

SNI MEETING AT A GLANCE

March 16-18, 2021
Virtual Meeting



Soy Isoflavones: Debate on Endocrine Disruptors

Patelou explained the European debate on soy isoflavones is a long-standing issue and on the radar of the European Plant-Based Foods Association (ENSA), established in 2003.

The French Food Safety Authority (ANSES) plans to publish a list of substances that may have endocrine activity and ENSA expects soy isoflavones to be on that list. After publishing, ANSES will then evaluate and publish a second list of “suspected,” “presumed,” and “established” endocrine disruptors (ED). This approach is worrisome because the list will be published, and consumers alerted before the research is done. ENSA has also prepared reactive messaging and a communication plan for its release, along with an outreach program for an ED manuscript by Messina et al., once it is published. Messina informed members the manuscript, which is 29,000 words, will be published in Critical Reviews in Food Science and Nutrition. After reviewing the literature, Messina and co-authors conclude the research does not warrant soy isoflavones being classified as an ED.

The SNI is working with ENSA to manage soy’s reputation related to the possible determination of soy isoflavones as EDs.

Soy and Ultra-Processed Foods Manuscript

Messina discussed the progress of the ultra-processed foods manuscript he is drafting. He plans to work with SNI advisors and members to develop and submit the manuscript for publication. The paper examines soy within the NOVA system, which classifies foods entirely on the extent to which they have been processed. The manuscript concludes that NOVA does not accurately portray the attributes of soymilk and soy products.

SNI Research Pipeline

Veile gave a status report of the four research studies currently in the pipeline: the soy and skin health study is currently in year one; SNI is still in contract negotiations for the soybean oil and cardiometabolic health study; the PI for the soy protein and metabolic syndrome study will be chosen soon; and the IRB application has been submitted for Food Allergy Research & Education’s (FARE) Start Eating Early Diet (SEED) study.

Braun touched on future research. Since studies are multi-year, they will continue into phases 2 and 3 and will be in the SNI pipeline for several years. The new research topic that has been proposed to USB for funding focuses on soy and child nutrition.

SNI Communication, Education, and Outreach

Alsager shared an update on the alterations made to the SNI website, which contains member information, blogs written by Mark Messina, fact sheets/white papers, and other communications. A “Research”

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IN ATTENDANCE

Voting Members:

- President Michelle Braun, IFF
- Vice President Jessica Kiel, Medifast
- Secretary/Treasurer Kevin Wilson, USB
- Mike McCranie, USB
- Wendy Yeager, USB
- April Hemmes, USB
- Julie Daoust, LIVEKINDLY
- Sam Sun, ADM
- Courtney Placinta, Kellogg
- Patricia Williamson, Cargill
- Shin Nagane, House Foods America
- Sue Klapholz, Impossible Foods
- Dan Northrup, Benson Hill
- Nora Witt, Soylent
- Joosang Park, Herbalife Nutrition
- Peter Golbitz, Alpine Roads
- Will McNair, USSEC
- Harold Stanislawski, AURI
- Marypat Corbett, WISHH/American Soybean Association
- Linda Funk, The Soyfoods Council

Non-Voting Members:

- Bonnie Farmer, Kati Miller, Kellogg
- Chi Hee Kim, Herbalife Nutrition
- Jamie Sullivan, Soylent Nutrition
- Jody Mason, Kristie Leigh, Danone North America
- Mia Zapata, LIVEKINDLY
- Ryan Young, Yoshihiro Matsubayashi, Riran Kawakami, Kayo Fujiwara, House Foods America
- Susan Jaax, Kristen Dammann, Cargill
- Sylvia Aguilera, IFF

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, Emily Dustman, Paul Murphy-Spooner, Lisa Humphreys, USB
- Mike Greenwood, Andreas Altemueller, Kandi Bradford & Lisa Balbes, SmithBucklin
- Steve Veile, Sarah Alsager, Kaci Vohland, Communiqué, Inc.

Guests and Speakers:

- John Cox, Verto Solutions
- Vinciane Patelou, European Plant-Based Foods Association (ENSA)
- Christine Debeuf, Alpro Danone
- Joy Blakeslee, Vicki Nesper, MSL
- Craig Gunderson, University of Illinois
- Cintia Nishiyama, Todd Krieger, IFF
- Patrick Brown, Impossible Foods
- Debbie Ellis, Becky Kinder, Kentucky Soybean Association
- Katlin Fusilier, Michigan Soybean Committee
- Bryan Stobaugh, Christine Tew, Missouri Soybean Merchandising Council
- Suzanne Wolf, North Dakota Soybean Council

section was recently added to the website and includes information on publications published within the last 5 years, research in progress, and a form to sign up for the researcher email list.

The SNI social media channels have experienced marked growth including a 53% increase on Twitter and a 181% increase in LinkedIn followers. The SNI e-newsletter has a high open rate of 38%. Outreach included a collaboration with Build Up Dietitians in October 2020. Farmer director, Wendy Yaeger, received over 1,500 views on a Facebook Live featuring her talking about sustainability on the soybean farm.

There are several outreach efforts in the works for the testosterone meta-analysis co-authored by Messina and colleagues. SNI is also managing its response to the FDA's final ruling on the soy protein unqualified health claim (now expected in August 2021).

Conduct and Considerations in Life Cycle Assessments

Krieger explained that a life cycle assessment (LCA) is the art of quantifying the big picture details and telling the whole story about environmental impact of a food. It is a tool to quantify the environmental footprint in an attempt to provide a holistic approach to make better business decisions. A LCA can be done for the entire supply chain, as well as smaller segments. These assessments help to make better business decisions, identify business risk, focus research, make improvements, grow markets, and better understand a product. When communicating the result of a LCA, it is important to use benchmarks to put it into perspective for consumers (e.g., compare to how many cars taken off the road). LCA does not equate to sustainability, but it is part of the broader picture.

"Sustainable U.S. Soy" Mark Program

The new Sustainable U.S. Soy mark signifies that soy products were grown in the U.S. on family farms with responsible labor practices, are compliant with all U.S. environmental regulations, and protect highly erodible soils and wetlands. The plan is to have the mark evolve into a certificate validated by a third-party auditing firm. By 2025, the goals for this program are to reduce soil erosion by 25%, increase energy use efficiency by 10%, and reduce total greenhouse gas emissions and land use impact by 10% each.

Sullivan expressed the importance of Soy lent

receiving the mark and being a part of the pilot program. Soy lent's mission is to make complete, sustainable nutrition accessible, appealing, and affordable for all. Soy lent was founded using pea protein but later switched to soy because of its sustainability. Nishiyama noted that IFF strongly supports the sustainable soy mark program and it believes it will help promote soy as environmentally friendly and sustainable.

SNI Global, New Interim Advocacy Organization

SNI Global is an interim organization for advocacy that will be integrated into the new SNI organization later this year. Leadership consists of President Chi Kim, Herbalife; Vice President Michelle Braun, IFF; and Secretary/Treasurer Jody Mason, Danone. The members have contracted with John Cox, Verto Solutions, as the advocacy consultant for SNI Global, based on his knowledge and soy expertise.

Priority issues - selected by the members - include the soy protein FDA heart health claim, protein quality, and plant-based labeling. Issues to monitor - again, selected by the members - include European threats to soy isoflavones, ultra-processed foods, soy allergenicity, GMO safety, and country of origin and trade limitations.

SNI 2.0 - Development and Creation of New Organization for FY22 and Beyond

Veile, Kiel, and Braun outlined the work being done for the new organization, its importance, and the new dues model, respectively.

A series of member briefings reviewed the bylaws in-depth, addressed questions, and allowed members to share input for consideration. The compelling value of research, communications, outreach, and advocacy that the new SNI Global will have includes the competitive advantage of having early access to research, collaborative efforts to reach powerful influencers, and greater independence in governance and administration. A revenue-based dues model for the new organization would begin October 1, 2021. Strategic partner members' and corporate members' dues would be based upon either soy sales or purchases, depending on the nature of each corporate member. There will be flat dues for Allied Associates depending on their desired level of involvement.



NEXT SNI MEETING:

**SEPTEMBER 1-2, 2021
DENVER and VIRTUAL**

