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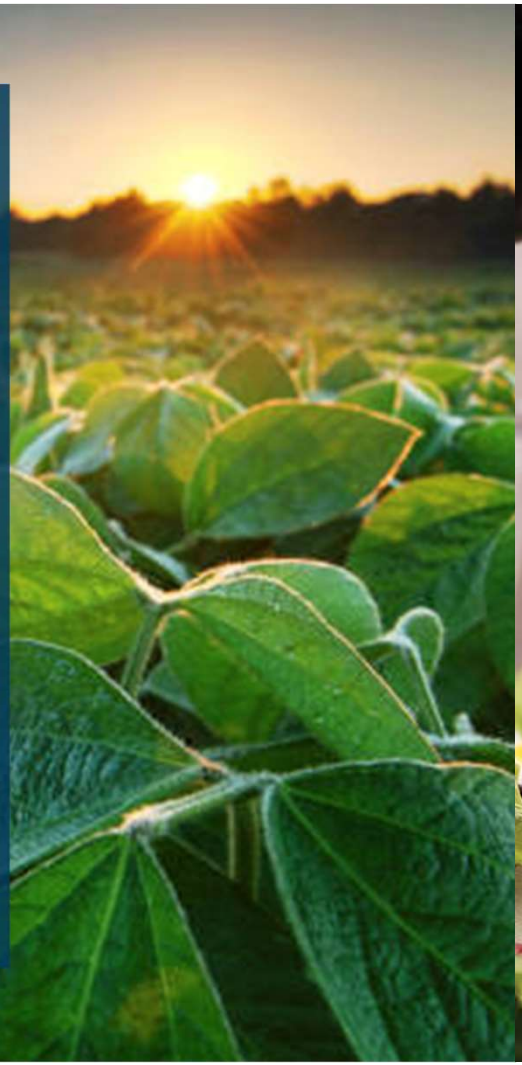
Exploring Seed Oil and Non-Seed Oil Solutions for Tortillas and Tortilla Chips

2026



What Are Seed Oils?

- Generally high in unsaturated fatty acids
- Usually liquid at room temperature
- Often contain significant levels of polyunsaturated fatty acids (PUFA)
- Good source of essential fatty acids
- Require refining for commercial food use
- Established processes such as interesterification deliver functionality
- Oxidative stability varies significantly depending on fatty acid profile

Soybean oil

Canola (rapeseed) oil

Sunflower oil

Safflower oil

Cottonseed oil

Corn oil

Seed oils are extracted from the seed of a plant

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What Are Non-Seed Oils?

- Can range from highly saturated to highly monounsaturated
- May have greater oxidative stability depending on composition
- Some are naturally semi-solid (palm) or solid (coconut)
- Require refining for commercial food use
- Some marketed as less processed or more natural

Palm oil (mesocarp)
Palm kernel oil
Olive oil
Avocado oil
Coconut oil

Non-seed oils typically come from fruits, nuts, or fruit pulp rather than seeds.

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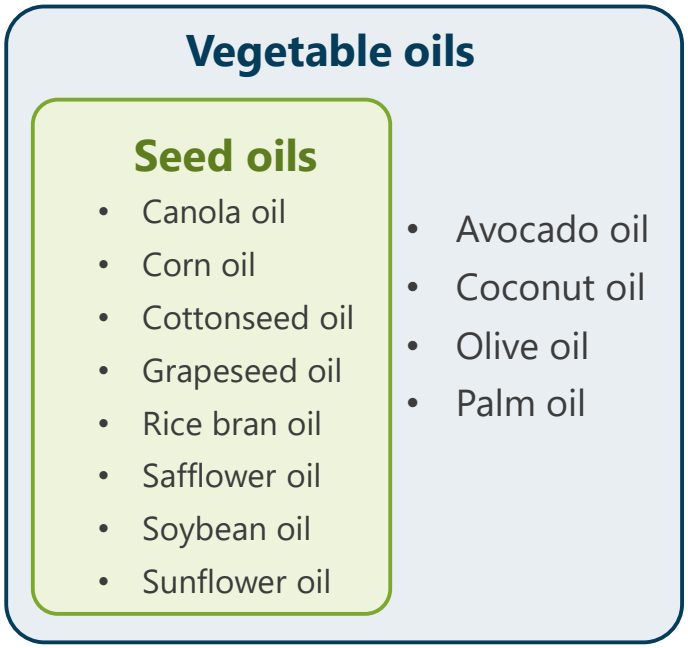
Two-thirds of voters believe that seed oils and vegetable oils are *different types of oils*

Based on what you have seen, read, or heard, which of the following best describes your understanding of seed oils and vegetable oils?

	2025	2026
They are the same types of oils	9%	9%
They are different types of oils	63%	66%
Do not know enough about these products to form an opinion	29%	24%

Seed oils are a subset of vegetable oils



All seed oils are vegetable oils…
but not all vegetable oils are seed oils.

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The Science Supports Seed Oils Health Benefits and Safety

A September 2024 systematic review of scientific studies publication on the **health benefits of plant oils** in the British Journal of Medicine finds that consumption of unsaturated fatty acids rich in vegetable oils in place of saturated fatty acids **reduces the risk** of cardiovascular disease, coronary artery disease, and developing Type 2 diabetes.

Source: British Journal on Nutrition 2024, 132(8):1039-1050

Due to their longstanding use in the U.S. food supply, vegetable oils are considered **Generally Recognized as Safe** for use in food by the U.S. Food and Drug Administration.

Facts

Seed oils, rich in unsaturated fatty acids, are an essential part of a **healthy diet**

Matching overall caloric intake to energy **expenditure** is the best approach to prevent obesity

Oil **processing removes compounds & contaminants** to create safe, shelf-stable oils

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Soybean Oil in Tortillas & Tortilla Chips

Cost-effective domestic supply and neutral flavor, balanced against oxidation, allergen, and consumer-perception considerations

PROS

- **Broad availability and value**
  Established domestic supply supports cost-effective, high-volume production.
- **Neutral flavor profile**
  Refined soybean oil allows tortilla seasoning and grain flavor to lead.
- **Flexible format options**
  Liquid, high-oleic, and interesterified systems can serve dough and frying needs.
- **Lower saturated fat profile**
  Liquid soybean oil can support nutrition targets versus more saturated fats.

CONS / WATCH-OUTS

- **Oxidative stability varies**
  Commodity soybean oil may need antioxidants or a high-oleic option for frying.
- **More frequent oil turnover**
  Commercial fryers may require more frequent filtration, oil replacement and FFA monitoring
- **Seed-oil perception risk**
  Some consumers and customers may question seed oils despite broad market use.
- **Liquid oil dough trade-offs**
  Too much liquid oil can increase stickiness, translucency, and handling sensitivity.

BOTTOM LINE A practical and versatile choice, especially when oil grade is matched to the process: liquid soy for lubrication, high-oleic soy for stability, or structured soy for tortilla texture.

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Palm Oil in Tortillas & Tortilla Chips

Strong structure and frying stability, balanced against saturated fat, sourcing, and handling considerations

PROS

- **Strong tortilla functionality**
  Plastic fat options support dough handling, machinability, and layer formation.
- **Good oxidative stability**
  Palm olein and palm fractions can provide dependable performance in chip frying.
- **Versatile fraction options**
  Olein, stearin, and tailored blends allow texture and melt profile adjustment.
- **Neutral flavor when refined**
  Well-refined grades minimize flavor impact in tortillas and tortilla chips.

CONS / WATCH-OUTS

- **Higher saturated fat**
  Nutrition targets and finished-product labeling may limit use levels.
- **Sustainability scrutiny**
  Responsible sourcing and certification expectations may affect supplier selection.
- **Temperature-sensitive handling**
  Some grades can crystallize or lose flowability in cool storage and transfer.
- **Texture must be matched**
  Excess solid fat can contribute to a firmer bite or waxy eating quality.

BOTTOM LINE Highly functional across dough and frying applications, but the palm fraction, solid-fat profile, storage system, and sourcing standard must match the product goal.

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Avocado Oil in Tortillas & Tortilla Chips

Strong premium positioning and high-oleic functionality, balanced against cost and supply-chain risk

PROS

- **Premium label appeal**
  Supports avocado-oil and non-seed-oil positioning.
- **Good tortilla eating quality**
  Liquid-oil lubrication supports softness and flexibility.
- **Strong chip frying performance**
  High oleic content provides heat and oxidative stability.
- **Neutral option available**
  Refined oil minimizes grassy or avocado flavor.

CONS / WATCH-OUTS

- **Higher cost**
  Meaningful premium versus common seed oils and high-oleic alternatives.
- **Purity and adulteration risk**
  Supplier claims may not match the actual oil composition.
- **Supply and price variability**
  Crop, origin, and sourcing conditions can affect availability.
- **Performance variability**
  Virgin vs. refined grade can change flavor, quality, and fry behavior.

BOTTOM LINE Functionally suitable for both applications, but premium claims should be supported by qualified suppliers, lot-level traceability, and authenticity testing.

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Key Factors for Fat & Oil Selection

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Cost, Budget & Consumer Expectations

Evaluate total cost in use	Compare more than price per pound. Include dosage, yield, scrap, usable fry life, oil pickup and operating losses.
Protect tortilla performance	Balance shortening cost with dough machinability, opacity, softness, rollability and shelf-life targets.
Optimize tortilla-chip economics	Balance frying-oil cost with turnover rate, oxidative stability, filtration, flavor consistency and finished-chip oil content.
Align nutrition and label goals	Consider saturated fat, ingredient-list expectations, allergen controls, oil identity, sustainability and customer-specific requirements.

TORTILLAS: COST + MACHINABILITY + SHELF LIFE

CHIPS: OIL LIFE + PICKUP + FINISHED QUALITY

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Processing & Handling Requirements

FORMING + BAKING

Tortillas | Dough fat / shortening

Plasticity & SFC
- Smooth, homogeneous fat should incorporate without lumps or oiling out.

Dough handling
- Control stickiness, gluten development, sheeting/pressing behavior and translucency.

Finished quality
- Support opacity, flexibility, mouthfeel, rollability and resistance to staling.

Temperature tolerance
- Maintain performance through storage, tempering and plant temperature variation.

FRYING + SEASONING

Tortilla Chips | Frying oil

Fry stability
- Select for the expected temperature, fryer turnover, hours of operation and oil-management practices.

Process behavior
- Monitor foaming, smoking, polymer buildup, filtration performance and color development.

Finished quality
- Target clean flavor, crisp texture, uniform color and controlled oil pickup.

Handling & storage
- Protect bulk oil from heat, air, moisture, light and trace contamination before use.

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Regulatory, Marketing & Supply Considerations

Define the product promise	Traditional, premium, clean-label, nutrition-led, value or sustainability-focused.
Translate it into requirements	Ingredient declaration, nutrition targets, oil identity, allergen controls, certifications and customer restrictions.
Confirm operational fit	Tortilla dough functionality or chip-fryer performance must be demonstrated at plant conditions.
Secure a resilient supply	Evaluate availability, historical price stability, lead time, consistency, storage, alternate sourcing and responsible-sourcing expectations.

TORTILLAS: FORMULA + DOUGH + SHELF LIFE

CHIPS: FRYER + OIL QUALITY + FINISHED CHIP

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Decision Matrix & Recommendation Framework

Primary decision driver	Tortillas | likely direction	Tortilla chips | likely direction
Processing consistency	Plastic shortening with suitable SFC and strong incorporation	Stable, neutral frying oil matched to fryer turnover
Lower saturated fat	Softer blend or liquid-oil system with formula/process adjustments	High-oleic liquid oil, subject to flavor and cost targets
Traditional flavor	Lard, tallow, butter system or flavor-compatible vegetable shortening	Oil that supports the intended corn and seasoning profile
Clean label / no hydrogenation	Naturally solid fat or non-hydrogenated structured blend	Non-hydrogenated frying oil with adequate oxidative stability
Cost control	Optimize cost in use while protecting machinability and shelf life	Optimize oil life, pickup, filtration losses and finished-chip quality
Supply / sustainability	Qualify alternates and certification requirements	Plan approved alternates without changing fry performance or flavor

Recommendation rule: select by application first, then optimize nutrition, label, cost and sourcing within the required performance window.

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Conclusion & Best Practices

Start with the application	Tortilla shortening and tortilla-chip frying oil solve different technical problems. Do not use one selection checklist for both.
Trial under realistic conditions	For tortillas, measure mixing, dough handling, opacity, flexibility and shelf life. For chips, track oil quality, pickup, color, flavor and crispness.
Manage the full system	Formula, process, temperature, storage, fryer operation, filtration and seasoning can amplify or mask oil performance.
Balance and optimize	Use blends or alternate oil systems only after defining the non-negotiable performance window and label requirements.
Document an approved range	Establish specifications, handling guidance, sensory limits and qualified alternates to protect consistency and supply continuity.

Best choice = verified application performance + acceptable label and nutrition + sustainable cost in use

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NOPA National Survey on Seed Oils

Conducted by **Public Opinion Strategies**; July 2025 and May 2026
Results published in June 2026
Funded by National Oilseed Processers Association (NOPA),
of which Bunge is a member

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Seed oil and vegetable oils perceptions have improved YOY

Please indicate if you have a favorable or unfavorable opinion of the various products listed below.

Seed Oils

FAVORABLE
34% → **36%**
2025 → 2026
▲ +2 pts

UNFAVORABLE
24% → **20%**
2025 → 2026
▼ -4 pts

Vegetable Oils

FAVORABLE
43% → **46%**
2025 → 2026
▲ +3 pts

UNFAVORABLE
22% → **16%**
2025 → 2026
▼ -6 pts

Food Dyes

FAVORABLE
7% → **5%**
2025 → 2026
▼ -2 pts

UNFAVORABLE
68% → **71%**
2025 → 2026
▲ +3 pts

Ultra Processed Foods

FAVORABLE
6% → **6%**
2025 → 2026
▲ -

UNFAVORABLE
79% → **74%**
2025 → 2026
▼ -5 pts

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Data from market research on 1000 US voters, conducted by **Public Opinion Strategies** and funded through NOPA; July 2025 and May 2026

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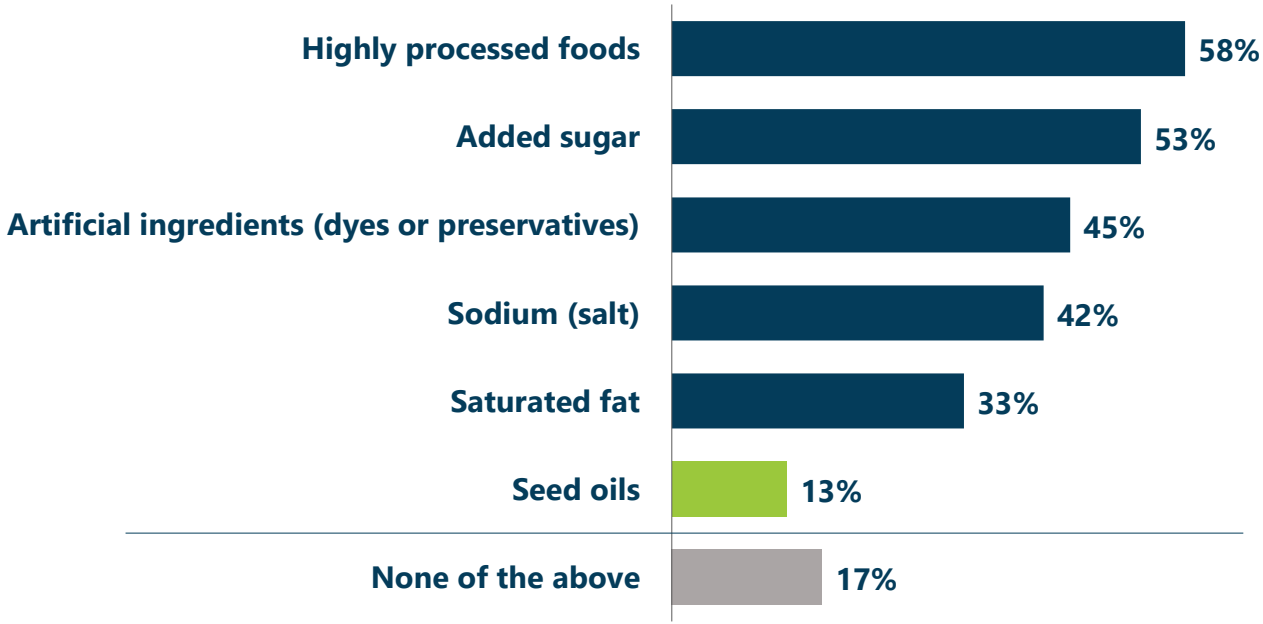
Seed oils rank near the bottom of ingredients voters are actively trying to limit

Which of the following are you actively trying to limit in your diet?



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Data from market research on 1000 US voters, conducted by **Public Opinion Strategies** and funded through NOPA; July 2025 and May 2026

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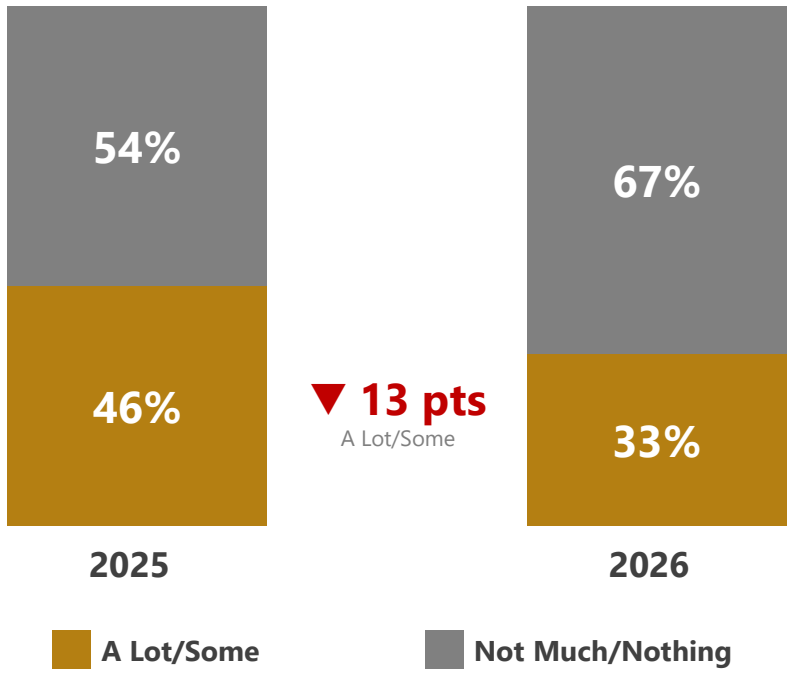
Attention to products including seed oils while shopping has declined YOY

When deciding what food to buy, how much attention do you typically pay to whether a product contains seed oils?



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Data from market research on 1000 US voters, conducted by **Public Opinion Strategies** and funded through NOPA; July 2025 and May 2026

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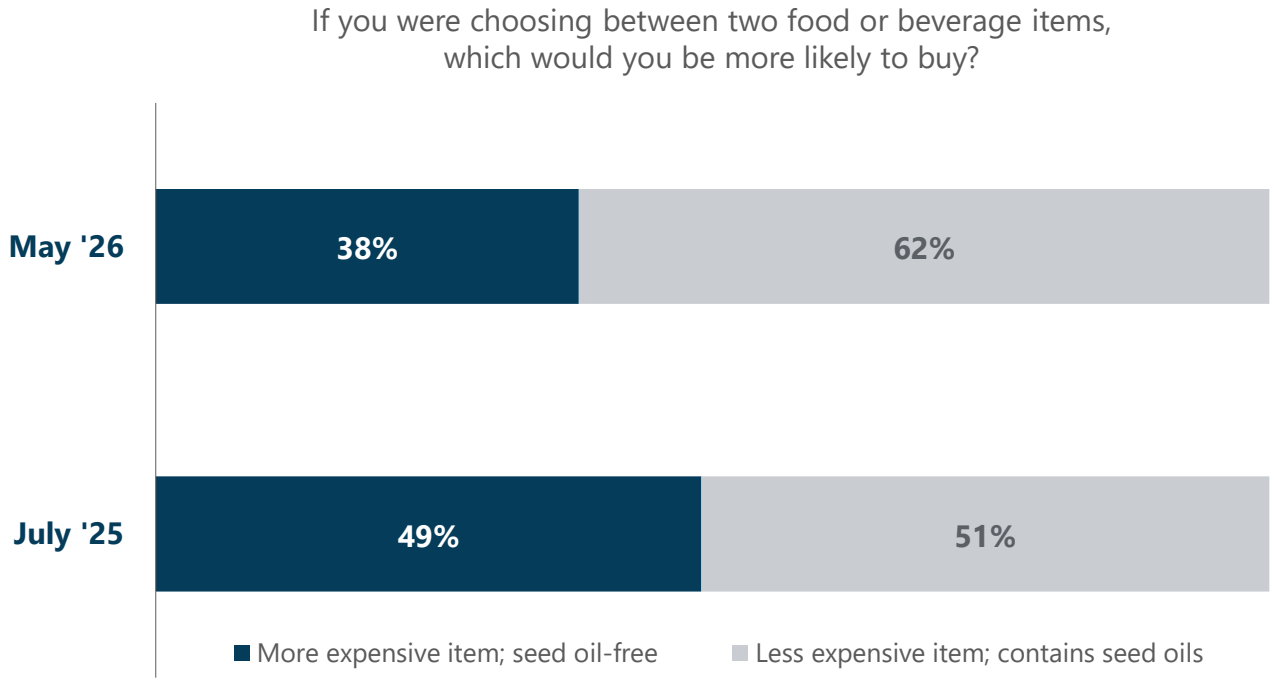
Voters now choose the cheaper item with seed oils over the more expensive seed oil-free option, a swing from the near even split in 2025



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Seed Oil Perception

Proprietary research commissioned by Bunge with Datassential

Fielded April 2025

US Respondents who visit Foodservice establishments

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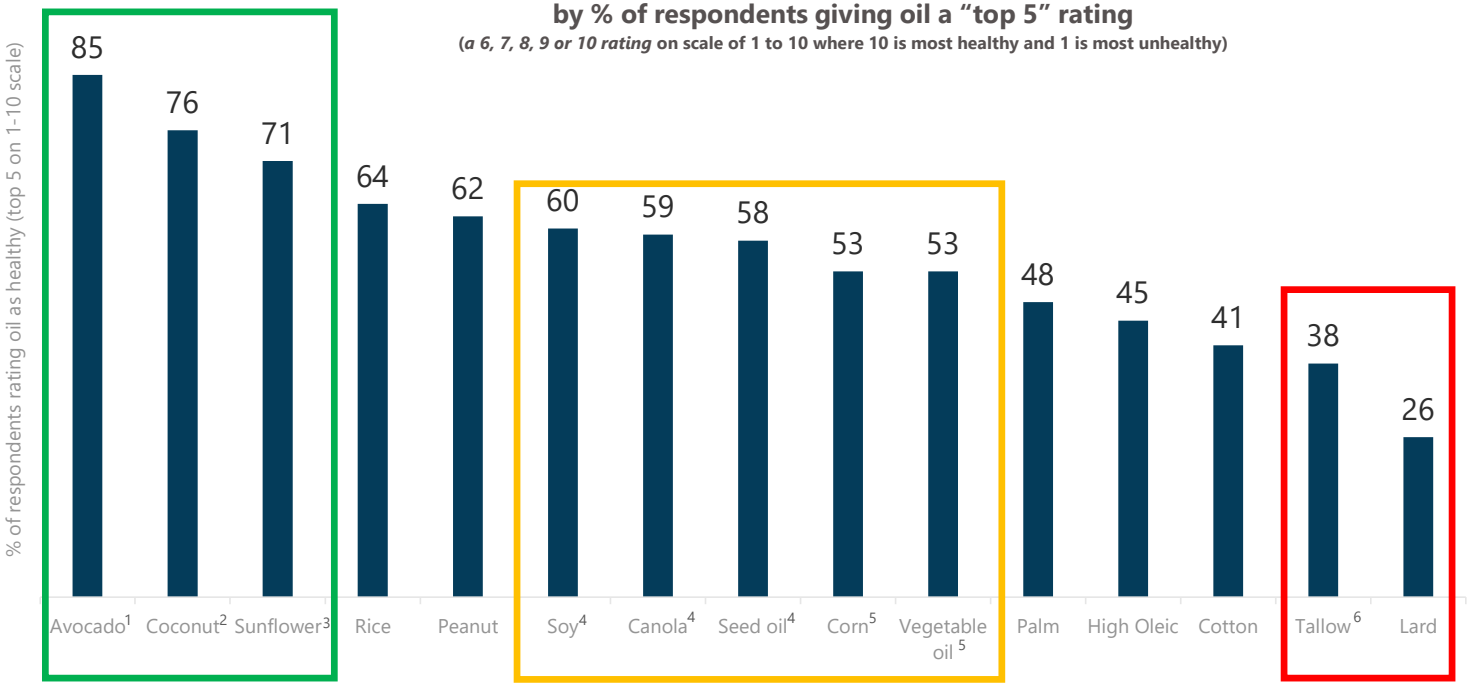
Avocado, coconut and sunflower are perceived as the *most healthy oils*

OILS PERCEIVED AS MOST HEALTHY
by % of respondents giving oil a "top 5" rating
***(a 6, 7, 8, 9 or 10 rating* on scale of 1 to 10 where 10 is most healthy and 1 is most unhealthy)**



Statistically significant ($p<0.05$ as rated ***more healthy*** compared to:
[1]all other oils;
[2]all other oils aside from avocado oil;
[3]all other oils aside from coconut and avocado oil;
[4]corn, tallow, lard, palm, cotton, high oleic blend; vegetable oil
[5]tallow, lard, palm, cotton and high oleic blend;
[6]lard

TAKEAWAY:

Traditional seed oils are perceived more favorably than animal fats, despite recent negative media around seed oils.

B3: Please rate the following fry oils on how healthy you believe they are. Removed "I don't know" answers (after removing "I don't know" answers, n= varies from 998 to 1,396 depending on type of oil)
NOTE: cotton had the highest % of "I don't know" responses; removing the "I don't know" responses potentially skews the perceived healthiness of cottonseed oil in the above chart

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Thank You

Appendix

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Tortilla Shortenings

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Tortilla Shortenings

Oil Source	Tier Level	Product	Texture	Description	Ingredient Statement	Material # / Pack Format
Soy	●●●	**Bunge Vream Classic Tortilla Shortening 337**	Medium	• Emulsifiers are specifically added for tortilla production lines and to prevent sticking together after packaging • Excellent workability across wider temperature ranges	Soybean Oil, Hydrogenated Soybean Oil, Mono and Diglycerides ----------**OR**---------- Interesterified Soybean Oil, Mono and Diglycerides	5026077- 50lb. Cube
Palm	●●○	**Bunge NH 333 Tortilla Shortening**	Medium	• Emulsifiers are specifically added for tortilla production lines and to prevent sticking together after packaging	Palm Oil, Mono and Diglycerides	5015048- 50lb. Cube

Palm Soy

●●● Best combination of working temperature range, machinability and resistance to sticking

●●○ Great combination of working temperature range, machinability and resistance to sticking

●○○ Good combination of working temperature range, machinability and resistance to sticking

Product availability subject to change. Contact your Bunge sales representative for more information.

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Vream® Classic Tortilla Shortening 337

A medium textured shortening with a great working temperature range, machinability and resistance to sticking.

Product Description

Mono & Diglycerides are added for improving machinability for tortilla production lines and preventing sticking in packaging.

Features & Benefits

Functionality

- Delivers excellent rollability and minimizes tears
- Helps prevent sticking in production and the package
- Wider working temperature range provides excellent workability and production flexibility

Sensory

- Produces tortillas with a tender and soft texture

Labeling

- All Soy
- Allergen-free
- Kosher

Applications

Tortillas

Product	Pack Format	Ingredient Statement
Vream® Classic Tortilla Shortening 337	5026077 - 50 lb. Cube	Soybean Oil, Hydrogenated Soybean Oil, Mono and Diglycerides -OR- Interesterified Soybean Oil, Mono and Diglycerides

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NH 333 Tortilla Shortening

A medium textured shortening with a great combination of working temperature range, machinability and resistance to sticking.

Product Description

Mono & Diglycerides are added for improving machinability for tortilla production lines and preventing sticking in packaging.

Features & Benefits

Functionality

- Delivers great rollability and minimizes tears
- Helps prevent sticking in production and the package
- Wider working temperature range provides high workability and production flexibility

Sensory

- Produces tortillas with a tender and soft texture

Labeling

- Sustainably sourced palm oil
- Soy free
- Allergen-free
- Kosher

Applications

Tortillas

Product	Pack Format	Ingredient Statement
Bunge® NH 333 Tortilla Shortening	5015047 - 50 lb. Cube	Palm Oil, Mono and Diglycerides

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Frying Oils

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High Oleic Frying Oils

Also known as High stability oils

Oil Source	Tier Level	Product	Applications	Ingredient Statement	Clean Label	Oxidative Stability & Shelf-Life Extension	Fry-Life Extension	Material # / Pack Format
Canola	●●●	**Bunge High Oleic Canola Oil And Canola Oil Blend With Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Canola Oil, Dimethylpolysiloxane		✓	✓	5001799[1]: 35lb jib 5007324[2]: 2000lb tote 5005091: Bulk 1. Nutra-Clear NT Ultra 2. Nutra-Clear NT
Canola	●●●	**Bunge High Oleic Canola Oil With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Canola Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓✓	✓	5008104: Bulk
Canola	●●●	Bunge High Oleic Canola Oil With Antioxidant and Antifoam	Salad Oil, Spray Oil, Deep Frying Applications, Sauteing, Pan Frying	High Oleic Canola Oil, Propyl Gallate, Dimethylpolysiloxane		✓✓	✓	5012284: Bulk
Soy	●●●	**Bunge High Oleic Soybean Oil With Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Soybean Oil, Dimethylpolysiloxane		✓	✓	5014466: 35lb jib 1. Pour'N Fry Ultra - High Oleic Soybean Oil
Soy	●●●	**Bunge High Oleic Soybean Oil With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Soybean Oil, TBHQ. Citric Acid, Dimethylpolysiloxane		✓✓	✓	5023558: Bulk

Soy · Canola · Palm · Corn · Cottonseed · Sunflower

●●● Best combination of oxidative stability and clean label

●●○ Better combination of oxidative stability and clean label

●○○ Good oxidative stability

✓ Natural oxidative stability

✓ Additive for shelf-life extension

✓✓ Both Natural oxidative stability & Additive for shelf-life extension

Additional pack sizes and formulations *may* be available. Product availability subject to change. Contact your Bunge representative to discuss solutions to meet your needs.

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Standard Vegetable Frying Oils

Oil Source	Tier Level	Product	Applications	Ingredient Statement	Clean Label	Oxidative Stability & Shelf-Life Extension	Fry-Life Extension	Material # / Pack Format
Palm	●●○	**Bunge Palm Olein With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	Palm Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓	✓	5028515[1]: Bulk 1. Sanstrans 25 T DMS
Palm	●●○	**Bunge Palm Olein With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	Palm Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓	✓	5028552[1]: Bulk 1. Durkex NT 100 T20 DMS
Canola	●○○	**Bunge Canola Oil With Antioxidant and Antifoam**	Griddle or Grill Dressing, Shallow Frying, Sauces, Soups, Gravies, Deep Frying, Frying, Light Frying, Baking, Salad Oils	Canola Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		5001244[1]: 35lb jib 5007846: Bulk 1. Bunge Canola Clear Fry Oil

Soy · Canola · Palm · Corn · Cottonseed · Sunflower

●●● Best combination of oxidative stability and clean label
●●○ Better combination of oxidative stability and clean label
●○○ Good oxidative stability

✓ Natural oxidative stability
✓ Additive for shelf-life extension
✓✓ Both Natural oxidative stability & Additive for shelf-life extension

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Standard Vegetable Frying Oils

Oil Source	Tier Level	Product Name	Applications	Ingredient Statement	Clean Label	Oxidative Stability & Shelf-Life Extension	Fry-Life Extension	Material # / Pack Format
Soy	●○○	**Bunge Soybean Oil With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	Soybean Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		5026225: Bulk
Soy	●○○	**Bunge Soybean Oil With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	Soybean Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		5005362: Bulk
Soy	●○○	Bunge Soybean Oil with Antioxidant and Antifoam	Deep Frying, Sauteing, Pan Frying	Soybean Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		5001379[1]: 35lb jib 5001552[1]: 420lb drum 5005056: Bulk 1. Bunge Clear Frying Oil
Soy	●○○	**Bunge Soybean Oil With Antifoam**	Deep Frying, Sauteing, Pan Frying	Soybean Oil, Dimethylpolysiloxane		✓		5005481: Bulk

Soy · Canola · Palm · Corn · Cottonseed · Sunflower

●●● Best combination of oxidative stability and clean label

●●○ Better combination of oxidative stability and clean label

●○○ Good oxidative stability

✓ Natural oxidative stability

✓ Additive for shelf-life extension

✓✓ Both Natural oxidative stability & Additive for shelf-life extension

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High Oleic/Standard Frying Oil Blends

Oil Source	Tier Level	Product Name	Applications	Ingredient Statement	Clean Label	Oxidative Stability & Shelf-Life Extension	Fry-Life Extension	Material # / Pack Format
Canola	●●○	**Bunge High Oleic Canola Oil And Canola Oil Blend With Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Canola Oil, Canola Oil and Dimethylpolysiloxane		✓	✓	5035094[1]: 35lb jib 1. Proformance Liquid Canola Frying Blend
Canola, Soy	●●○	**Bunge High Oleic Canola Oil and Soybean Oil Blend With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Canola Oil, Soybean Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓✓	✓	5011406[1]: 35lb jib 1. Proformance High Oleic Canola and Soybean Oil Blend
Soy	●●○	**Bunge High Oleic Soybean Oil And Soybean Oil Blend With Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Soybean Oil, Soybean Oil, Dimethylpolysiloxane		✓	✓	5016302[1]: 35lb jib 1. Bunge Proformance NT Soy Blend Deep Frying Oil
Soy	●●○	**Bunge High Oleic Soybean Oil and Soybean Oil Blend With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	High Oleic Soybean Oil, Soybean Oil, TBHQ, Dimethylpolysiloxane		✓✓	✓	5025533: Bulk 5030303[1]: 2000lb tote 1. Bunge High Oleic Soy and Soy Blend Deep Frying Oil

Soy · Canola · Palm · Corn · Cottonseed · Sunflower

●●● Best combination of oxidative stability and clean label
●●○ Better combination of oxidative stability and clean label
●○○ Good oxidative stability

✓ Natural oxidative stability
✓ Additive for shelf-life extension
✓✓ Both Natural oxidative stability & Additive for shelf-life extension

Additional pack sizes and formulations *may* be available. Product availability subject to change. Contact your Bunge representative to discuss solutions to meet your needs.

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Creamy Frying Oils

Oil Source	Tier Level	Product	Applications	Ingredient Statement	Clean Label	Oxidative Stability & Shelf-Life Extension	Fry-Life Extension	Material # / Pack Format
Soy	●○○	**Bunge Soybean Oil Shortening With Antioxidant and Antifoam**	Deep Frying, Sauteing, Pan Frying	Soybean Oil, Hydrogenated Soybean Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		50098691[1]: 35lb jib 5005494: Bulk 1. Bunge Creamy Liquid Frying Oil Trans Fat Free
Soy	●○○	**Bunge Soybean Oil Shortening With Antifoam**	Deep Frying, Sauteing, Pan Frying	Soybean Oil, Hydrogenated Soybean Oil, Dimethylpolysiloxane				5026526: Bulk
Canola	●○○	**Bunge Canola Creamy Liquid Frying Oil With Antioxidant and Antifoam, Trans Fat Free**	Deep Frying, Sauteing, Pan Frying	Canola Oil, Hydrogenated Canola Oil, TBHQ, Citric Acid, Dimethylpolysiloxane		✓		5001250: 35lb jib

Soy · Canola · Palm · Corn · Cottonseed · Sunflower

●●● Best combination of oxidative stability and clean label
●●○ Better combination of oxidative stability and clean label
●○○ Good oxidative stability

✓ Natural oxidative stability
✓ Additive for shelf-life extension
✓✓ Both Natural oxidative stability & Additive for shelf-life extension

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FS Patron (consumer) omnibus research

OBJECTIVES

- ✓ Understand consumer behavior around fried foods away from home
  - ✓ Assess if behavior has changed in last 6 months; if so, determine influencing sources
- ✓ Determine consumer health perceptions and preferences for different frying oils
- ✓ Gauge support for the Make America Healthy Again movement

METHOD

- ✓ Online survey of **1,505 consumers**
  - ✓ US General Population
  - ✓ Ages 18+
- ✓ **1,445 consumers** qualified respondents
  - ✓ Eat fried foods AFH at least a few times a month

DEMOGRAPHICS

GENDER	Male	50%
	Female	50%
GENERATION	Gen Z	17%
	Millennial	31%
	Gen X	28%
	Boomer+	25%
INCOME	<$25K	13%
	$25K - $49K	19%
	$50K - $74K	19%
	$75K - $99K	16%
	$100K - $149K	20%
	$150K +	14%
RACE	White	73%
	Black	13%
	Asian	5%
	Other	9%
HISPANIC	Yes	16%
REGION	West	22%
	Midwest	22%
	South	39%
	N. East	18%
MAHA support level	A lot / somewhat	44%
	Neutral	18%
	A little / not at all	16%
	Not familiar with MAHA	21%

BUNGE DATASSENTIAL

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POS Survey Methodology & Respondent Profile

Methodology

CONDUCTED BY
Public Opinion Strategies on behalf of NOPA

FIELD DATES
May 20–26, 2026

SAMPLE
n=1,000 registered voters

MARGIN OF ERROR
±3.5%

Demographic Profile

GENDER

Men	**48%**
Women	**52%**

ETHNICITY

White non-Hispanic	**72%**
Black	**12%**
Hispanic	**12%**

AGE

18–34	**25%**
35–44	**16%**
45–54	**13%**
55–64	**21%**
65+	**25%**

POLITICAL AFFILIATION

Republican	**42%**
Independent	**17%**
Democrat	**41%**

EDUCATION

High school or less	**28%**
Some college	**33%**
College graduate	**24%**
Post grad	**15%**

REGION

Northeast	**21%**
Midwest	**21%**
South	**35%**
West	**24%**

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