

MEETING AT A GLANCE

March 16-17, 2022
Hybrid meeting



Soy and Ultra-Processed Foods: Manuscript Review and Status

Messina reported that 90% of plant-based beverages and those plant-based meat alternatives (PBMA) that use concentrated protein fall into NOVA's group 4/ultra-processed group. Soymilk and soy patties are classified as group 4 while milk and beef are group 1 foods, which puts soy at a disadvantage. In the SNI Global manuscript, Messina, along with co-authors John Sievenpiper, Patricia Williamson, Jessica Kiel, and John Erdman, concluded that soy-based products deliver high-quality nutrition on par with their unprocessed or minimally processed animal-based counterparts, and can be part of a healthy diet.

SNI Global Research Updates

- Soy and cardiometabolic health study: Dr. Belury is currently conducting a preliminary study to work out the details of her primary study. She has twelve participants recruited and needs four more.
- Skin health study: Dr. Sivamani reported six participants signed consent forms. Primary outcomes for this study include prevalence and severity of skin wrinkles, and there are reasons to believe this study will show soy isoflavones help improve skin health.
- Soy protein and metabolic syndrome study: The study compares the effects of soymilk, sugar-sweetened beverages like soda, and 2% cow's milk on a variety of health outcomes. Dr. Sievenpiper reported that 92 phone screenings have taken place, resulting in two enrolled participants.

New Literature Review

Messina gave members an overview of the new research pertaining to soy. Conclusions of studies included:

- Soy infant formula was found to not be estrogenic in male neonatal pigs and did not significantly alter male reproduction.¹
- Blood glucose levels were raised more with soy formula vs. standard formula, which could be a concern for pediatricians recommending soy formula.²
- A higher intake of soy was significantly associated with a 10% reduced risk of cancer incidence.³
- In triple-negative breast cancer, mice had a favorable reaction to genistein.⁴
- Soy isoflavones significantly reduced the risk of osteoporotic fracture in men.⁵
- There was no evidence of gynecomastia with consumption of 100mg isoflavones per day.⁶

IN-PERSON ATTENDEES

Board of Directors and Voting Members:

Michelle Braun, IFF, President; Chi Hee Kim, Herbalife Nutrition, Vice President; Kevin Wilson, USB, Secretary/Treasurer; Jessica Kiel, Medifast, At Large; Patricia Williamson, Cargill, BOD; Kristie Leigh, Danone North America, BOD; Wendy Yeager, USB, BOD; Will McNair, USSEC, BOD; Jancey Hall, Kansas Soybean Commission; Jay Harding, Scoular; Linda Funk, The Soyfoods Council; Greg Greving, USB; April Hemmes, USB.

Scientific Advisors: John Erdman, University of Illinois at Urbana.

Staff: Julie Ohmen, CEO, SNI Global; Mark Messina, Director of Nutrition Science and Research, SNI Global; Sarah Alsager, Director of Communications and Outreach/ Facilitator, SNI Global/ Communiqué, Inc.; Kaci Vohland, Assistant Secretary, SNI Global/ Communiqué, Inc.

Speakers and Guests: Zak Weston, Good Food Institute; Jean Heggie, Heggie & Associates/ USB; Polly Ruhland, USB; Andreas Altemueller, SmithBucklin; Mike Greenwood, SmithBucklin; Kandi Bradford, SmithBucklin.

VIRTUAL ATTENDEES

Board of Directors and Voting Members: Kati Miller, Kellogg, BOD; Mia Zapata, LIVEKINDLY, BOD; Marypat Corbett, WISHH/American Soybean Association, BOD; Robert Bergia, ADM; Harold Stanislawski, AURI; Shin Nagane, House Foods America; Sue Klapholz, Impossible Foods; Bryan Stobaugh, Missouri Soybean Merchandising Council.

Members: Melissa Kessler, ADM; Katarina Smiljanec, ADM; Jody Mason, Danone North America; Joosang Park, Herbalife Nutrition; Riran Kawakami, House Foods America; Kayo Fujiwara, House Foods America; Ryan Young, House Foods America; Sylvia Aguilera, IFF; Baylee Siegel, Missouri Soybean Merchandising Council; Lisa Young, Scoular; Julian Lin, USSEC.

Scientific Advisors: Alison Duncan, University of Guelph; Andrew Brown, guest advisor, Indiana University School of Public Health-Bloomington.

Speakers and Guests: Joy Blakeslee, MSL; John Jansen, USB; Joe Baumert, Univ. of Nebraska – Lincoln; Martha Perez Bolde Arguelles, AMAS; Krissy Galeano, Avícola Campestre; Wanda Bejarán, Baltimore Dominicana SA; Alexandra Torres, Bios Group; Jose Roberto Reyes Lainez, Comidas Especializadas, S. de R. L.; Marvin Omar Garcia Olivarriaia, Industrial de Oleaginosas, S.A. de C.V.; Ricardo González, Industrial de Oleaginosas OLEOMEX; Marianna Chinchilla, INOLASA; Vicki Nesper, MSL; Gustavo Ramón Quiroz Martínez, Proteínas y Oleicos S.A. de C.V.; Ricardo Perea, Ragasa; Keenan McRoberts, USB; Paul Murphy-Spooner, USB; Mace Thornton, USB; Masako Tateishi, USSEC Japan; Pauline Chan, USSEC SE Asia; Boon Yee Yeong, USSEC SE Asia.

Consumption Trends, Preferred Names and Perceptions of Plant-Based Meat Alternatives

Vohland reviewed the results of the plant-based meat alternative terminology consumer research completed as a collaboration between SNI Global and the International Food Information Council (IFIC). IFF, Kellogg's, and USB were also funding partners for this research. A total of 1,001 interviews were conducted and the results showed four key takeaways:

1. Most Americans have consumed plant-based meat alternatives in the past year, mostly at home.
2. Consumers seek clarity in their descriptions and transparency of ingredients is important. "Plant-based" was a top descriptor across demographics.
3. Consumers value health benefits associated with plant-based meat alternatives. Perceived healthfulness and high-quality protein were top reasons for choosing plant-based meat alternatives, in addition to liking the taste.
4. Health websites, food packages and food company websites are top sources for information about plant-based meat alternatives.

Communications and Outreach

Alsager announced the transition of branding from SNI to SNI Global is well underway, and a website redesign will be completed this year. To recognize April as National Soyfoods Month, SNI Global implemented a social media campaign, in partnership with Soy Connection social, to highlight the health benefits of soyfoods.

SNI Global was a sponsor at FoodFluence in January. The session focused on unconscious bias (presented by Avi Edelman), the plant-based meat alternative consumer research done with IFIC (presented by Alsager), and UPFs and soy (presented by Messina). The session was a hit and attendees have shared the information from it in articles and podcasts.

In June, SNI Global is sponsoring a session at the American Society for Nutrition on UPFs and plans to host a webinar for dietitians this summer to discuss UPFs and soy.

This year is the 30th edition of the Soy Connection newsletter. The anniversary (winter) issue provided an overview of the research on soy over the past 30 years. SNI Global has been defending soybean oil and protein in the media by responding to pieces on Fox News and the Washington Post. The monthly e-newsletter has a 50% open rate, which is well above industry average. Thanks to a collaboration with WISHH, several soy and health fact sheets were translated into three different languages: Sri Lankan, Myanmar/Burmese, and Spanish.



SNI Global Government and Regulatory Affairs Updates

Kim covered SNI Global's government and regulatory affairs approach, which is for members to identify the priority issues, and then explore opportunities to proactively shape those issues. In FY22, members indicated that UPFs and plant-based labeling are the issues most important to them. Additional issues important to members include leveraging key differentiators of U.S. Soy, promoting soy within special populations (school, military, etc.), soy processing (hexane), local and state proposed sugar sweetened beverage taxes, nutritional reductionism, and emerging traceability regulations. The cycle of issue management is to monitor, actively watch, take action, and advocate proactively.

Where Are We Today, and What Is To Come?

This fiscal year, SNI Global has confirmed two new members: Missouri Soybean Merchandising Council and Kansas Soybean Commission. The Board of Directors for FY22 consists of four strategic partner representatives (Medifast, Herbalife Nutrition, Danone North America, and IFF), three corporate member representatives (Kellogg, Cargill, and the LIVEKINDLY Co.), two allied associate representatives (USSEC and ASA WISHH), and two USB members.

NEXT MEETING



AUGUST 30 -
SEPTEMBER 1, 2022
DETAILS TBD

This newsletter is sponsored by SNI Global and U.S. Soy.