



## SNI MEETING AT A GLANCE

August 23-24, 2018 • Minneapolis, Minn.

### Defending Soy's Reputation

With misconceptions circulating in the media, Minnesota Soy commissioned a study to learn more about myths and attacks on soy and assess their potential impact. The study included input from farmers, processors, ingredient companies, food manufactures (R&D and marketing), food service (R&D and marketing), retailers, restaurants, and consumers. David Miller, Clutch, presented key results.

Charlie Arnot, Center for Food Integrity (CFI), shared information about a new USB project related to soy and allergenicity set to begin October 1. CFI will deploy several tactics including online issue and opportunity monitoring, proactive engagement and response, Best Food Facts content, and influencer leveraging to amplify soy's advantages.

### Soy Allergenicity Project

Messina outlined a new SNI project, funded by USB, that will review the prevalence of soy allergy and question the validity of soy being on the "Big Eight" list of allergens (other countries approach it differently). Milk allergy is 40 times more common than soy allergy. A variety of studies show how much lower the prevalence of soy is compared to other common food allergens.



The first prevalence data that included soy (.2% for children and no data for adults) was published in 2005. Messina will be developing a white paper on soy allergenicity.

### Recap of Nutrition 2018

SNI had a booth at American Society of Nutrition's 2018 conference last June in Boston. Those who staffed the booth discussed the good interaction with and quality of visitors at the booth, and the quality of work that was shown. In addition to conversing at the booth, SNI will think about how to further reinforce its message and how participation in ASN's conference fits into the overall strategic mission of the SNI. Ideas included providing follow-up information and tools, reaching out to students who attend, encouraging more research, and offering a session about a timely, pertinent soy topic.

## IN ATTENDANCE

### Members:

- **Michelle Braun**, DuPont, president
- **Jessica Kiel**, Medifast, vice president
- **Kevin Wilson**, USB, secretary
- **Gary Berg**, USB
- **Ralph Lott**, USB
- **Linda Funk**, The Soyfoods Council
- **Sam Sun**, ADM
- **Harold Stanislawski**, AURI
- **Craig Gundersen**, University of Illinois
- **Joe Boutelle**, Soylent
- **Lawrence Johnson**, SunRhize Foods

### 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
- **Andreas Altemueller**, USB/SmithBucklin
- **Steve Veile**, facilitator, Communiqué, Inc.
- **Chris Salisbury**, attorney, McLeod, Watkinson & Miller
- **Sarah Alsager**, acting secretary, Communiqué, Inc.

### Guests and Speakers:

- **Rochelle Krusemark**, USB
- **Jim Willers**, USB
- **Carrie Lendon**, Cargill
- **Patricia Williamson**, Cargill
- **Lolly Occhino**, AURI
- **Jimmy Gosse**, AURI
- **Mike Youngerberg**, Minnesota Soy
- **David Miller**, Clutch
- **Charlie Arnot**, Center for Food Integrity
- **Johanna Lampe**, Fred Hutchinson Cancer Research Center



SNI meeting attendees had the unique opportunity to travel to the nearby Canadian Consulate for a reception, and heard from Suzanne Cormie, Senior Trade Commissioner (center, blue jacket), among others.

### Meta-Analysis Updates: Soy-Testosterone and Soy-Hot Flashes

The SNI discussed completing meta-analyses of recent studies related to testosterone and hot flashes. SNI will fund a new meta-analysis related to soy and testosterone. A meta-analysis related to hot flashes will be considered at a later date.

### Getting to Know You

A new meeting feature, “Getting to Know You,” allowed SNI members and guests to share information about their organizations with the group. At the August meeting, attendees heard about the Agricultural Utilization Research Institute (AURI), Soylent, SunRhize, and Cargill.

### Research Updates

Messina gave an overview of recent soy-related research. A new paper showed that a mixture of proteins

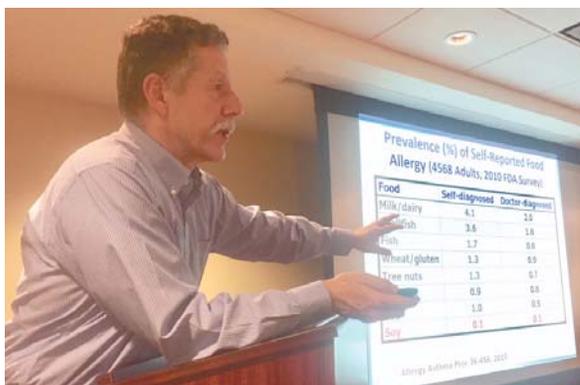
(soy/whey/casein) may be more beneficial than single source of protein (whey) alone. A second study, done in 2016 by DuPont, showed an increase in lean mass while using the soy/whey/casein blend.

Messina also presented information about preliminary clinical data that suggests soy and isoflavones improve skin health. Topical use has been undisputed as beneficial to skin; new research shows that consuming may have the same impact on wrinkle reduction and skin health.

### Education and Outreach Updates

Messina continues to churn out timely, informative blog posts for use on the web site and social media. He has also spoken to the Texas and Montana Academies of Nutrition and Dietetics.

SNI’s first webinar took place on Aug. 16 and provided an overview of the soy protein health claim, including research supporting the claim and the rationale behind the FDA’s decision to re-evaluate it. At the “by invitation only” event, Mark Messina and David Jenkins provided expert presentations to the 68 attendees, which resulted in attendees showing a positive



shift in opinions and knowledge post-webinar.

Influencer outreach to registered dietitians, food and nutrition bloggers, researchers and scientists, and ag media and bloggers gives SNI the opportunity to advance and expand its reach through trusted sources. Social media provides a platform to share SNI’s valuable and timely content to our target audience. An outreach and education working group will be convened to finalize the FY19 outreach and education strategic plan.

### Governmental Issues Updates

Soyfoods Association of North America (SANA) and SNI continue to monitor the FDA’s review of the soy protein heart health claim. SANA and SNI are requesting a meeting with FDA to discuss its plans.

To address how soy fits into clean label initiatives, SNI wrote a paper that has yet to be published. SNI is currently exploring opportunities to publish the paper in related and relevant journals, as well as reaching out to a possible new author to add to the paper.

Another hot topic discussed was the controversy over milk alternatives. SNI intends to write and publish a paper in *Today’s Dietitian* that compares different milks to showcase the nutritional value of soy milk. This information may then be used as official comment from SNI to FDA during its open comment period.

**SNI’S NEXT MEETING WILL BE APRIL 4-5, 2019.**

