

TOFU IS SOYBEANS. AMERICA GROWS TOFU.



The food, the bean and the American crop

American Soybean Co. builds consumer brands, cultural projects and research around the American soybean. This independent campaign connects tofu to its ingredient and the crop behind it.

What exists today

A live evidence website with five pages and linked sources. Six campaign executions, including Texas, billboard and social formats. Four exploratory Soybean Literacy studies. Findings remain pending.

The partner opportunity

Commission a state or regional execution, amplify agreed assets, introduce willing growers, or support research. Sponsorship and licensing can form part of an agreed project.

A proposed first collaboration

One audience in one state or region: a campaign execution, a supporting evidence page, feed and story versions, and a short learning report. Agree scope, budget and timing before commissioning.

USA TOFU retains its independent creative voice. Each collaboration has agreed attribution and usage.

nick@americansoybeanco.com

TofulsSoybeans.com/partners/