

## How SANA Supported the Soy Industry in 2016



### 1. SANA Protects Legal Integrity of Soyfoods and Soy Protein

- Secured the higher protein standard of 6.25 Nitrogen Conversion Factor for determining soy protein value for all soybeans and soy products by the Codex Committee on Nutrition and Foods for Special Dietary Uses and USDA Food Composition Tables avoiding loss of almost 10% of total protein from all soybeans and soy products.
- Countered challenges to the use of the term “soymilk” from a Congressional letter to the FDA and the introduction of the “DAIRY PRIDE Act” by:
  - Sending a letter to the FDA defending the long-term use of the term “soymilk” as a common and usual name and working to set up a meeting with the Director of FDA’s CFSAN;
  - Sending a letter, with American Soybean Association, to Congressional members defending the use of the term “soymilk” for products consumers understand and prefer; and
  - Participating in interviews on and off screen for CBS, NBC, NPR, Washington Post, Associated Press, USA Today, and more.
- Continued to work closely with FDA to protect health claim for soy protein and coronary heart disease against Weston A. Price Foundation federal court challenge and prepared communication responses for any proposed FDA changes in the claim after a review of the totality of the publicly available scientific evidence for the health claim
- Provided evidence to Food and Nutrition Board regarding calcium fortification of tofu for WIC program

### 2. SANA Expands Market for Soyfoods through USDA Food Programs

- Secured, in the 2015 Dietary Guidelines, references to edamame in the vegetable food group, soy products and legumes in the protein food group, fortified soymilk in the dairy food group, and soy oil
- Lobbied successfully to retain reimbursement for soymilk and soyfoods in Child Nutrition programs
- Requested USDA exempt foods with naturally occurring mono- and poly- unsaturated fat that contribute >35% of calories from total fat and permit the sale of foods from whole soybeans, including soymilk, tofu and tofu products, roasted soybeans, edamame, soy butter, soy yogurt, and soy cheese in school vending machines and school stores

### 3. SANA Proactively Educates on Soy’s Benefits While Correcting Myths

- Informed sports and fitness professionals and dietitians about the health and performance benefits of soy through presentations reaching 1,200 participants, a webinar reaching 1,400 participants, blogs, and materials at the American College of Sports Medicine (ACSM) conference and through ACSM and SANA distribution channels reaching at least 30,000 individuals.
- Regularly answered media inquiries, post blogs, and articles to help bust common myths on lecithin, soy and fertility, breast cancer, allergies, women’s health, and heart disease.

### 4. SANA Promotes Member Products

- Partnered with retailers including Ahold’s Giant and Stop & Shop, Giant Eagle, Albertsons, Jewell Osco, Hy-Vee, Kroger, Meijer, Price Chopper, ShopRite, Publix, Save Mart, Wegmans, and smaller stores to promote soyfoods and beverages during April National Soyfoods Month.
- Wrote featured article about soyfoods distributed by *Family Features* that led to 4,428,345 impressions through newspapers, magazines, and social channels.
- Partnered with 31 bloggers across interest areas including Spanish-language and cultural bloggers that reached 4,470,114 viewers with information on soy products, soy recipes, soy and health.
- Teamed with Sharon Palmer RD-The Plant-Powered Dietitian for an article and blog post and Debbie James RD for an LA Fitness blog post.