



SNI MEETING AT A GLANCE

September 5-6, 2019 • Indianapolis, IN

Update on Testosterone Meta-Analysis

In 2010, a meta-analysis by Hamilton-Reeves et al. (partly funded by the SNI) showed that neither soyfoods nor isoflavones affect total or unbound circulating testosterone levels in men. In that same year, a narrative review by Messina showed soy had no effects on estrogen levels in men. Since 2010, considerably more studies have evaluated the effects on soy on hormone levels in men. For this reason, the SNI agreed to sponsor an updated meta-analysis to include both testosterone and estrogen as endpoints. The results, which are not yet published, show soy has no effect on hormone or SHBG levels in men. The findings should help to refute concerns that soy feminizes men.

SNI Research Initiatives Approved, Plan for Year One

Braun shared the research pipeline that has been funded by USB in FY20 (Oct. 1, 2019-Sept. 30, 2020). Year One is part of a larger 5-year research plan which includes soy and skin health, microbiome and metabolic syndrome, heart health, muscle health in aging, soybean oil and cardiometabolic health, soy and breast cancer, muscle and male hormone, soybean oil, inflammation and oxidation, and more. SNI will organize, plan and manage the project by developing request for applications (RFAs), selecting investigators and reporting back to the group. SNI research will fuel communications and outreach as SNI will disseminate the findings of the studies.

Soy Allergy: Prevalence of Severe Allergic Reactions to Soy

The typical allergic response to soy protein is commonly viewed as being very mild in comparison to other major allergens. However, it is difficult to quantify the severity of the reaction vs other allergens. A review

of the literature revealed very few cases of anaphylaxis in response to soy protein. The major report published in 1999 claiming four cases of anaphylactic related deaths from soy consumption has been challenged. Messina concluded there is a need to more definitively describe reactions to soy.

Proposal for REBIRTH of the SNI

Ruhland outlined the vision, value, and the benefits of a new Soy Nutrition Institute. There is a seismic shift in U.S. eating habits; the population wants to add more plant protein, while continuing to consume animal protein. Because of growing protein needs globally and domestically, plant protein (and soy) has an opportunity to fill the need. SNI has the opportunity to be the premier organization for soy and health research. It is critically important that SNI become more independent and find resources that can leverage USB funds. The new organization would focus on comprehensive research, robust communications and outreach, and issues management and advocacy. The benefits are based on the collaborative foundation of science and research that SNI provides, from which comes issues management and extension of messages. Bottom line, research drives communications and advocacy. Cox further outlined the structure of the new SNI. The new SNI would have a much greater membership base and resources, a larger staff, more involved scientific advisors and revised by-laws. Committees have been formed to explore the path forward to the reorganization and expansion of SNI.

Plant-Based Proteins: What Matters Most to Consumers

Blakeslee presented the findings from the USB research study to measure consumer perceptions of soy protein and consumer awareness of the benefits of soy as a plant-

IN ATTENDANCE

Members:

- **Michelle Braun**, DuPont, president
- **Jessica Kiel**, Medifast, vice president
- **Kevin Wilson**, USB, secretary
- **Rochelle Krusemark**, USB
- **Gene Stoel**, USB
- **Polly Ruhland**, USB
- **Sam Sun**, ADM
- **Harold Stanislawski**, AURI
- **Blake Ebersole**, Soylent
- **Mona Rosene**, Danone North America
- **Jody Mason**, Danone North America
- **Joosang Park**, Herbalife Nutrition
- **John Cox**, SANA
- **Sue Klapholz**, Impossible Foods
- **Sarah Ludmer**, Kellogg
- **Marypat Corbett**, ASA/WISHH
- **Linda Funk**, The Soyfoods Council (via phone)

Scientific Advisors:

- **John Erdman**, University of Illinois at Urbana
- **Mindy Kurzer**, University of Minnesota
- **John Sievenpiper**, University of Toronto (guest advisor)

Staff:

- **Mark Messina**, Executive Director
- **Paul Murphy-Spooner**, USB
- **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:

- **Joy Blakeslee**, MSLGroup
- **Vicki Nesper**, MSLGroup
- **Jane Ade Stevens**, Indiana Soybean Alliance
- **Stacey Krawczyk**, Love Your Health Foods
- **Kenneth Setchell**, University of Cincinnati



based alternative. Key findings: most consumers eat animal-based protein (85%), 55% are including more plant-based meals than they used to, 30% are eating about the same amount of plant-based protein. The desire to improve overall health and nutrition is the top motivator for consuming plant-based meals across all age groups (more of a lifestyle choice). Reasons for negative perception of soy included impact on estrogen levels, hormone imbalance and allergenicity. The most impactful message across demographics is this: "Soy is a complete plant-based protein offering nutrition most similar to the protein found in meat."

Education and Outreach Updates

Messina shared a list of the blogs he has published and presentations he's given since the last meeting. Veile provided an overview of SNI's participation at ASN. The ASN Nutrition 2020 is May 30-June 2, 2020.

Alsager shared updates related to SNI's participation in influencer events FoodFluence and Shopping for Health. Media coverage as a result of participation in FoodFluence has included articles about soy in Reader's Digest, Livestrong, Women's Health and more. Based on this success, the SNI plans to participate in FoodFluence in 2020 and offer a session about how soy fits into clean eating/clean label trends. Alsager also shared an update about Shopping for Health, which took place in St. Louis mid-July. SNI hosted a session to share science and research,

address concerns, and participate in an experience the grocery store dietitians can take back to the 15,000 stores they represent. The program featured an overview of why soyfoods are good additions to the diet, a visit to a soybean farm, and time at Dupont to learn about the role of a science-driven ingredient provider and how soy can be imported into different foods like bars, beverages and meat/meat analogues. The engagement concluded with a reception and dinner at the Saint Louis Science Center GROW exhibit where the chef created a delicious menu -- thanks to member contributions-- showcasing how soy can be further incorporated into dining experiences through hors d'oeuvres, salads, desserts, entrées and sides. Now, SNI will coordinate follow-ups with not just the 25 attendees of major chains in US and Canada, but their colleagues and network of thousands of retail RDs who serve an important role in purchasing decisions of stores and consumers. This is a unique opportunity for SNI members to provide materials, product or promotions (coupons) over the course of the year ahead.

Governmental Issues Updates

John Cox, SANA, provided updates related to pertinent issues to the SNI in defense of soyfoods:

- *FDA and Soy Protein Health Claim:* SANA anticipates publication of a final rule by the FDA in late 2019. In a Preliminary Regulatory Impact Analysis published by FDA's Office of Policy, Planning, Legislation and

Analysis, the FDA provided a [statement](#) that suggests that the FDA will provide the authorization for a qualified health claim at the same time it revokes the existing claim.

- *DLA Effort to Delete Soy Protein Additives:* A coalition is asking Congress to put in place a process that will prevent the Department of Defense from adding restrictions in the manner used previously. The Senate version of the National Defense Authorization Act, S. 1790, contains language directing the Defense Department to provide adequate notice to stakeholders and opportunity for comment when the DLA is considering ingredient restrictions or bans. The version of this legislation approved by the House of Representatives does not contain a similar provision, so the Coalition is working to maintain the Senate provision during upcoming conference committee negotiations.

- *2020 Dietary Guidelines Discussion:* SANA continues to participate in the development of the 2020-2025 Dietary Guidelines for Americans. Cox provided oral testimony during the Advisory Committee's July 11 meeting in Washington. More detailed SANA comments are being drafted for submission to the Advisory Committee.

- *Soy Tempeh Approval in Federal School Lunch Program:* As a result of SANA comments in 2018, USDA approved the crediting of tempeh in all Federal Child Nutrition Programs, including the National School Lunch Program, School Breakfast Program, Child and Adult Care Food Program, and Summer Food Service Program. The USDA Food and Nutrition Service (FNS) implements this change by updating the Food Buying Guide for Child Nutrition Programs to include tempeh in the meat/meat alternatives section.

**SNI'S NEXT MEETING:
MARCH 12-13, 2020
PHOENIX, AZ**