



2011 Membership Information & Application

How Your Trade Association Benefits You!

Soyfoods Association of North America (SANA) is the number one source of information on soyfoods. We provide science-based facts to the media, health professionals and the public. We work to identify early negative stories and correct misinformation with press releases or scientific spokespersons. SANA promotes member product through the popular [Locating Product's Section](#) of our website and offers sponsorship opportunities and sample sharing.

Tackling Pressing Issues

Issues can arise that are bigger than any one company or organization. When this happens, your trade association serves as a reliable resource and as a proactive voice for the industry. With talking points, consumer education materials, Q and A's on research, and expert spokespeople available for media inquiries or comments. SANA is prepared to help your company weather any storm facing the industry. SANA also sponsors the [National Soyfoods Month](#) in April—an opportunity for small and large companies to promote soyfood products to consumers through retailers. Educational materials help provide consumers with the health benefits on soyfoods, while materials specifically designed for retailers provide the tools needed to promote soyfoods at the point-of-purchase.

Promoting Soy as Center of Plate in the Dietary Guidelines

In December 2010, USDA and DHHS are poised to announce new Dietary Guidelines which emphasize plant proteins and diets with higher fiber, lower calories, and lower saturated fat and cholesterol. Soyfoods meet this criteria and SANA will showcase how soyfoods move to center of the plate to meet the guidelines. Examples of communication pieces SANA will be distributing include press releases, consumer materials, family feature news articles, and feature page on website.

Looking Ahead to 2011

- FDA is still reviewing the soy protein health claim; a petition has been submitted to revoke the claim.
- SANA continues to address misinformation on the link between soyfoods and breast cancer and men's health.
- The Child Nutrition Act was signed into law on December 13 and now permits child care providers to offer fortified soymilk, as do schools and WIC program vouchers. SANA continues to find opportunities to expand soyfoods inclusion in federal nutrition programs.

Other Great Membership Offers and Advantages

- Listing of company and products on SANA web site
- Monthly updates on research, news, and events
- Crisis management on issues as they arise
- Talking points on key issues impacting soyfoods
- Representation in Washington
- Consumer focused fact sheets
- Forum for exchange of ideas and information with colleagues and consumers
- Membership directory

For more information on membership please visit us at: www.soyfoods.org/top/membership



soyfoods
association of north america

2011 Membership Application

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

WEBSITE: _____

MAIN CONTACT NAME: _____

MAIN CONTACT EMAIL: _____

2011 MEMBERSHIP PLEDGE AMOUNT (please see next sheet for calculation instructions): \$ _____

2011 SANA Committee Contacts

Please provide the contact information for individual(s) your company would like SANA to include on our various committees. Please feel free to add more than one contact for each committee.

Technical Committee Contact (name and e-mail):

Sustainability Committee Contact (name and e-mail):

Communications Committee Contact (name and e-mail):

2011 Initiatives

How can SANA help your company in 2011? Does your company have any new products or brands that recently hit the market or you're expecting to go to market in 2011? New initiatives? Event ideas? New partnerships?



Membership Dues Instructions:

1. For each \$1,000,000 in sales, add \$700 to the base fee listed below. For example, a company that sells \$3,000,000 in soyfoods would add \$1,400 to the base fee of \$1,000 for a total dues fee of \$2,400.
2. All dues are due by January 31st of each year.
3. All dues will be held confidential, known by only the SANA bookkeeper, and never appear in print.
4. Member companies are on the honor basis for reporting gross sales numbers.
5. Only the value of the edible soy related products, supplies, or services within a company will be considered for dues.
6. Call the SANA office, 202-659-3520, if you have exceptions or concerns.

| Membership Dues Worksheet | |
|---|----|
| Base Fee | \$ |
| Addition to base fee (see instruction #1) | \$ |
| Additional Option for sponsorship | \$ |
| TOTAL AMOUNT DUE | \$ |
| Please make checks payable to Soyfoods Association of North America and send along with the Application Form to: | |
| Soyfoods Association of North America 1050 17th Street N.W., Suite 600 Washington, DC 20036. | |

| Membership Categories | Base Fee |
|--------------------------------------|----------|
| Start-up companies up to \$1,000,000 | \$500 |
| \$1,000,000 | \$1,000 |
| \$5,000,000 | \$3,500 |
| \$10,000,000 | \$7,000 |
| \$20,000,000 | \$14,000 |
| \$50,000,000* | \$35,000 |
| Additional Membership Categories | |
| Allied Members** | \$500 |
| Individual Professionals | \$250 |
| Additional Option for Sponsorship | |
| Company Logo on SANA Website Banner | \$2,500 |

*Includes company's logo on SANA website banner.

**Allied members are state soybean boards, industry associations, and universities. Allied members do not have voting rights.