



SNI Fall Meeting at a Glance

September 8-9, 2016 • Washington, D.C.

The New GMO Labeling Law

Craig Morris, a deputy administrator for USDA's Agricultural Marketing Service, discussed the new GMO labeling law and its implementation over the next two years. Many details still need to be worked out before implementation, including the definition of a bioengineered food. The new law will preempt stronger state laws, but states will be allowed to have their own enforcement of state laws that mirror the federal law. A study to identify technical issues with the law is scheduled to be completed by July 2017.

SNI Outreach Program

SNI members discussed the shift in SNI's focus from research to communications. The group reviewed several new and updated communications tools, and Executive Director Mark Messina discussed a new blog he had been writing on behalf of the SNI. New target audiences and tactics were discussed for future communications.

FDA Labeling Issues

Sarah Roller, partner and chair of food and drug law at Kelley Drye & Warren LLP, discussed the new nutrition labeling regulations for soy fiber and protein. Roller said that an important issue is how dietary fiber is defined. Added fiber will have to be determined by the FDA to have a beneficial physiological effect, and soy fiber requires verification records in order to meet that standard. The new labels have no change in how protein quality is measured.

Economic Assessment of High Oleic Soybean Oil

Peter Jones of the University of Manitoba discussed his study to determine the economic impact of a MUFA-rich diet. Phase one was to conduct a literature review. Phase two of the project was estimating the impact of substituting high oleic soybean oil for partially hydrogenated soybean oil. Phase three was to measure the economic impact of those health benefits. His model estimated a range of outcomes, but he said that a reasonable expectation is that the United States would save \$10 billion in cardiovascular-related healthcare costs and \$2.5 billion in diabetes healthcare costs by switching to a 17% MUFA diet.

Soy Connection Newsletter

The *Soy Connection* newsletter will be co-branded with the USB and the SNI in 2017, and newsletter editor Steve Veile asked for topic ideas that he could present at the upcoming *Soy Connection* editorial board meeting. Suggestions included thyroid function and sarcopenia. Others mentioned the results of the David Baer study on high-oleic soybeans. Other popular suggestions were an interview with key scientists to dispel the myth that polyunsaturated fat is pro-inflammatory and a hot flash article to emphasize that isoflavones have been shown to definitively be efficacious.

In Attendance

Members:

- **Ratna Mukherjea**, DuPont, president
- **Dan Farney**, USB, vice president
- **Scott Singlestad**, USB, secretary/treasurer
- **Nancy Chapman**, SANA
- **Linda Funk**, The Soyfoods Council
- **Belinda Jenks**, Pharmavite, LLC
- **Joel Thorsrud**, USB
- **Jim Willers**, USB
- **Chris Zora**, ADM

Scientific Advisors:

- **John Erdman**, University of Illinois at Urbana
- **Peter Jones**, University of Manitoba
- **Mindy Kurzer**, University of Minnesota

Staff:

- **Mark Messina**, Executive Director
- **Mike Greenwood**, USB/SmithBucklin
- **Kandi Bradford**, USB/SmithBucklin
- **Steve Veile**, facilitator, Communiqué, Inc.
- **Chris Salisbury**, attorney, McLeod, Watkinson & Miller
- **Adam Veile**, acting secretary, Communiqué, Inc.

Guests and Speakers:

- **Marypat Corbett**, USSEC
- **Jessica Kiel**, Medifast
- **Jim Brow**, USDA
- **Craig Morris**, USDA
- **Sarah Roller**, Kelley, Drye & Warren