

SOY NUTRITION INSTITUTE

MEETING AT A GLANCE

September 1-3, 2020 • Virtual Meeting

Endocrine Disruptor Manuscript

Messina indicated the 46,000-word manuscript is nearly finished. Next, the paper will be formatted and submitted to *Critical Reviews in Food Science and Nutrition*. This journal was chosen in part because there is no word limit. The paper examines claims that soy/isoflavones are endocrine disruptors. Topics include thyroid function, hormone levels (children and adults), fertility (men and women), menstrual cycle length, breast cancer, endometrial cancer, puberty onset, uterine fibroids, in utero effects, breast feeding, and Kawasaki disease. The manuscript concludes the evidence does not support classifying isoflavones as endocrine disruptors.

SNI Research Pipeline for FY21

Braun reviewed the FY21 Soy Health & Nutrition Research Plan as approved by the United Soybean Board (USB) which continues support of skin and heart health research. Next on the list for priority health outcomes is oil and cardiovascular health, and metabolic syndrome. Other interests include pre-diabetes, diabetes, and metabolic syndrome because they affect so many people.

SNI has been approached about collaborating with Food Allergy Research & Education (FARE) on food allergenicity research, including soy. The Start Eating Early Diet (SEED) is a 3-year study involving infants and young children examining if early introduction of foods can reduce the development of food allergies, such as soy.

Allergy Research Opportunity & FARE

Gupta gave an overview of the SEED study that will be conducted in collaboration with FARE. This new allergy study could include soy if members decide to participate. The study includes four areas: clinical studies, education, awareness, and advocacy. Gupta's research showed that about 32 million Americans (1 in 10 adults and 1 in 13 kids) have food allergies. The SEED study will build on the foundation of the EAT study. Foods that will be evaluated include soy, peanut, egg, cashew, walnut, and dairy. The goal is to enroll infants at 2 months of age and introduce foods at 4 months until 1 year of age while following for allergic reactions. The plan is to see participants at age 2 years and 3 years to follow-up. Phase 1 of the study includes both qualitative interviews and quantitative surveys of caregivers and is already underway. Phase 2 will include a randomized control trial and will take place in 2021-2023. Hopefully, results will show that early introduction of food can help decrease the number of diagnosed food allergies.

SNI Communication, Education, and Outreach

Alsager shared an update on the **SNI website** which contains member info, member company logos with links to their websites, Science Perspectives blogs written by Mark Messina, fact sheets/white papers, and COVID-19 communications.

The **Soy Real Talk social media campaign** was launched just over a year ago. It has been successful by increasing web traffic, maximizing positive



IN ATTENDANCE

Members:

- Michelle Braun (SNI president), David Horowitz, Cintia Nishiyama, DuPont
- Jessica Kiel (SNI VP), Medifast
- Kevin Wilson (SNI secretary/treasurer), USB
- April Hemmes, USB
- Rochelle Krusemark, USB
- LeeCole Legette, Pharmavite
- Harold Stanislawski, Lolly Occhino, AURI
- Julie Daoust, LIVEKINDLY
- Sam Sun, ADM
- Mia Zapata, Stephanie Goodwin, Jody Mason, Danone North America
- Joosang Park, Chi Hee Kim, Elizabeth Guillot, Ivanna Marin, Herbalife Nutrition
- Shin Nagane, House Foods America
- Sue Klapholz, Impossible Foods
- Dave Grotto, Kellogg
- Will McNair, Leonardo Chapula, USSEC
- Dan Northrup, Lavanya Saxena, Benson Hill
- Linda Funk, The Soyfoods Council
- Nora Witt, Jamie Sullivan, Soylent
- Marypat Corbett, ASA/WISHH
- Craig Gunderson, University of Illinois

Scientific Advisors:

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

Staff:

- Mark Messina, executive director
- Polly Ruhland, John Jansen, Keenan McRoberts, Darryl Chatman, Mace Thornton, Emily Dustman, Paul Murphy-Spooner, USB
- Andreas Altemueller, Mike Greenwood, Kandi Bradford, Lisa Balbes, SmithBucklin
- Steve Veile, Sarah Alsager, Kaci Westrich, Communiqué, Inc.

Guests and Speakers:

- Beth LaBossiere, Peter Golvitz, Alpine Roads
- Kenneth Setchell, University of Cincinnati
- Kris Sollid, Ali Webster, IFIC
- Ruchi Gupta, Northwestern
- Sarah Caro, Bruce Roberts, FARE
- Vicki Nesper, Joy Blakeslee, MSL Group
- Nuria Moreno, European Vegetable Protein Association
- Ale Reyna, Ragasa
- Martha Perez Bolde Arguelles, Asociación Mexicana de Alimentos de Soya
- Liza Dunn, Bayer
- Anisa Bear, Kforce for Bayer

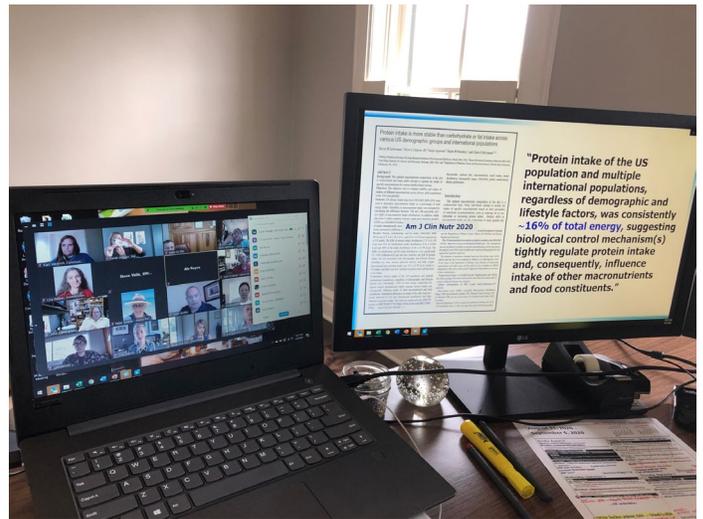
engagement, expanding partnerships, and growing social media platforms. The spring phase of Soy Real Talk, entitled Soy for Life, resulted in 500,000 impressions, 900 engagements and 37,000 video views.

Outreach events have included FoodFluence in January and American Society for Nutrition virtual conference in June 2020. In addition, Alsager briefed members on the IDEA Health and Fitness Association webinar that was held in August and targeted fitness professionals, personal trainers and other health and fitness professionals. The webinar, “Soy Protein, Strength and Muscle Mass,” featured Mark Messina, PhD, and Marie Spano, RD. More than 300 registered and 120 attended live. Legette informed members about the webinar partnership between SNI and Equelle, a hot flash relief supplement produced by Pharmavite. The webinar, entitled “Insights into Soy Isoflavones: The Latest on this Therapeutic Option for Women’s Health,” took place on Sept. 14. Presenters included Mark Messina, PhD, and Tori Hudson, ND. One CEU was available for dietitians and physician assistants. The goal of the webinar is to provide healthcare professionals with the latest scientific information on safety of soy and soy related compounds, and to review common soy safety concerns.

The anticipated **FDA soy protein health claim revocation decision** was expected in May 2020, but has not yet occurred. SNI is monitoring outlets and will alert SNI members when an FDA decision appears to be near. Alsager noted that briefing materials, a toolkit, and other communication tactics have been prepared and are available for use when the announcement is made.

Consumer Research & Trends in Plant Protein & Oils

Webster and Sollid presented the findings of the International Food Information Council’s (IFIC) annual Food and Health Survey, research on dietary fats and oils, and surveys on plant-based alternatives to meat. Takeaways from this presentation include half of Americans say food processing impacts their purchasing decision, more Americans are following diets in 2020 than in 2019, and “natural” label is the most influential label that influences purchasing. The top drivers of purchasing decisions include taste, price, healthfulness, convenience, and environmental sustainability. While environmental sustainability has remained important for consumers, 6 out of 10 consumers reported it is hard to know which products are sustainable and 7 out of 10 said if it were easier to know which products were sustainable, they would purchase them. IFIC data also shows that parents seem to be eating more plant-based foods than people without children, consumers’ top reason for perceiving a product as “healthier” is how many vitamins and minerals are listed on the food label, and consumers still consider olive oil to be the healthiest fat or oil for cooking.



SNI 2.0 and SNI Global

Braun presented the plan for the future of SNI and the steps of transitioning to SNI Global. By-laws for SNI 2.0 were presented for review and following the meeting will be sent via email to voting members for their review and edits. An official vote will take place after the meeting for the by-laws to go into effect on October 1, 2021, for FY22. This is also when SNI 2.0 will launch. The draft by-laws were outlined for input and discussion.

Transitioning to SNI 2.0

Braun presented on how the transition year ahead will be structured. In FY21 there will be two organizations: SNI and SNI Global. SNI will continue to operate as it always has and will continue to focus on research and communications/outreach. Dues for FY21 will be \$10,000 for corporate members and \$3,000 for non-profit members. Invoices will be sent out from SmithBucklin after October 1. SNI Global will focus on advocacy only and will be separate from SNI. For more information about SNI Global, contact Michelle Braun.

Welcome New Members

We are pleased to welcome Benson Hill, House Foods America Corporation, LIVEKINDLY, Pharmavite, and United State Soybean Export Council (USSEC) as new voting members of the Soy Nutrition Institute in 2020.

NEXT SNI MEETING:
SPRING 2021
DETAILS TBD

