

USA TOFU / AMERICAN SOYBEAN CO.

TOFU IS SOYBEANS.

An invitation to connect the food
to American agriculture.

Partnership discussion / September 2026

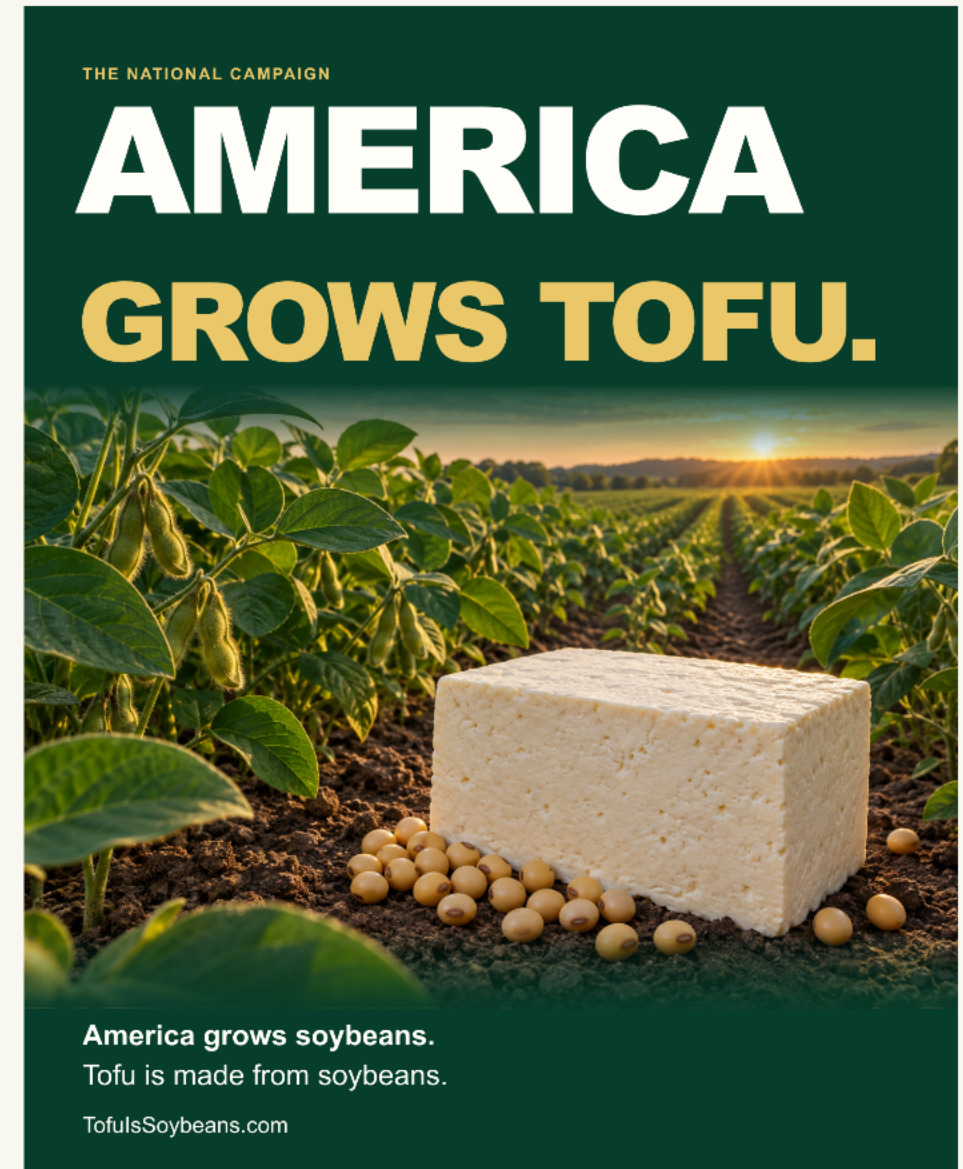


The agricultural connection

Tofu is made from soybeans.

U.S. farmers grow food-grade soybeans for foods including tofu.

TOFU IS SOYBEANS introduces the ingredient.
AMERICA GROWS TOFU connects it to the crop.



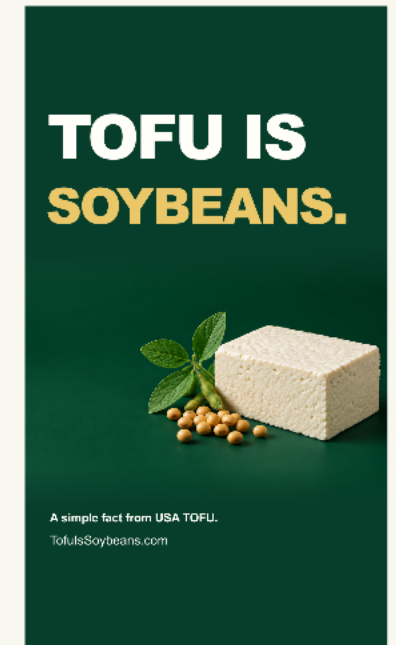
Campaign formats

Six executions connect the national campaign to agriculture, public formats, Texas and partners.



OUT-OF-HOME

A 48:14 composition, ready to adapt to a selected placement.



SOCIAL / FEED AND STORY

1080 x 1350 and 1080 x 1920

Texas is the first state chapter

110,000

Texas soybean acres planted in 2025

Lone Soy State gives the national
campaign an established local identity.

USDA NASS, 2025 Texas Agriculture Overview. Checked September 16, 2026.

TofulsSoybeans.com/states/texas/

TEXAS / THE FIRST STATE CHAPTER

LONE SOY STATE.



Texas grows soybeans, too.

TofulsSoybeans.com/states/texas/

A live evidence site

TofulsSoybeans.com

What tofu is and how it is made.

American soybean agriculture,
including the Texas chapter.

References beside claims and
a clear partnership contact.

FIVE PUBLIC PAGES / EIGHT LINKED REFERENCES



Soybean Literacy

Does the name change the impression?



Four exploratory studies cover naming, tofu knowledge, word impressions and protein labels.

Findings pending

Convenience samples. American Soybean Co. has a commercial interest.

American Soybean Co.

The commercial home for the brands, campaign and research.

Property	Role	Current stage
USA TOFU	Consumer brand and cultural platform	Operating platform
Tofu Is Soybeans	Campaign and evidence website	Live site and campaign kit
Soybean Literacy	Food language and perception research	Exploratory studies
Cowboy Soy / Soybeans	Dry-roasted edamame concept	Naming and product work
Cowboy Tofu	Tofu character and refrigerated-food concept	Future development
Jacked Soybean / Unruly Bean SoybeanProtein.com	Additional consumer brands and category education	Deferred development

Current priority: finish the campaign and partner infrastructure before expanding the portfolio.

Ways to participate

Bring the soybean story into consumer-facing culture.

Distribution

Use agreed campaign assets in member or public channels.

Farmer access

Connect the work to willing growers and verified local stories.

Research collaboration

Support methods review or appropriate participant recruitment.

Commissioning and support

Fund a defined execution or discuss sponsorship and licensing.

A proposed first collaboration

Start with one audience
in a state or region.

PROPOSED DELIVERABLES

A state or regional campaign execution
A supporting evidence page
Feed and story versions
A short learning report



Illustrative layout. No partner endorsement.

Scope, budget, timing and usage are agreed before commissioning.

Pilot measurement

Measures and targets agreed before launch

Delivery

Record completed assets, placements and partner distribution.

Engagement

Use platform reporting and site activity where suitable measurement is enabled.

Learning

Use defined study protocols. Report methods, exclusions and sample limits.

Keep first-impression research recruitment separate from campaign exposure.

USA TOFU REMAINS INDEPENDENT

**Each collaboration has
an agreed scope.**

CREATIVE VOICE

USA TOFU retains its independent identity.

COLLABORATION TERMS

Define the deliverables, budget, usage and approval process for the specific project.

ATTRIBUTION

Use partner names and logos only through agreement.

MAKE THE CONNECTION VISIBLE.

A conversation about a defined
first collaboration.

nick@americansoybeanco.com

TofulsSoybeans.com/partners/