



2012 Membership Information & Application

SANA has been working for YOU!

- Achieved inclusion of fortified soy beverages in the dairy group and a unique category for processed soy products in the protein group in the [Dietary Guidelines for Americans, 2010](#) released on January 31st.
- Secured use of term *soymilk* in the Dairy Group and the inclusion of soy meat alternatives in the Protein Group and soybeans in the Vegetable Group in [MyPlate](#).
- Served over 100 USDA officials and staff at tasting of soy-based foods in the atrium of the main US Department of Agriculture building
- Convinced USDA to consider including whole bean soyfoods along with soy protein based soyfoods in school meals
- Attracted attendees from several federal agencies, DC government, nutrition organizations, universities, food industry, soybean farmer groups, media, and China at the USB/SANA 15th Soy Symposium: *Adapting to New Market Forces* in Washington, DC
- Secured changes in the report from the NIH Consensus Conference on Lactose Intolerance, after Nancy Chapman provided scientific corrections during public meeting
- Developed three evidence-based pieces, a review by Dr. Barry Swanson, FAQ's, and a fact sheet, on soy and hexane to counter the Cornucopia Report
- Average 200 pick-ups from monthly press releases on broad spectrum of articles including: [Throw Soyfoods Into Your Fall Lineup](#), [The Switch to Plant Protein Made Easy with Soy](#), and [Dietary Guidelines for Americans: Soy Makes the Cut](#).
- Reached 1750 retailers with 2011 National Soyfoods Month promotion
- Renovated www.soyfoods.org to increase user experience and site navigation; experienced in 7% increase in page views since launch.

For more information on membership, please call Nancy Chapman, Executive Director, at 202-659-3520.



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 December 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)	\$
Addition of Company Logo on Banner	\$
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

* Corporation: equipment and other suppliers, processors, food manufacturers, and brand owners

** Associate: service providers that represent law firms, accounting firms, consulting firms serving soyfoods industry

*** Allied: Soybean Boards, universities, and industry associations.

**** Individual: chefs, dietitians, and other interested parties. Individual members do not have voting rights.

^aCompanies paying at least \$35,000 in dues automatically have company logos on SANA website banner.

Membership Categories	Base Fee
Corporate*	
Start-up companies up to \$1,000,000	\$1000
\$1,000,000	\$1,500
\$5,000,000	\$4,000
\$10,000,000	\$7,500
\$20,000,000	\$14,000
\$50,000,000 ^a	\$35,000
Additional Membership Categories	
Associate Member**	\$1000
Allied Members***	\$750
Individual****	\$250
Additional Option for Sponsorship	
Company Logo on SANA Website Banner ^a	\$2,500
Sponsorship National Soyfoods Month - Gold	\$30,000
Sponsorship National Soyfoods Month - Silver	\$15,000
Sponsorship National Soyfoods Month - Bronze	\$ 5,000



2012 Membership Application

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

WEBSITE: _____

TWITTER HANDLE: _____

FACEBOOK PAGE: _____

MAIN CONTACT NAME: _____

MAIN CONTACT EMAIL: _____

2012 MEMBERSHIP AMOUNT (please see next sheet for calculation instructions): \$ _____

2012 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):
