



HUNGRY PLANET® BENEFITS OF SOY

At Hungry Planet®, our chefs intentionally choose soy protein because it provides superior texture, flavor, and nutritionals compared to other plant proteins, creating the perfect platform to create the widest variety of delicious meats. Soy allows us to go beyond beef and burgers, and has enabled our Culinary team to create nine delicious and nutritious plant-based meats, including pork, the most consumed conventional protein. Additionally, soybeans are grown all over the world; this ubiquity allows us to scale quickly while powering our growing range of meats. Niche proteins (such as pea) are less nutritious, less versatile, and cannot be grown in many geographies. We choose US sourced 100% non-GMO soy for the following reasons:

BIODIVERSITY & ENVIRONMENT

Myth: Humans should eat less soy because the increased soy demand is causing precious rainforests and natural habitats to be destroyed.

Truth: Current and growing demand for soy is almost exclusively due to feeding increasing numbers of livestock.¹¹

- Feeding soy to animals is inherently inefficient, because about half of the calories are lost in the process of conversion to meat.¹²
- Six kilograms of plant protein are required to produce just one kilogram of animal protein.¹³
- 77% of global soy production is used for animal feed¹⁴ and up to 98% of soy meal is fed to animals.¹⁵
- As the global demand for conventional meat lowers, so will the demand for soy.
- Soybeans produce at least twice as much protein than any other vegetable or grain crop - sustainable when consumed directly by humans and not used as a main source of food for farmed animals.¹⁶
- Hungry Planet® sources 100% non-GMO soy from the United States. Non-GMO soy is more environmentally friendly than genetically modified soy because it has not been engineered to tolerate large amounts of herbicides, which pollute the air, soil, and water - while also negatively impacting human health.¹⁷ About 19% of soy crops are non-GMO.¹⁸
- Growing soybeans in rotation with other crops is beneficial because it adds nitrogen to the soil for subsequent crops. Nitrogen is essential for all plant life, and a sound nitrogen management program can increase crop yields.¹⁹

NUTRITIONAL BENEFITS

- Soy is nutrient-dense, containing high quality protein that's rich in dietary fiber, protein, and key minerals. It is also a good source of omega-3 fatty acids and antioxidants.
- Soy is notable not only for its high protein content, but also for the high quality protein it contains. Soy protein is one of the few complete plant proteins containing the essential amino acids necessary for human nutrition.¹ This superior plant protein is similar in quality to animal protein.²
- Soy protein concentrate is a good source of a variety of vitamins and minerals,³ especially potassium, which is frequently consumed at suboptimal levels in the United States.⁴
- Several studies have shown that diets rich in soy may lower LDL (sometimes referred to as bad cholesterol) cholesterol while supporting HDL (sometimes referred to as good cholesterol) cholesterol.⁵

GENERAL HEALTH

Myth: Soy causes an increase in estrogen levels causing fluctuating hormone levels, endangering thyroid function and fertility, and increasing the risk of cancer.

Truth: While soybeans contain isoflavones that are structurally similar to human estrogen, they bind to estrogen receptors in a different way and function very differently. Isoflavones can offer a variety of health benefits⁶ and are considered a phytoestrogen and nutritional supplement.⁷

- Consuming soy has been shown to reduce the visible effects of skin aging,⁸ and is associated with lower risk of stroke and heart disease.⁹
- Evidence indicates soy can be safely consumed by all individuals except those who are allergic to soy protein, which is relatively uncommon in comparison to the number of individuals allergic to other commonly-consumed foods. Only about 0.3% of the general population is allergic to soy.¹⁰

LOW PRICE POINT

Soy costs only \$2.00/kg of 100% protein (compared to pea protein at \$5.00/kg, and mycoprotein at \$13.00/kg). The low price point is possible because soy is extremely well developed, with major investments across its value chain from farm to fork.²⁰

Citations

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