

## Americans Rank Soy High in Health

The United Soybean Board recently published the 15th annual Consumer Attitudes about Nutrition report, based on an online survey of 1,000 randomly selected adults nationwide. The study took an in-depth look at developing trends in consumer health, nutrition and soyfoods.



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### Rising Reputation

85% of Americans recognize soy as healthy, a 26-point rise over 11 years.

### Affordable Nutrition

56% of Americans are willing to pay more for healthier versions of their favorite foods. Fortunately, many soy products offer great nutrition at a low cost.

### Benefits in Every Bite

35% seek soy products for health reasons, especially as a weight management aid (31%).

Americans report consuming soyfoods to improve their general health and help prevent certain chronic diseases. USB's 15 years of consumer research demonstrate the rise in soy awareness and consumption, a continuing trend.

**For healthy soy recipes, high-resolution photography or more information about soy's health benefits, contact Stephanie Ries at [stephanie.ries@publicis-pr.com](mailto:stephanie.ries@publicis-pr.com).**

To view the full 2008 Consumer Attitudes about Nutrition study, please visit: [www.SoyConnection.com](http://www.SoyConnection.com).

# SOY FITS THE TRENDS



PERCEPTION OF SOY  
AS HEALTHY 1997-2008

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