

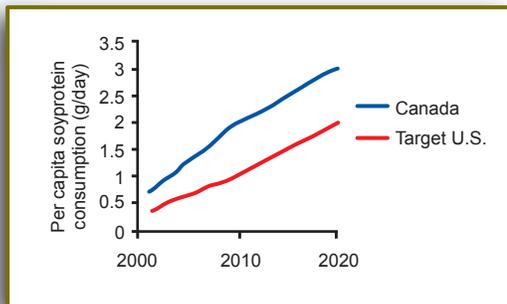
# SOY20/20

## **Soy Protein is not just Soy Protein**

Soy protein is increasingly finding its way into a broad range of mainstream food products-and for good reason.

Soy protein promotes health, interacts well with other food ingredients, and can help a food formulator's bottom line.

Soy protein needs are currently being served, however, by the American soybean processing machine. Food formulators only have access to commodity sources of soy protein derived from the major crushers. Soy protein is not all the same. It can depend on variety and/or extraction process. Food manufacturers are missing out on a lot of potential value.



## **Value of soy protein tailored for your needs.**

Formulation of new food products with soy protein is not a trivial matter. Companies faced with this challenge now have two options: struggle to create formulations using a fixed product, hexane extracted commodity soy protein; or access the variability that exists within soybeans to identify protein sources that will work better with their practices. Soy 20/20 works with companies to understand their formulation needs, and works with the Canadian soy protein research community to identify answers.

There is a growing base of soy flour processing investment occurring in Canada where there is an increasing commitment to a unique value-added industry that is dedicated to premium soy flour, and soy protein.

# Soy Protein in Food

## **Why you should use soy protein now.**

Soy protein is becoming more available as domestic demand continues to increase. With a growing population, a thriving food processing sector, and a strong soybean grower base in central Canada, there is a very real opportunity for all players in this industry to realize incremental value from soybeans.

## **Chez Soy**

Soy 20/20 is working towards a branding strategy for Canadian soy protein and products containing soy protein. We do not want to , compete, in a "fast food" like soy protein market. Canada is well positioned to be a global leader in the development of a range of higher quality soy protein products that are individually suited to different product lines, creating higher value throughout the value chain.

An upscale restaurant is profitable if it provides a superior product with superior service. We can use this ethos to build a Canadian Chez Soy image for the export of soy protein and food products containing soy protein.

### **Forms of Soy Protein:**

Soy Grits- 50%  
Soy Flour -50%  
Textured Soy Protein- 50%  
Soy Protein Concentrate- 70%  
Soy Protein Isolate- 90%

### **Uses of Soy Protein:**

Bakery products  
Pasta  
Dairy type products  
Meat products  
Meat alternatives  
Confections  
Pet foods  
Diet and nutritional items

### **Better marketability:**

- Ability use the soy health buzz as a promotional tool
- Increased protein levels
- Heightened levels of B vitamins, and minerals, such as calcium, phosphorus and iron
- Moisture and flavour retention
- Emulsification and texture enhancement

### **Helping the economy**

This year it is estimated that Canada's 32 million consumers are demanding a total of 8,021 tonnes of soy protein. This converts to a demand for more than 20,000 tonnes of soybeans.

### **Soy, Health, and Consumers**

Consumers understand the important role of a diet enriched with soy. In addition to its low-fat, and high-fibre characteristics, clinical research indicates that regular consumption of soy protein may help reduce the incidence of cancer, kidney disease, and heart disease. It can also boost the immune system.

### **Get soy protein into food**

Looking to include soy protein in a food product? Soy 20/20 can help businesses find partners, financing, data, information, and market opportunities.