



ADM's SojaProtein[®]:
European sourced,
non-GMO soy protein.

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





47%

of European consumers claim to be willing to drastically change their lifestyle to live in a more environmentally friendly fashion.¹

Food consumers can feel good about.

Consumers around the globe are increasingly seeking out dietary options they can feel good about and that 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.

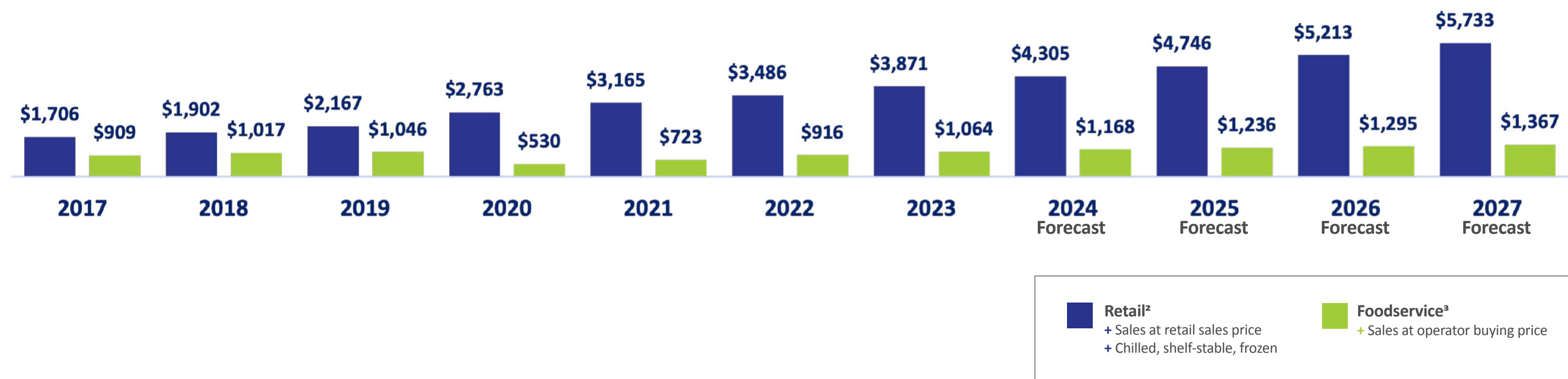
SojaProtein® has been delivering exceptional soy products locally in Europe since 1977. Grown and processed under Serbia's strict non-GMO regulations, ADM's SojaProtein® offers an array of versatile and high-performing soy protein ingredient solutions, with the same commitment to quality you have come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

The European market for plant-based foods is booming.

In 2021, the European retail market for plant-based foods reached €2.4 billion in sales, growing by a compound annual growth rate of 15% over the last five years (2016-2021). As consumers continue to return to foodservice post-pandemic, it is forecasted that vendors in that space will see an additional 700 million in plant-based sales for 2022.

Future growth outlook: The market is expected to grow at a rate of 10-12% per year.

European Meat Substitute Sales in Mn \$



Global Meat Substitute Sales in Mn \$



² Global Data Foodservice, 2023
³ Euromonitor International, 2023





Today's mindful consumers are evolving.



72%

of European consumers are at least sometimes looking for products that are locally grown/produced.⁴



50%

of European consumers agree that plant-based products are better for the environment than traditional meat products.⁴



82%

of global consumers say it is important that food and drink brands offset their carbon emissions.⁵



76%

of European consumers say they will trust a company/brand more if they do Regenerative Farming/Agriculture.⁶

⁴ ADM Outside Voice "Global Lifestyle Research" 2023

⁵ FMCG Gurus "Top-Ten-Trends-Meat & Plant-Based" 2023

⁶ FMCG Gurus "Clean Label Trends in Europe" 2023

ADM & SojaProtein®: Better together.

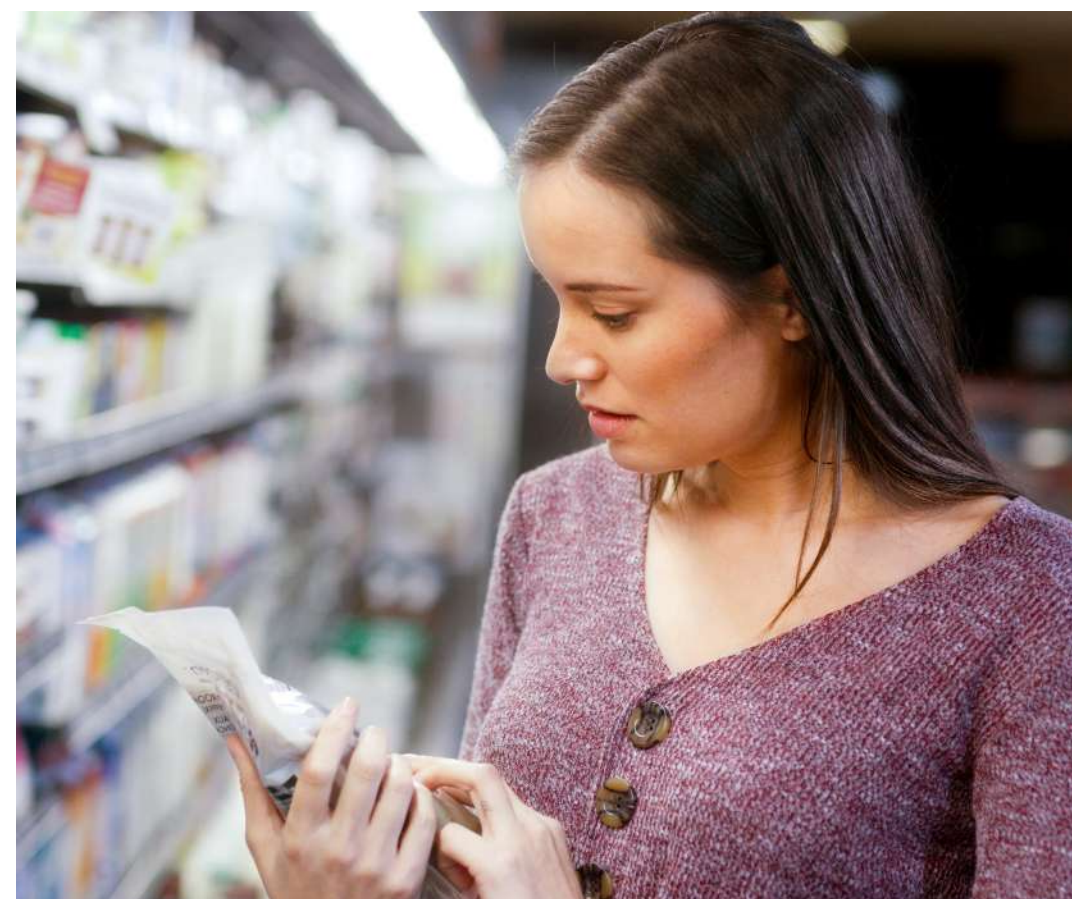
With more Europeans adding plant proteins to their lifestyles, ADM recognizes the need to provide locally sourced, non-GMO and traceable soy protein. ADM has expanded our global alternative proteins' capacity to better meet customers' needs by bringing SojaProtein® into the fold.

Gain an edge and get to market faster with ADM's SojaProtein®. Leverage our European farm sourced, safe, high-quality, and non-GMO soy protein for consumer-preferred, next-generation meat alternative product formulation.



67%

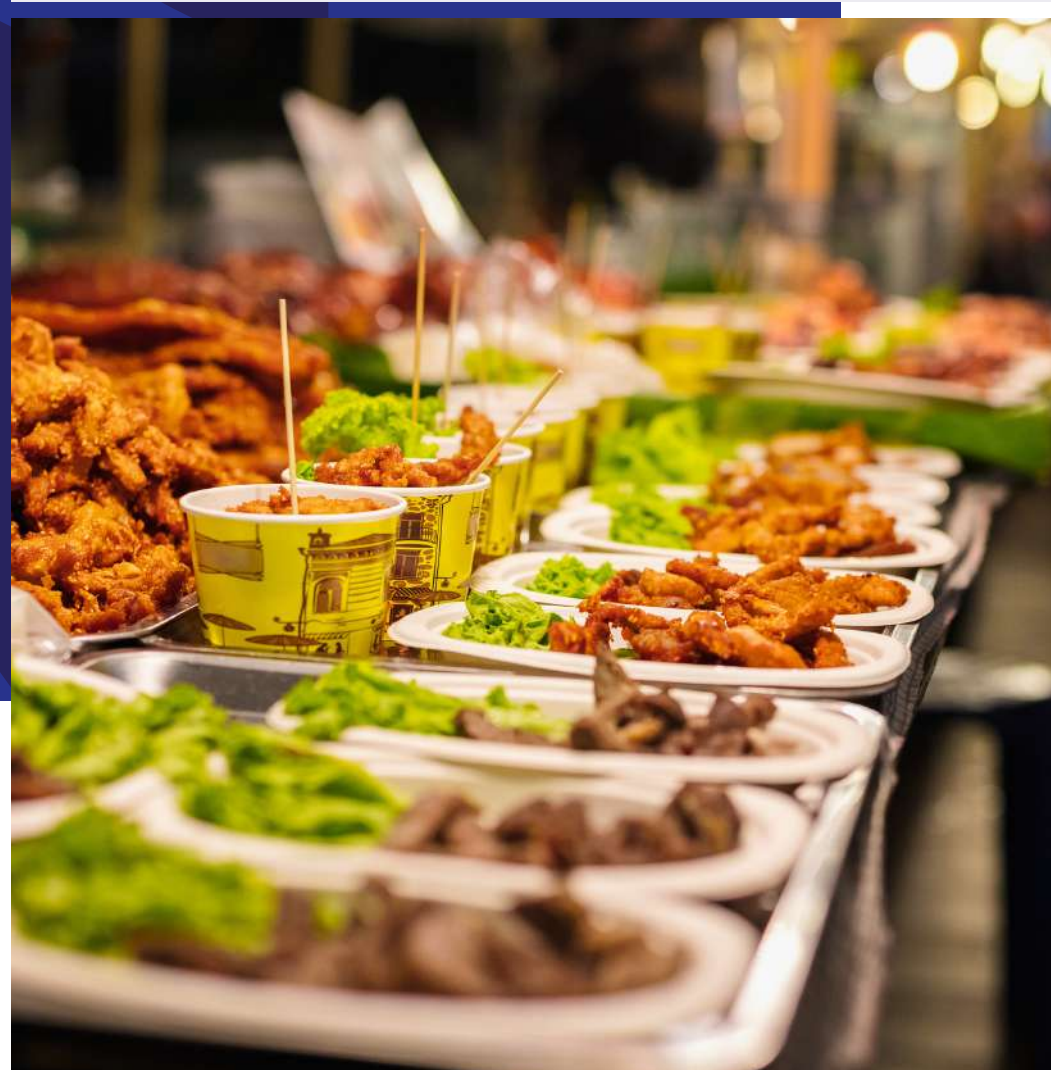
of German category eaters would be willing to pay more for meat substitute brands supporting the farmers who produce the ingredients.⁷



73%

of plant forward consumers in Germany and 57% in UK believe that soy is healthy and nutritious.⁸*

*flexitarian, vegetarian or vegan



Reasons to believe.



European-grown and sustainable, certified-sourced options available.

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, with sustainable certified-source options available, from bean and beyond.



Non-GMO soy.

The soy used by ADM's SojaProtein® is grown and processed in Europe 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.

⁷ Mintel Report "Meat Substitutes Germany" 2023

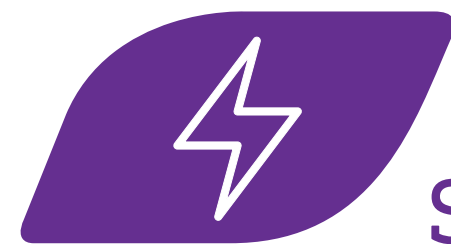
⁸ ADM Outside Voice "Global Plant-Based Protein Consumer Research" 2023

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 locally sourced. This reliable and regionally sourced supply allows for easier and faster transport.

Taste & Nutrition

are equally important attributes in plant-based alternative products according to 67% of German & 69% of UK consumers (of plant-based products).⁹





SOJAPROTEIN® APPLICATION CONCEPT:

Savory Plant-Based Kebabs

Kebabs are a go-to street food staple in the European market, and these succulent plant-based kebabs are a versatile meat alternative packed with flavor and texture. Whether they sit on top of rice and vegetables for dinner or get wrapped up in pita for a delicious on-the-go lunch, these lamb-flavored soy protein-based kebabs are sure to be a hit at any time of the day!

THE CHALLENGE

Create a plant-based lamb kebab style product that looks and tastes like its meat-based counterpart, giving consumers a perfect substitution they can feel good about.

THE SOLUTION

Using our full pantry approach, we started with the perfect combination of ADM's SojaProtein® textured soy proteins and paired it with our culinary crafted lamb flavor and marinade mix from the savory flavors portfolio to create a plant-based kebab that is sure to delight. These kebabs provide the bite and chew today's consumers expect in an authentic lamb experience.

Utilizing our team's high-level technical expertise, we met the challenge head-on and were able to formulate the perfect plant-based lamb style solution. By creating the optimal composition of flavors, maskers, and other ingredients, the high performing European sourced SojaProtein® shines in this plant-based kebab style product.

CONCEPT HIGHLIGHTS:

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



82%

of global consumers find it important that the taste, texture, and appearance of meat substitutes are the same as real meat.¹⁰

FEATURED INGREDIENTS:

 **Tradcon T® Minced 0.5**
– 5.0 BFL470000001

 **Tradcon T® Minced 2.0**
– 5.0 BFL470000003

 **Tradcon T® Flakes 0.5**
– 6.0 BFL470000013

- + Malt Extract L2
- + Lamb Flavoring Powder
VPS 6870
- + Prep Spices Type Gyros
- + Prep Plant-Based Meatball
Mix Kebab
- + AccelFlex™ FS 522-503
- + AccelFlex™ FS 100



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-type taste, crispy texture, and expected eating experience to the table, except with on-trend European 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 our European sourced 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-like profile. Then we selected ADM's SojaProtein® textured soy protein flakes to deliver the nutrition, texture and function of a crispy, yet flaky fish-type stick.

Utilizing ADM's expansive pantry, technical expertise, and application support, we created the perfect formulation from locally sourced protein 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



68%

of German and 56% of UK plant forward* consumers have already tried fish alternatives.¹¹

*flexitarian, vegetarian or vegan

FEATURED INGREDIENTS:

 **Tradcon T® Flakes 0.5 – 9.0 BFL470000014**

- + FARR 578 Nat Cod Fish-Type Flavor
- + AccelFlex™ FS 100

SOJAPROTEIN® APPLICATION CONCEPT:

Juicy & Craveable 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 protein grown in Europe with sustainable-sourced certified options available.

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.

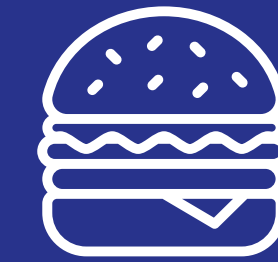
THE SOLUTION

Powered with European sourced 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 it's "the real deal."

CONCEPT HIGHLIGHTS:

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



Plant-based burger patties are the most popular plant-based meat alternative in the UK.¹²

FEATURED INGREDIENTS:

-  **Tradcon T® Minced 2.0**
– 5.0 BFL470000003
-  **Tradcon T® Flakes 0.5**
– 6.0 BFL470000013
- + Frozen Emulsion System



SOJAPROTEIN® APPLICATION CONCEPT:

Plant-Based Crispy Chicken-Flavored Burger

As the popularity of plant protein gains momentum, consumers are increasingly seeking locally sourced, plant-based meal options that mimic their favorite traditional meat products. Our plant-based crispy chicken-flavored burger delivers the same savory flavor consumers love without compromising on taste or texture. It is even 100% European-sourced and non-GMO. Do not miss this opportunity to gain a greater 'share of plate' at family mealtimes with this juicy burger!

THE CHALLENGE

Create a crispy chicken-flavored burger that packs the same flavorful punch as its meaty counterpart, perfected for the growing group of flexitarian consumers.

THE SOLUTION

The crispy chicken burger of your childhood has gotten a delicious, plant-based makeover! To create this tasty solution, we leveraged both ADM's protein and flavor expertise to develop a meat alternative crafted from 100% European-sourced soy.

This crispy chicken-flavored burger boasts the same texture your consumers are accustomed to but with the juicy goodness only plant-based products can offer. Each flavorful bite delivers an authentic, chicken-like taste experience without compromise, making it the perfect alternative to traditional meat products.

This mouthwatering creation is sure to be a new favorite at the family dinner table.

CONCEPT HIGHLIGHTS:

- + Vegan
- + Non-GMO Ingredients
- + European Grown & Produced Soy
- + Authentic, intense chicken-like taste



72%

of European consumers say they eat food and drink that contain soy as an ingredient daily or regularly.¹³

Chicken/Poultry shows highest trial rate across regions with an average of 82% among plant-forward consumers.¹⁴

FEATURED INGREDIENTS:

 **Tradcon T® Flakes 0.5**
– 9.0 BFL470000014

- + Chicken Top Note
- + AccelFlex™ FS 522-031
- + AccelFlex™ FS 502-002

¹³ FMCG Gurus Ingredient Trends in Europe July 2022

¹⁴ ADM Outside Voice "Global Plant-Based Protein Consumer Research" 2023



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, high-quality product with sustainable-sourced options available, 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.

food@adm.com | adm.com/soy-protein

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