

# Herbalife Formula 1 non-GMO - ingredients and benefits

## The Skinny on Soy Protein:



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### What are the ingredients in Formula 1 Healthy Meal Nutritional Shake Mix Vanilla (made with non-GM ingredients) and how does this product benefit me?

Formula 1 Healthy Meal Nutritional Shake Mix Vanilla (made with non-GM ingredients) is a delicious healthy meal that provides an ideal balance of protein and nutrition to help satisfy your hunger and give you lasting energy. Each shake is packed with 21 vitamins and minerals, herbs and fiber and is an excellent source of antioxidants (Vitamin A as Beta Carotene; C and E). Clinical studies have shown that daily usage of meal replacement shakes is proven effective for managing weight, along with moderate exercise.

**Soy protein** is the #1 ingredient in the best-selling meal replacement shake in the world. A high-protein diet, with exercise and balanced nutrition, can support weight management. But where does the soy protein in your Herbalife® Formula 1 Nutritional Shake originate? The answer could very well be a proud farmer in America's Heartland.

[Learn more](#) about the farmers in Illinois and Iowa who grow soybeans.

## Farmer story:

### Brad Wade:

#### Hi-Tech Farming

Despite what Brad Wade calls "the romance" of farming - that cherished image of the farmer on his tractor, in the middle of a golden field - the future lies in robotics: self-guided, satellite-controlled machinery that helps the modern farmer grow as efficiently as possible. "We literally 'farm by the foot' now," says Brad. "There are 'eyes' on machinery to spot weeds and autonomous tractors in the field." Though it sounds like something out of a sci-fi novel, Brad insists that these changes are necessary. Of course, farmers still monitor and inspect crops daily, but technology has improved productivity.

## **Chad Mostaert:**

### Precision Farming

“In 20 years, we are going to have another couple billion people to feed and consumption of soy will double,” Brad estimates. “We are going to have to get the most out of every acre.”

“I remember riding around in the tractor on my mom’s farm when I was five years old,” says Chad Mostaert, whose family has been farming the same ground in Iowa for three generations. Over the years, Chad has witnessed a technological revolution with the emergence of what is known as “precision farming”: the use of global positioning devices (GPS) to track every soybean, from planting through harvest and delivery. “We can tell which varieties of seed do better under what conditions,” says Chad, “improving quality and minimizing waste along the way.” New technology notwithstanding, Chad still enjoys getting out on the farm every morning, riding around on his tractor and surveying the crops.

“Since there are fewer family farmers these days we have to do our best to provide abundant and safe crops while taking good care of our land,” says Chad.

## **Brian Schaumburg:**

### Farming for the Greater Good

Back in the '70s, Brian Schaumburg thought he would major in English or journalism, until he took an agriculture class. He joined his family’s corn and soybean farm when he learned that the soybean, a “perfect protein,” could be the “miracle crop” that would stave off world starvation. That same sense of farming for the greater good has stayed with him all these years later. He would like to see more young people get passionate about farming. “It’s not for the faint of heart, but you can make a difference in the world,” Brian insists.

“We take tremendous pride in our work,” he says. “We follow stringent protocols and don’t cut corners because this matters. People depend on us. Our first priority is to feed the world.”