEEKING A CLEANER, SIMPLER INGREDIENT LABEL:

High oleic soybean oil's superior oxidative stability can eliminate the need for synthetic additives such as butylated hydroxyanisole (BHA), butylated hydroxytoluene (BHT), propyl gallate (PG), and tertiary butylhydroquinone (TBHQ). High oleic soybean oil is naturally rich in tocopherols, which act as antioxidants, providing extra protection to the oil. It's the combination of tocopherols and high oleic content that ultimately results in high oleic soybean oil's excellent oxidative stability over other vegetable oils.

# ABOUT U.S. SOYBEAN EXPORT COUNCIL

The U.S. Soybean Export Council (USSEC) focuses on differentiating, building preference, and enabling market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally.

USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.

For more information  
about The U.S. Soybean  
Export Council (USSEC)



# SSOY

