



**ADM's SojaProtein:**  
Regionally sourced,  
non-GMO soy protein.

**Create elevated and crave worthy  
meat alternatives today.**







**49%**

*of global consumers claim to have changed their diet in the last two years to lead a more environmentally friendly lifestyle.<sup>1</sup>*

## Food consumers can feel good about.

Consumers around the globe are increasingly seeking out dietary options they can feel good about and support their healthy living goals.

This suggests they are looking for plant-based options, but also food with ingredients they feel they can trust to have less of an environmental impact. This often means sustainable food options and knowing where food has come from, with a strong emphasis on finding regionally sourced ingredients.

Soy is packed with protein and nutrition, providing essential amino acids and fiber, while also being able to take on a variety of tastes and textures. But finding the ideal soy ingredients to achieve this can sometimes prove challenging, and that's where ADM's SojaProtein comes in.

SojaProtein has been delivering exceptional soy products locally in Europe since 1977, and together, ADM is now the largest grower and producer of high-quality soy ingredients in and originating from Europe. Grown and processed under Serbia's strict non-GMO regulations, ADM's SojaProtein offers an array of versatile and high performing soy protein ingredient solutions, with the same commitment to quality you have come to expect from ADM.

<sup>1</sup> Protein Trade News, "The Weekly Protein Report" November 2022

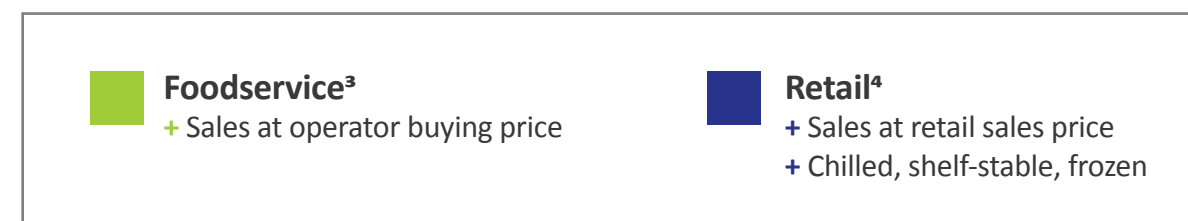
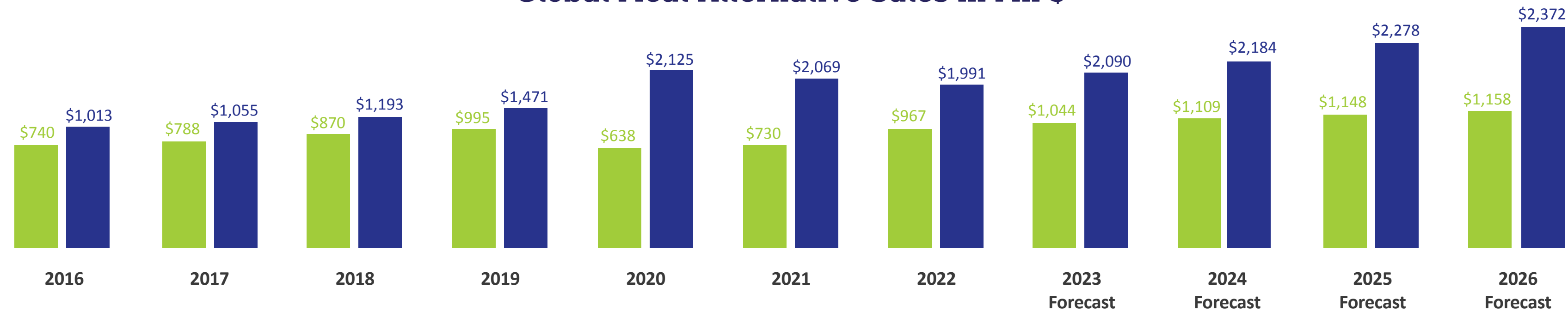


## The market for plant-based foods is booming.

The popularity of plant protein is continuing to gain global momentum and shows no signs of slowing down. The expected value of the global meat alternative market\* by 2030 is \$307B.<sup>2</sup> Covid-19 has had a profound effect on the plant-based market, increasing appeal at retail. As consumers continue to return to the foodservice channel post-pandemic, there is large growth potential ahead for meat alternatives.

**Future growth outlook: The expected compound annual growth rate for top alternative protein categories\* from 2021 until 2030 is 10%.**

**Global Meat Alternative Sales in Mn \$**



\* among top alternative categories: meat alternatives, dairy alternatives, sports nutrition, snacking, ready meals

<sup>2</sup> ADM InsideVoice<sup>SM</sup>, January 2022

<sup>3</sup> Global Data Foodservice, 2022

<sup>4</sup> Euromonitor International, 2022





## Today's mindful consumers are evolving.



74%

*of global consumers are concerned about the state of the environment.<sup>7</sup>*



44%

*of US consumers believe that soy is a healthy and nutritious addition to their meals.<sup>5</sup>*



50%

*of global consumers are likely to use blockchain technology to learn more about food & drink.<sup>6</sup>*



73%

*of global consumers look for reduced/ no carbon footprint when buying food or drinks.<sup>7</sup>*

<sup>5</sup> ADM OutsideVoice™ Global Plant Protein Consumer Discovery Report, August 2020

<sup>6</sup> FMCG Gurus, 2021

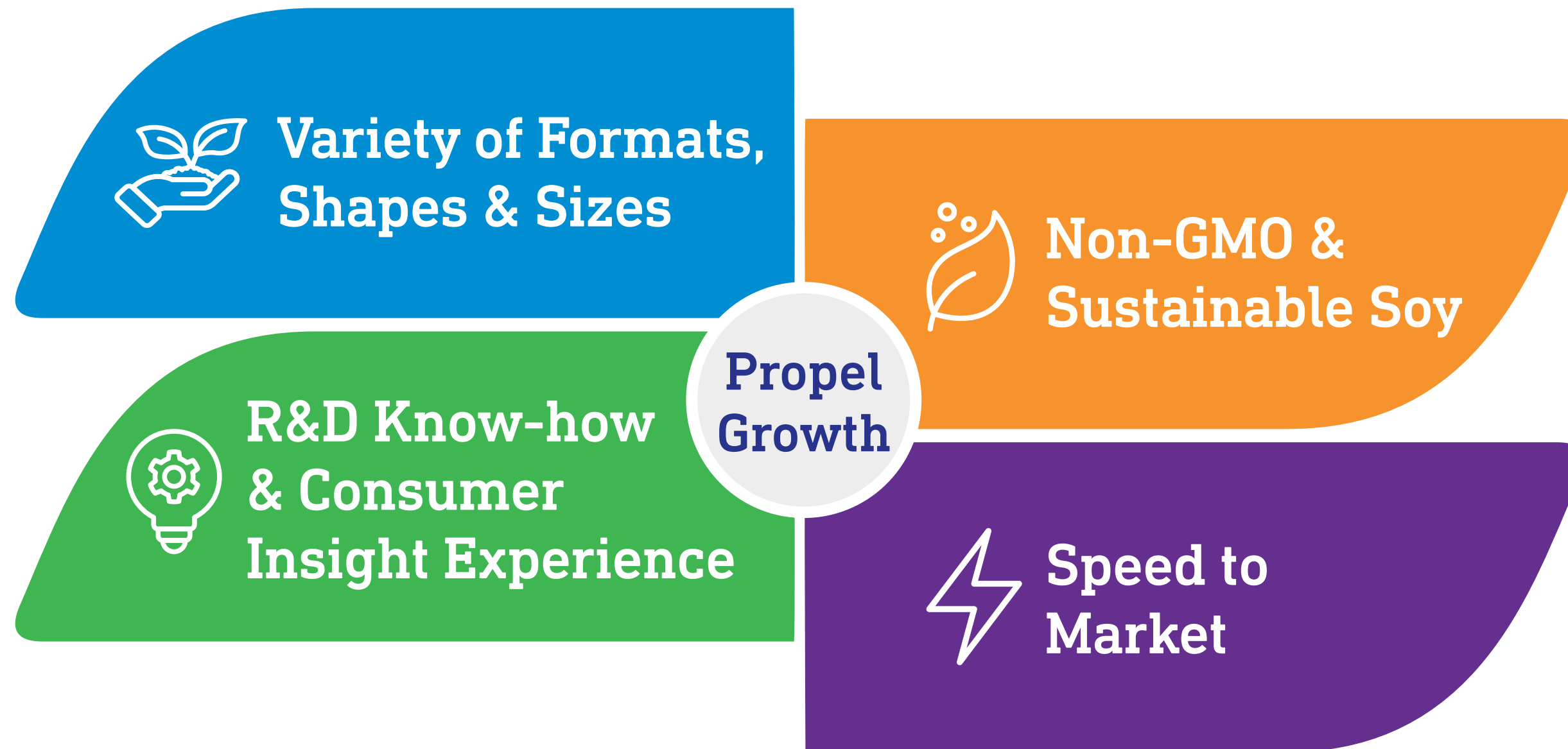
<sup>7</sup> FMCG Gurus, "The Route to Sustainability in 2022 – Global Report", 2022



## ADM & SojaProtein: Extensive flexibility.

With more global consumers adding plant proteins to their lifestyles, ADM recognizes the need to provide sustainable, non-GMO and traceable soy protein. ADM has expanded our global alternative protein capacity to better meet customers' needs by bringing SojaProtein into the fold.

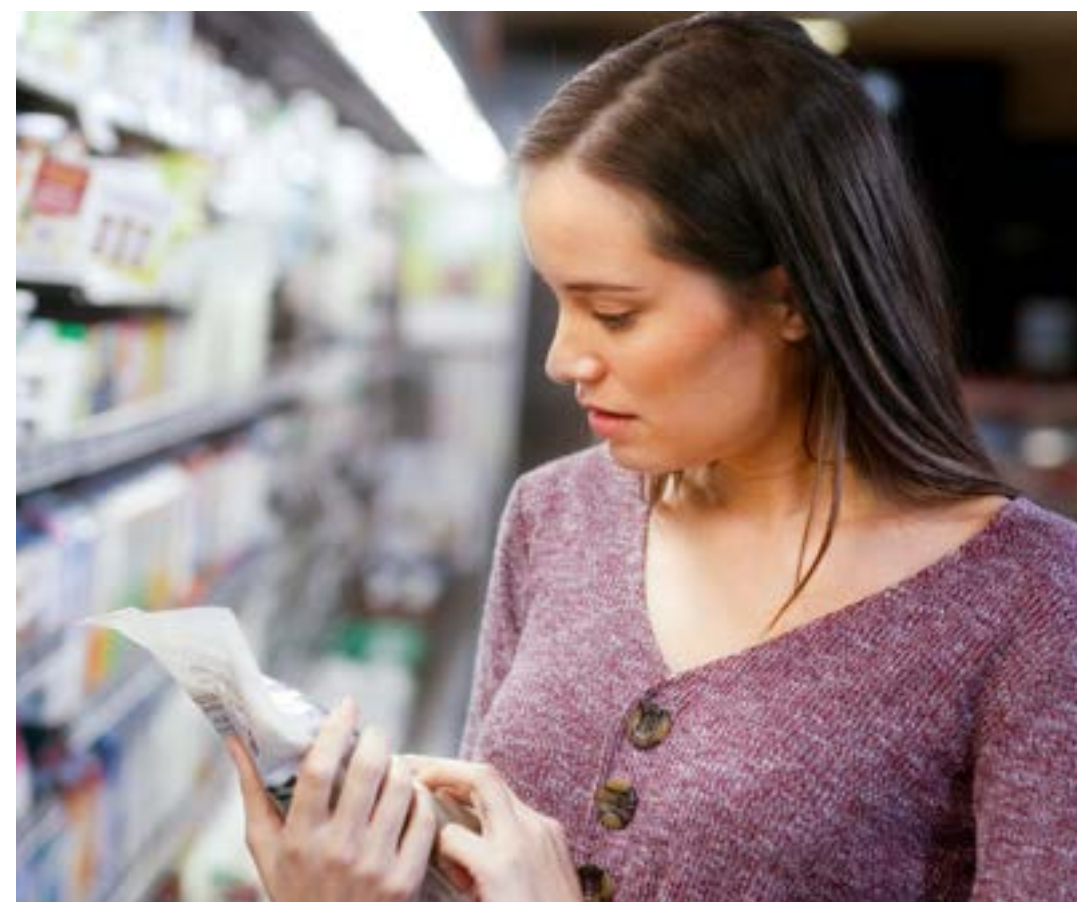
Gain an edge and get to market faster with ADM's SojaProtein. Leverage our sustainable, non-GMO soy protein for consumer-preferred, next-generation meat alternative product formulation.





68%

*of global consumers who buy plant-based food and beverages check labels.<sup>8</sup>*



75%

*of global consumers are looking for non-GMO claims when checking ingredient lists.<sup>8</sup>*



## Reasons to believe.



### Variety of formats, shapes & sizes.

ADM's SojaProtein offers a wide range of functional soy protein ingredients, including a considerable amount of tailored textured soy protein concentrates. The extensive variety of shapes, sizes (strips, chunks, crumbles and flakes) and colors of our textured soy protein concentrates will aid in any formulation brief challenge. We're able to offer more options, guaranteeing you have what is needed for your next innovation success.



### Non-GMO and sustainable soy.

ADM's SojaProtein collects the majority of its soy from within just 100 kilometers of its production facility. Through close cooperation with farmers and growers since 1977 and third party certification verification, ADM and SojaProtein ensure high quality sustainable soy, from seed to bean and beyond under Serbia's strict non-GMO regulations, which prohibit genetically modified organisms' use, sale, and production. But, ADM's SojaProtein goes a step beyond these laws, adhering to even stricter rules to preserve the quality of its soy from seed production to delivery of the final product. Produced in a non-GMO factory, ADM's SojaProtein soy portfolio has less than 0.1% genetically modified content, giving it a competitive advantage in meeting consumer demands for sustainably grown, non-GMO soy products.

<sup>8</sup> FMCG Gurus Plant-Based Meat Global Report, 2022



## Reasons to believe.



### R&D know-how & consumer insight experience.

ADM brings over 75 years of consumer insight and food and flavor design experience to help support our partners in crafting new and on-trend food products. Our culinary research and development experts not only understand what modern consumers are looking for, but they also know how to deliver it to them in exciting, flavorful, and tasty ways. With our deep understanding of future-forward consumer insights, integrated full solution pantry and world class technical soy protein know-how, ADM is here to support you in creating new protein-forward product innovations your customers will love.



### Speed to market.

With combined know-how and support behind your plant-based meat alternatives, you get the boost of getting to market with new and innovative food products faster. Not only do you get ADM's years of technical experience and vast pantry to aid you in creating on-trend and consumer preferred plant-based foods, but you also can rest assured knowing that ADM's SojaProtein products are reliable, with a European sourced supply ensuring quick transport and accessibility.

# 66%

*of global flexitarians are approaching the lifestyle by trying to eat more plant-based food and beverages.<sup>2</sup>*



<sup>2</sup> ADM Outside Voice™ Global Protein Occasion Study, August 2021





SOJAPROTEIN APPLICATION CONCEPT:

# Homestyle Plant-Based Meatball

A vegan take on this homestyle Italian dinner staple, this plant-based meatball features the expected bite and chew that will delight the whole family. Feel better about serving a versatile and family-friendly plant-based meatball all ages can enjoy at the dinner table tonight!

## THE CHALLENGE

Create a versatile plant-based dinner solution that all ages will enjoy (and taste like nonna made it).

## THE SOLUTION

Using our full pantry approach, we are sure to delight consumers with these plant-based meatballs that boast great taste, texture and juiciness! We started with the perfect combination of ADM's SojaProtein minced textured soy proteins, paired with our culinary crafted beef type flavor. These meatballs provide the desired bite and chew in a homestyle meatball experience with the help of the minced soy protein particle size - the softer and less resistant bite is exactly what consumers expect.

Utilizing our team's high level technical expertise, we met the challenge head-on and were able to formulate the perfect plant-based homestyle meatball solution. A kid-friendly, poppable and snackable result awaits!

## CONCEPT HIGHLIGHTS:



- + Vegan
- + Non-GMO Ingredients
- + European Grown & Produced Soy



# 69%

of consumers say "Lack of range of products" is the top barrier to purchasing meat substitutes.<sup>3</sup>

## FEATURED INGREDIENTS:

-  Tradcon T Minced 0.5  
– 5.0 BFL470000001
-  Tradcon T Minced 2.0  
– 5.0 BFL470000003
- + Natural Beef Type Flavor
- + AccelFlex™ FS 520-501

<sup>3</sup> FMCG Gurus Meat Plant Based Global Report 2022





SOJAPROTEIN APPLICATION CONCEPT:

# Plant-Based Fish-less Sticks

Breaded fish sticks are a consumer favorite on dinner tables, that appeal to all ages. This vegan-friendly take on the classic fish stick brings the same clean fish taste, crispy texture, and expected eating experience to the table, only with on-trend, non-GMO sourced plant protein.

## THE CHALLENGE

Create a kid-approved, family-favored vegan fish stick that delivers a clean seafood taste and perfect bite inside and out.

## THE SOLUTION

Tapping into the power of soy protein from ADM's SojaProtein, our team was able to create a plant-based fish alternative that looks and tastes similar to a fish-based product. Knowing clean taste is paramount to kid-friendly success, we leveraged our savory flavorists' expertise to develop a vegan cod fish-type flavor to bring rich, meatier fish notes for a well-rounded fish profile. Then, we selected ADM's SojaProtein textured soy protein flakes to deliver the nutrition, texture and function of a crispy, yet flaky fish stick.

Utilizing ADM's expansive pantry, technical expertise, and application support, we created the perfect formulation with a fish-like structure and flavor that can put a smile on any fish stick-loving consumer's face.

## CONCEPT HIGHLIGHTS:


- + Vegan
- + Non-GMO Ingredients
- + European Grown & Produced Soy



# 33%

of US plant-based protein users have tried fish alternatives and liked them.<sup>9</sup>

## FEATURED INGREDIENTS:

 **Tradcon T Flakes 0.5**  
– 9.0 BFL470000014

- + Natural Cod Fish Type Flavor
- + AccelFlex™ FS 100

<sup>9</sup> Mintel "Fish & Shellfish" Report, 2022





SOJAPROTEIN APPLICATION CONCEPT:

# Juicy & Cravable Plant-Based Burger

Burgers are always a fan favorite, so plant-based versions need to live up to the hype of the real thing. With this nutritious and deliciously seasoned beef-style patty, consumers may find it hard to tell the difference. This burger gives all the texture and juiciness of a patty made from beef, but also the good conscience of knowing it's actually plant-based and made with sustainable protein sourced from Europe.

## THE CHALLENGE

Create a delicious plant-based foodservice burger that is just as delectable as a conventional hamburger, but that better lends itself to the growing number of consumers who consider themselves flexitarians and want permissibly indulgent, regionally sourced protein options.

## THE SOLUTION

Powered with the latest addition to our soy protein portfolio, ADM's SojaProtein textured soy protein, this classic burger patty alternative does not compromise on taste, texture, or juiciness. It will look great on any menu and bring the bite and chew foodservice diners crave.

Utilizing ADM's extensive pantry and technical expertise to create a unique, culinary forward formulation, this patty might just surprise unknowing consumers into thinking its "the real deal."

## CONCEPT HIGHLIGHTS:

- + Vegan
- + Non-GMO Ingredients
- + European Grown & Produced Soy



# 75%

of consumers find it highly important that meat alternatives mimic the appearance and texture of traditional animal-based products. Moreover, 82% desire a similar taste from plant-based alternatives as their meaty counterparts.<sup>1</sup>

## FEATURED INGREDIENTS:

 Tradcon T Minced 2.0  
– 5.0 BFL470000003

 Tradcon T Flakes 0.5  
– 6.0 BFL470000013

+ Natural Hamburger Type Flavor  
#FATF278

+ Natural Bacon Type Flavor  
#FARE778

+ Natural Onion flavor WONF  
#FATD978

<sup>1</sup> FMCG Gurus Meat Plant Based Global Report 2022





## ADM's SojaProtein delivers for you.

With ADM, you have a partner who combines a thorough understanding of soy ingredients with high-level technical ingenuity. We bring over 75 years of experience in alternative protein and flavor design to the table and offer top culinary and R&D expertise to give you an edge in developing consumer-preferred plant-based food and beverages. Our great processing standards and partnerships with nearby growers help ensure a safe, sustainable and high-quality product, from farm to finished solution. Count on us to meet any formulation challenge head on and to deliver for your consumers every time.

### Let's Collaborate.

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