



SNI MEETING AT A GLANCE

April 4-5, 2019 • Torrance, CA

Soy Allergenicity Project Update

A manuscript authored by Mark Messina addressing the prevalence of soy allergy was submitted to the journal *Nutrition Today*. Michelle Braun served as a co-principal investigator on this project and Steven Taylor and Joe Baumert, Food Allergy Research and Resource Program at University of Nebraska, served as consultants. The goal was to update the science on soy allergenicity. The main points of the manuscript are that generating accurate prevalence data is extremely difficult, there is a lack of awareness about the difference in prevalence among the foods included in the Big 8, and the prevalence of soy protein allergy is the lowest on that list (e.g., soy allergy is 4 to 5 times less prevalent than milk allergy).

Plant Proteins and Health: The Relevance of Soy Now and in the Future

Dr. David Jenkins provided an overview of the research related to the hypocholesterolemic effect of soy protein.

A meta-analysis by Mejia et al., which has just been published, is based on the 46 studies upon which the FDA tentatively based its decision to revoke the health claim. The analysis found soy protein statistically significantly lowered LDL-C. The hypocholesterolemic effect of soy protein in studies published before 1999 is similar in magnitude to the effect of those published after 1999, indicating the data haven't changed. In the opinion of Jenkins, there is no basis for the claim to be revoked.

Skin Health and Soy

Messina reviewed data on the effects of soy on skin health noting that given the suggestive preliminary data one well-conducted study

that produced robust results could allow health professionals to legitimately highlight the potential cosmetic benefits of soyfoods. SNI members who voted in the post-meeting survey approved a \$5,000 investment in skin health to complete a literature review.

Getting to Know You

"Getting to Know You" allows SNI members and guests to share information about their organizations with the group. At this meeting, attendees heard from Herbalife Nutrition, Danone North America, and Impossible Foods.

USB's Vision for U.S. Soy and for the SNI

USB CEO Polly Ruhland provided a look into the significant transitional change occurring within the United Soybean Board. Ruhland noted that the reputation of soy rests on the core of the human nutrition experience with soy and that a person's opinion of soyfoods will extend across all platforms (fuel, fiber, feed). USB wants companies and consumers to have confidence in soy, thus increasing its demand. To do that, we must build, protect and defend soy's reputation as a premium food that people demand in their products. The SNI needs to continue to provide the basic science needed and expand outreach efforts to disseminate the science to disseminate the relevant science.

Research Updates

Messina gave an overview of recent soy-related research:

- Effect of diet on the environment – EAT LANCET report was published in January. In addition, there have been more than 150 publications related to diet and the environment. In terms of producing protein

IN ATTENDANCE

Members:

- **Michelle Braun**, DuPont, president
- **Jessica Kiel**, Medifast, vice president
- **Kevin Wilson**, USB, secretary/treasurer
- **April Hemmes**, USB
- **Rochelle Krusemark**, USB
- **Gene Stoel**, USB
- **Polly Ruhland**, USB
- **Sam Sun**, ADM (via phone)
- **Harold Stanislawski**, AURI
- **Joe Boutelle**, SoyLent
- **Mona Rosene**, Danone North America
- **Cuie Yan, Chi Hee Kim & Mike Yacilla, Joosang Park**, Herbalife Nutrition
- **John Cox**, SANA
- **Craig Gundersen**, University of Illinois

Scientific Advisors:

- **John Erdman**, University of Illinois at Urbana
- **Mindy Kurzer**, University of Minnesota
- **Michael Roberts**, Auburn University (guest advisor)

Staff:

- **Mark Messina**, Executive Director
- **Darryl Chatman**, USB
- **Audrey Green**, USB
- **Mike Greenwood**, USB/SmithBucklin
- **Andreas Altemueller**, USB/SmithBucklin
- **Kandi Bradford**, USB/SmithBucklin
- **Steve Veile**, facilitator, Communiqué, Inc.
- **Sarah Alsager**, acting secretary, Communiqué, Inc.

Guests and Speakers:

- **David Jenkins**, University of Toronto
- **Jim Fallon**, Center for Food Integrity
- **Robert Sinner**, SB&B Foods, Inc.
- **Joy Blakeslee**, MSLGroup
- **Anna Veselovsky**, Kellogg
- **LeeCole Legette**, Pharmavite
- **Rhonda Richardson**, Nestle
- **Sue Klapholz**, Impossible Foods

in an environmentally friendly manner, there's no better choice than soy.

- Soy and thyroid function – This area has been studied for more than 100 years. Research has shown that soy has no adverse effect on the thyroid. A recent paper also confirmed that those with subclinical hypothyroidism will not be adversely affected by soy consumption.

- Soy protein and muscle mass – Protein is a hot item right now and soy can provide the high-quality plant protein people desire. Messina shared some related muscle and protein studies, including ones that showed no difference between soy protein and animal protein in regard to gains in muscle mass and strength in response to resistance exercise. It's more about the amount of protein than the type of protein.

- Debate about calling plant protein “meat” – Companies who are known for producing meat-based products are now also producing plant-based meat substitutes.

- Iron absorption from soy – Plant foods contain non-heme iron which is thought to be poorly absorbed; however, much of the iron in soy is present as ferritin, which may be resistant to inhibitors of iron absorption.

Education and Outreach Updates

Messina shared a list of the blogs he has published since the last meeting and invited members to submit ideas for future posts. Veile shared information about SNI's plans to have a booth at ASN's conference in June 2019.

Alsager and Braun participated in



FoodFluence to connect and build relationships with the top 30 food nutrition dietitians in the United States. These relationships have already resulted in the development of soy-related content by the influencers, who have very large and loyal followings. Partnering with those who already have a trusted voice and encouraging them to share information about the positive health and nutrition aspects of soy is an excellent way to shift consumer opinion because people already look to them for guidance. The SNI also launched a strategic social media campaign in January entitled Soy Real Talk. The 10 week campaign reached nearly 325,000 people, had 78,000 video views and engaged with 3,500 people. In addition, the SNI web site saw increased traffic, social media following grew and we partnered with a number of SNI members, QSSBs and others in the soy family. A soyfoods-focused version of this campaign will run in April for National Soyfoods Month.

Governmental Issues Updates

John Cox, SANA, provided updates related to three pertinent issues to the SNI in defense of soyfoods. The Coalition for Uniformity in Food Ingredient Standards, jointly managed by SANA and the Grocery Manufacturers Association, is reaching out to Members of Congress and asking them to consider 2019 legislation that would establish minimum standards for handling future ingredient changes by the Defense Logistics Agency.

Cox reported that the FDA still appears to be on target to revoke the soy protein health claim by September 2019. If the claim is revoked, it remains to be seen whether the FDA will automatically issue a qualified claim to replace the unqualified claim. SNI will research various types of qualified health claims issued by the FDA to be prepared to respond to the FDA's decision. Cox also said that outgoing FDA Commissioner Scott Gottlieb has made public remarks that seemed sympathetic to dairy industry complaints about the use of “milk” for plant-based products, but it is unclear how incoming Commissioner Ned Sharpless views the issue.



NEXT SNI MEETING:

SEPT. 5-6, 2019

INDIANAPOLIS, IN