Soy = Smart Investments

Soy 20/20

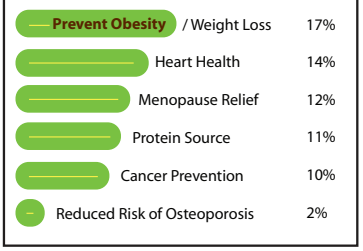
Good Investment Opportunities in the Food Industry

The food industry is a unique industry in which to invest. There are opportunities for those who can identify the "best" ideas. Food companies that make soy ingredients, soy products, or that use soy in their processes are companies that have good business sense. These enterprises recognize the potential that exists and are acting now to reap rewards in the near and long terms.

The Future is in Soy

Why do food companies in the soy sector show such promise? It's because they can see the future—and the future is in soy! The future is in Food for Health, Hold the Meat and Cost of Doing Business.

Unaided Health Benefit Awarness of Soy Among U.S. Consumers
(source: USB, www.talksoy.com)



Food for Health

Soy has been recognized for decades for health promoting benefits. The scientific community agrees that soy protein plays a role in wellness and disease prevention. In 2008 this knowledge will translate into a health claim. This will allow companies to indicate on the label (of food items containing soy) that consumption is shown to reduce the incidence of cardio-vascular disease. Such a health claim is a major step in the right direction for the use of soy protein ingredients. It will undoubtedly increase the value and sales of products with soy. Companies with vision are working hard to develop products and product ingredients that will be ready to capture this health claim opportunity.

Hold the Meat

- 1,240,000 Canadian vegetarians
- 7,500,000 American vegetarians
- 9,200,000 equivalent number flexetarians (20% at 1 day/week)
- ~60% of students at some Canadian universities eat vegetarian
- 90% of consumer are concerned about nutritional content of food

The world of animal protein will be faced with significant new challenges in coming years. For various reasons, consumers are now turning to alternative protein sources and new products. They will not, however, sacrifice the characteristics they have come to expect from meat. There is a host of new technology and products in development that will catch this market boom as it arrives. These next generation products will move soy into the mainstream in a big, big way.

Cost of Doing Business

Soy protein as a food ingredient offers significant advantages over other protein ingredients because;

a) it is generally lower in price than animal proteins;
b) it allows facilities to adhere to strict vegan policies;
c) it reduces processing costs due to its functional properties;
d) whole grain soy ingredients can reduce the need for other ingredients and help "clean-up" food labels.

Soy as an ingredient is big business and can play a major role in helping forward looking companies in the food sector be more competitive.

SOY = SMART INVESTMENTS SOY = SMAR

Payback Potential

Although each business should be viewed on its own merits, analyses conducted for selected small businesses involved in soy, show that the returns on equity investments can be excellent. Example: A $1.5 million equity purchase, based on company value, by year 3.

	YR 1	YR 2	YR 3	YR 4	YR 5
ROI	-----	13%	50%	84%	130%

Finding the Firms

Soy 20/20 has a network of small and medium sized agrifood companies seeking financing in various forms at various levels. Investment firms, individuals, or other companies looking to make smart, direct investments (debt or equity) should contact Soy 20/20 for details.

Food Processors

If you are already a firm involved in food manufacturing consider investing in your business! Including soy protein, soy powders, soy milk, or meat alternatives in your formulations and product lines will give you marketing and cost advantages with little modification. The possibilities are endless.

Consumers Contribution

Not able to play the investment game? You can help Canadian based firms and the soy sector be successful by purchasing value added healthy and nutritious products that contain soy. This change in food preferences will indirectly create jobs, wealth, and opportunities. Remember to look for products that are made in Canada and that are healthy and nutritious. Remember you get what you pay for, and you should decide that SOY is important to you.

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