

BENEFITS OF SOY

Kellogg believes in soy as a protein because it's a safe, high-quality plant-based source that packs a nutritional punch. And consumers want soy! Over 50% of consumers seek out foods with soy, and 65% of food service operators purchase soy foods. Only 17% of consumers report avoiding soy.



PHYSICAL WELLBEING

► Soy is recognized as part of a healthy eating pattern by the US Dietary Guidelines for Americans.



- It is nutrient dense - it's high in fiber and protein; provides vitamins, minerals, favorable fatty acids; and is low in saturated fat and cholesterol.
- It's the only complete plant-based protein, containing all 9 of the essential amino acids your body needs in the recommended amounts, making it equivalent to animal protein.

For more information and sources, visit KelloggsNutrition.com

SOCIETAL WELLBEING

- Soybeans are the 2nd largest crop grown on U.S. soil.
- 97% of farms in the U.S. are family-owned and operated.



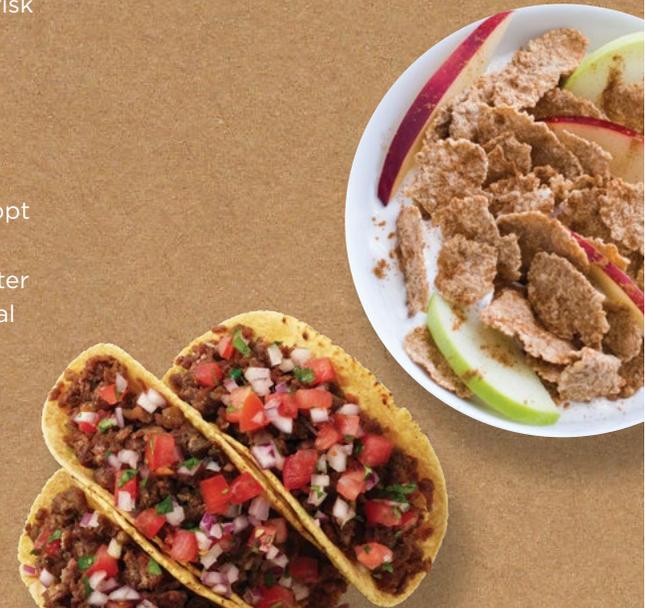
► Kellogg:

- Sources soy ingredients from countries with low deforestation risk for its North American business.
- Sources U.S. soy ingredients for Incogmeato foods.
- Supports U.S. farmers as they adopt farming practices that make a positive impact on soil health, water quality, and aquatic habitat in local streams and wetlands.
- Engages with direct suppliers of soy regarding their responsible sourcing programs.

EMOTIONAL WELLBEING

► Soy:

- Is versatile & can be used in many food forms.
- Provides a canvas to unleash culinary creations.
- Has a nutty flavor profile that can maintain the flavors of added spices.



SOY MYTH BUSTING

Soy has a lot of research behind its safety and health benefits.



Myth #1

Soy processed with hexane is dangerous.

- ▶ All soybeans used to make soy foods undergo processing to separate the meal from the oil.
- ▶ Hexane extraction:
 - Has been used for over 70 years.
 - Has been approved by the FDA as safe.
 - Is used in 99% of US soybean processing.
 - Removes more oil from the bean, resulting in a less “beany” flavor.

Myth #4

Pea protein is just as good, if not better, than soy.

- ▶ Unlike pea protein, soy is a complete protein, meaning it provides all 9 of the essential amino acids our bodies need.
- ▶ Soy contains more protein (18 grams) per 100 calories than peas (5 grams).
- ▶ Soy-based proteins have a higher awareness (65%) and trial (81%) among consumers than pea-based proteins (29% awareness, 67% trial).

Myth #2

Soy is genetically modified and therefore, unsafe.

- ▶ Soy is 1 of 10 GMO crops available today, allowing for insect resistance and herbicide tolerance.
- ▶ Kellogg is open to using GMO ingredients because there are many studies showing they are safe to eat and offer benefits for farmers and the planet.
- ▶ Brands that are Non-GMO Project Certified use non-GMO soy.

Myth #5

Eating soy increases breast cancer risk.

- ▶ Studies support that neither soy nor isoflavones adversely affect markers of breast cancer risk.
- ▶ The American Cancer Society and American Institute for Cancer Research conclude that soy foods can be safely consumed by breast cancer patients.

Myth #3

Soy isoflavones are the same as human estrogen.

- ▶ Isoflavones are naturally occurring and are found in legumes like lentils, beans, and peas.
- ▶ They have a similar structure to the hormone estrogen, but are very different.
- ▶ Studies show that neither isoflavone supplements nor isoflavone-rich soy affects testosterone or estrogen levels in men.

Myth #6

Soy is not appropriate for children.

- ▶ Soy contains nutrients important for growth and development and can be a primary source of high-quality protein, without contributing excess calories.
- ▶ Healthcare and nutrition professionals agree that soy can play a valuable role in a healthy and balanced diet for adults and children.

For more information and sources, visit KelloggsNutrition.com