



# **HIGH OLEIC SOY IN BAKERY APPLICATIONS**

**THE NEW STANDARD IN SHORTENINGS**







# THE HIGH OLEIC (HO) SOY DIFFERENCE

**NEXT-GENERATION HO  
SOY-BASED SHORTENINGS  
HAVE BEEN DEVELOPED TO  
PROVIDE SERIOUS BENEFITS  
FOR YOUR BAKERY NEEDS:**

- HO soy's unique fatty acid profile allows for the development of fully functional shortenings across a wide range of bakery applications
- Cleaner/lighter flavor
- Sustainably grown in the United States, in a traceable supply chain

## TESTED AND PROVEN TO SET A NEW STANDARD

Recent functionality tests comparing HO soy to other high oleic and conventional oils found that high oleic soybean shortening, made with an interesterified blend of liquid and fully hydrogenated oils, is the perfect U.S. grown, high-stability oil for your baking applications.

- Icings produced with HO soy shortening had the most similar viscosity and specific gravity to partially hydrogenated shortening.
- Cookies made with high oleic soybean and conventional soybean shortenings had a more tender mouthfeel.
- HO soy shortening outperformed palm and partially hydrogenated oils in puff pastry applications, on par with "gold standard" butter.

# MOVING PAST PARTIAL HYDROGENATION

## RECENT TECHNOLOGICAL INNOVATIONS HAVE REVOLUTIONIZED SOLID AND SEMI-SOLID FATS FOR BAKERY APPLICATIONS BY INCLUDING HO SOY IN THE PROCESS.

Through enzymatic interesterification or blending with fully hydrogenated fats, HO soy in bakery shortenings creates high-performing ingredients for a full spectrum of bakery applications, with zero trans fats per serving and optimum performance.

Thanks to the processing technology and the fatty acid makeup of HO soy, HO soy-based shortenings have been proven in functional and sensory testing to match traditional shortenings and outperform palm-based shortenings. Best of all, these are drop-in solutions requiring no changes in formulations or standard operating procedures. With HO soy-based shortenings, you'll be working with products with ideal melting point and melting curve to achieve:

- Evenly browned, flaky pie crusts with minimal shrink
- Tender and chewy breads, sweet rolls, and cookies
- Light, airy, moist cakes
- Tall, honeycomb-layered puff pastries, on par with butter
- Ideal viscosity and higher volume in icings, with less color bleed
- Optimal cakes and yeast-raised doughnuts

## ACROSS ALL THESE CATEGORIES AND MORE, HO SOY DELIVERS ADDITIONAL ADDED VALUE:

- Desired melting characteristics such as the melting point and melting curve are easily achieved, resulting in improved texture, mouthfeel, and flavor release.
- Longer shelf life in the bakery case or in pre-packaged goods at retail without antioxidants or synthetic additives.
- Cleaner labels – no trans fats or partially hydrogenated fats, and no need for added preservatives, resulting in more product appeal, customer satisfaction and loyalty from today's consumers.
- Clean, neutral flavor profile lets the natural flavor of the food shine through.

# GETTING STARTED WITH HO SOY SUPPLIERS

HO soybeans are sustainably grown by U.S. farmers under closed-loop, identity-preserved supply chains and are still in the early stages of market development. This, along with increased demand, has resulted in limited availability in the spot market and for near-term shipments. In order to ensure adequate supply for their needs, buyers will need to use more forward planning and begin discussions with U.S. suppliers much earlier than what they may be accustomed to for purchasing their oil requirements.

When you're ready to take the next step in sourcing HO soy products in your market, check out the Sourcing Guide for International Customers to U.S. High Oleic Soybeans and High Oleic Soybean Oil. The guide provides contacts for suppliers of HO soybeans and HO soybean oil, information about U.S. HO soy supply chains, pricing factors, delivery options, and more.

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