

## 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
- **LeeCole Legette**, Pharmavite
- **Harold Stanislawski**, AURI
- **Julie Daoust**, SoyLent
- **Sam Sun**, ADM (via phone)
- **Mia Zapata and Jody Mason**, Danone North America (via phone)
- **Joosang Park**, Herbalife Nutrition (via phone)
- **Shin Nagane**, House Foods America (via phone)
- **Sue Klapholz**, Impossible Foods (via phone)
- **Dave Grotto**, Kellogg (via phone)

### Scientific Advisors:

- **John Erdman**, University of Illinois at Urbana
- **Mindy Kurzer**, University of Minnesota
- **John Sievenpiper**, University of Toronto

### Staff:

- **Mark Messina**, executive director
- **Paul Murphy-Spooner**, USB
- **Keenan McRoberts**, USB
- **Mike Greenwood**, SmithBucklin
- **Andreas Altemueller**, SmithBucklin
- **Steve Veile**, facilitator, Communiqué, Inc.
- **Sarah Alsager**, acting secretary, Communiqué, Inc.

### Guests and Speakers:

- **Marcia Walker**, Tofurky
- **Elizabeth Sloan**, Sloan Trends, Inc.
- **Sara Anderson**, Benson Hill
- **Joy Blakeslee**, MSLGroup
- **Frank Flider**, QUALISOY
- **Dana Kucharik and Colleen Sherfey**, Morinaga Nutritional Foods, Inc. (via phone)



## SOY NUTRITION INSTITUTE (SNI) MEETING AT A GLANCE

March 12-13, 2020 • Scottsdale, AZ

### Update on Testosterone Meta-Analysis

Dr. Mark Messina provided an update on the SNI-funded testosterone meta-analysis for which the manuscript is in preparation. In total, there are approximately 40 clinical studies included in the meta-analysis. These studies have intervened with soy protein, soyfoods and/or isoflavone supplements and have evaluated effects on testosterone and/or estrogen and sex hormone binding globulin. The analysis indicates there are no effects on reproductive hormone levels in men. Co-authors include Kate Reed, Jill Hamilton-Reeves, Juliana Camargo and Mindy Kurzer.

### USB's Choose U.S. Protein First Initiative

Keenan McRoberts, USB, outlined Protein First, a vision statement for partners in the animal and plant protein space which was launched in October 2019 at the World Food Prize. The goal of this initiative is to sustainably meet the global demand for protein. Most emerging economies are protein deficient and that gap is growing as populations increase. Considering the global population will reach 10 billion by 2050, all protein sources are important -- plant and animal. U.S. protein sources need to work together in a pre-competitive space to be the preferred and trusted source of protein moving forward. McRoberts said that USB is establishing partnerships to accomplish this vision.

Paul Murphy-Spooner, as part of the communications team at USB/USSEC, will lead the Protein First efforts with the goal of strengthening the reputation of U.S. Soy. Thus far, USB has been focused on thought leadership and executive visibility (NAFB Trade Talk), media relations, digital/social media, Protein First toolkit and content bundle.

### Soy Nutrition Institute 2.0

Michelle Braun said the **governance working group** has initiated updates to bylaws and articles of incorporation, of most immediate importance, updating SNI's tax status to a 501(c)6. The bylaws will be amended as well to reflect the number of board members and outline officers. A law firm has provided an estimate for updating the articles of incorporation to be filed as a 501(c)6. Braun outlined the job positions that would be needed for SNI 2.0: executive director, director of nutrition science and research and advocacy (part-time contractor). Braun outlined the types of organizations that may benefit from SNI membership: suppliers, users, and associates/allies.

Dave Grotto gave an update from the **dues working group**, presenting two assessment approaches for consideration: revenues-based model (dues assessed based upon sales or purchase of soy or soy-based ingredients, as reported by the member company) or benefits-based model (the more you invest, the more you receive). Grotto presented a draft Year One budget to the group, outlining both income and expenses. Optimal target date for determining dues assessments would be July to allow appropriate time for budget planning. The budget for the new organization would begin on Oct. 1, 2020.

Jessica Kiel, **membership working group** lead, outlined the value of SNI membership:

- Competitive advantage – members help guide the future of the soy industry, being at the forefront of the latest soy-related research findings.
- Championing soy – utilize credible, evidence-based information to shape a more informed and transparent environment for

addressing soy's benefits. This can be translated into communication and advocacy efforts.

- Collaboration – leveraging shared resources to create synergy to amplify (greater as a whole than the sum of its parts) clear, consistent messaging.
- Credibility – leading organization for providing soy-related, research-focused and unbiased information to reach influencers.

### 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 Pharmavite, United States Soybean Export Council (USSEC), and Tofurky.

### SNI Research Initiatives, Current Year and Proposed for Year Two

Braun shared a progress update of the research pipeline that is funded by USB in FY20 (Oct. 1, 2019-Sept. 30, 2020). In FY20, the SNI allocated \$200,000 for a skin health study and \$50,000 for heart health. Continuation of both of these studies will be part of the proposal for next year (FY21). Braun outlined connectivity between NAFLD, the microbiome and metabolic syndrome. For Year Two, the SNI proposes continued support of skin and heart health as well as the next priority health outcome: cardiometabolic health (specifically NAFLD, inflammation and insulin sensitivity). The other element included in the SNI's proposal is research to defend the current Nitrogen Conversion Factor for soy protein of 6.25. This research will fuel communications and outreach as SNI will disseminate the findings of the studies.

### Paper Update: Isoflavones are not Endocrine Disruptors

Messina provided an update on his work related to a manuscript to refute concerns about soy isoflavones being endocrine disruptors. The manuscript will address the following topics: thyroid function, hormone levels (children and adults), fertility (men/

Among those participating at the SNI meeting were (from left to right) LeeCole Legette, Pharmavite; Julie Daoust, Soylent; and Jessica Kiel, Medifast.



women), menstrual cycle, breast cancer, endometrial effects, puberty onset, uterine fibroids, in utero effects, breast feeding, and Kawasaki disease. John Sevenpiper and colleagues will systematically identify the literature for the endocrine paper. Thus far, 7 co-authors for the paper have agreed to contribute to the manuscript.

### Education and Outreach Updates

Sarah Alsager, SNI communications director, shared updates related to SNI's outreach and education activities since the last meeting. A webinar partnership with Kellogg attracted more than 500 health professionals and food service professionals.

Messina has written 15 blog posts since the last meeting covering various topics including clean label, soyfoods and gout, why soy isn't an endocrine disruptor, allergenicity, and soy and breast cancer. Messina continues to be open to blog topic suggestions and welcomes member input.

SNI co-sponsored a session at FoodFluence, an invitation-only food and nutrition thought-leadership conference for RDs. The session included a presentation about clean eating from Kris Sollid, IFIC; an overview of how and why soy is included on the ingredient list of many beverages, bars, and burgers by Michelle Braun, DuPont; and a look at the findings of the recent soy allergenicity analysis done by Messina and Karina Venter, PhD, shared by Sarah Alsager. Already, FoodFluencers have covered the information

presented in the session via their media partnerships and branded content. Alsager will continue to provide research and science-based information to the influential dietitians and invited members to provide content for sharing as well.

SNI has launched another phase of the Soy Real Talk strategic social media campaign. This phase uses the hashtag #soyforlife and is focused on soy's role in health at various stages in life.

SNI will be rolling out a new file sharing platform to members only. Alsager will be in touch with further information.

SNI will be hosting a webinar later this year. Members discussed target audience and possible topics including the concept of healthy soil equating to healthy soy. Another possibility would be a webinar with personal trainers and fitness professionals about soy's role in strength and muscle mass.



**NEXT SNI MEETING:**  
SEPT. 2-3, 2020  
WASHINGTON, D.C. AREA