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SANA ACTIVITIES

SANA Annual Meeting & Reception at NPEW
Don’t forget the SANA Annual Meeting & Reception next week at NPEW. All SANA members and guests are welcome to join us on Thursday, March 7 at the Anaheim Hilton from 5:00 to 7:00 p.m. (PST). You should have received an invitation by email. If you have not already done so, please take time to register here. We hope many of you can come and bring colleagues, customers, and other guests. We look forward to seeing you there.

Thank you to our Annual Meeting & Reception sponsors SunOpta and House Foods.
2013 SANA Board of Directors Nominations
Ballots for the 2013 SANA Board of Directors election were distributed two weeks ago and are due Monday, March 4. Thanks to all who have already returned your ballots. If you are the voting representative from your organization (one vote per member) and have not yet sent us your ballot, please do so by Monday, March 4. If you need a ballot or have questions, please email us at members@soyfoods.org. The 2013 Board of Directors will be announced officially on March 7, 2013 at the Annual Meeting in Anaheim, CA.

2013 Soy Symposium at IFT
Registration for the USB/SANA 16th Soy Symposium began on March 1st. The Symposium takes place on July 12 and 13, 2013 prior to the IFT Annual Meeting and Expo in Chicago. For more information, go to IFT’s Annual Meeting & Food Expo website. The speakers and topics for this year’s symposium will be:

Friday, July 12, 2012
Today’s Culture War: What Do Consumers Put on Their Plates? Clare Hasler, Ph.D.
What New Soy Products Meet Consumer Health, and Texture Preferences - Lynn Dornblaser
Challenges and Winning Strategies for New Product Development - Susan Howe

Saturday, July 13, 2012
Strategic Use of Sensory Science to Create Great-Tasting Soy Products - Colleen Conley, Ph.D.
Yesterday’s Soybean Oil has Come a Long Way - Richard Galloway
New Techniques and Formulations for Soyfoods - Peter Golbitz
New Applications and Functionality for Soy Proteins - Russ Egbert, Ph.D.
Soyfoods in Infancy and Childhood - Tom Badger, Ph.D.
The Real Story on Soy Nutrition - Mark Messina, Ph.D.
Soy Protein Continues to Reduce Risk of Heart Disease - David Jenkins, MD

You can see the full agenda here.

SANA Launches New Blog
Read SANA’s latest blog post, “A New Fit You with Soyfoods” in its newly relaunched blog which will address common myths about soyfoods, provide tips for incorporating soyfoods in any diet, and share recipes. Please share our blog with your colleagues and others with an interest in soyfoods to help us spread the truth about soy and counter the myths infiltrating the media.

Save the Date: Upcoming SANA Meetings & Events
- SANA Annual Meeting & Reception, March 7, 5:00 to 7:00 PM at the Hilton Anaheim.
- SANA Board meeting March 7, 1:00 to 4:00 PM PST at Anaheim Hilton for new and past board members. Please let us know if you plan to attend (send email to Katherine@soyfoods.org).
- Registration for the USB/SANA 16th Soy Symposium begins March 1st. The Symposium takes place July 12 and 13.
Recently Posted to Soyfoods.org

- Soyfoods Association Releases Video Benefits of Soyfoods for Active Adults
- New Blog: “A New Fit You with Soyfoods”

PUBLIC POLICY

USDA Proposes New Rules for Setting Nutrition Standards for all Foods Sold in Schools

On February 8, USDA released new proposals for setting nutrition standards for foods and beverages sold to students in school beyond the school breakfast and lunch programs. These rules extend efforts to ensure students have a healthy eating environment while they are in school. SANA will be offering comments to ensure that the rules permit soyfoods to be sold as “competitive foods”, the term applied to foods sold at school other than through school meals. Please send any suggestions for comments to nancy@soyfoods.org.

New State Initiatives Regarding GM Labeling

New efforts by Congressmen Polis (D,CO) and DeFazio (D,OR) to introduce federal legislation for GM labeling have begun in this new Congress which parallel some of the state initiatives. The GM labeling debate continues as several new states introduced bills. Illinois Senator Dave Koehler introduced a bill to require labeling on GE foods in Illinois and Minnesota Senator Marty did the same in Minnesota, while Colorado lawmakers rejected a proposal to require labels for genetically engineered food just days after it was introduced, fearing the requirement would burden farmers and raise food prices. In addition, some of the major food companies and Wal-Mart, the country’s largest grocery store operator, have also been discussing lobbying for a national labeling program.

MARKET NEWS

Soy in the News

There were many references to soy in the news this month: SANA member United Soybean Board is collaborating with the National Museum of American History in Washington, DC on an exhibition showcasing the history of the American soybean farmer. The American Enterprise exhibition will open in 2015, featuring the development of agriculture as a business. Several articles focused on the growth of various soyfoods markets: An article in Food Navigator discusses the soy protein market and its growth, stating that despite competition from other plant proteins, soy continues to be used in new product launches and formulators are looking for lower cost alternatives to dairy. Meanwhile, in response to the increase in consumption of edamame in the U.S., American Vegetable and Soybean Edamame (AVSA) has opened one of the first edamame processing plans in the US. And a New Zealand newspaper reports that soy milk sales in New Zealand are growing, especially in cafes. To provide a better understanding of the overall growth of the soyfood market, Research and Markets has released a report that analyzes the worldwide markets for Soy Foods. Many articles looked at how to use soyfoods and the health benefits: an article in the Iowa State Daily suggests ways to incorporate soyfoods
in meals and states, “it is not difficult to reach the Food and Drug Administration’s recommendation of 25 grams of soy protein each day... Soy protein has been shown to decrease LDL (bad) cholesterol by 10 percent and small increases in HDL (good) cholesterol, according to the Journal of Nutrition.” The New York Times “The Well Column” recommends soy milk and tofu when trying to go vegan. An article in a South African magazine suggests that soy formula is a good option for parents who want to raise their child as a vegan or for lactose-intolerant infants. It states that “soy formula has all the correct proportions of protein and fat compared to soy milk.” In addition, it states that soy milk is a good alternative to cow’s milk for older children. In another nod to soy milk, an article in Bold Sky Limitless Living, an Indian magazine on health and lifestyles, compares soy and dairy milk to see which is healthier and concludes that soy milk is the better choice. Fox News reported on the health benefits of eight foods, including soy, stating that researchers believe that lunasin, which is in all soy products, may be the key to soy benefits to heart health. Another study links soy to reduction in breast cancer risk: ABC News reported that isoflavones may cut breast cancer risk for some women and quoted Dr. Katherine Lee of the Cleveland Clinic as saying, "I usually recommend that if you're going to do soy you take it in foods ... soy beans, soy milk, soy nuts, these are all good sources that you can use.” An article in About.com talks about studies that show that soy reduces the risk of lung cancer and refers to an earlier piece, also in About.com, talking about the many health benefits of soy as well as its link to lung cancer prevention, and providing tips on incorporating soy into a diet. Blogger Karen Collins answers questions about soy and breast cancer, including what constitutes moderate consumption and what is a “serving.”

Not all the news on soy was upbeat: Western United Dairymen filed a complaint with federal regulators, objecting to the use of the word yogurt when applied to products based on soy, rice and other non-dairy products. The group has filed complaints regarding soy products with the FDA before and says it received no response. Meanwhile, an article in the UK Daily Mail suggests that research claiming benefits of soya have been counteracted by more recent research and suggests long-term health effects of soya are unknown. Two blog posts – one titled “Soy Not NECESSARILY Bad” and another called “Is Soy Really That Bad for You” – try to give a balanced view of soy but end up suggesting avoiding GMO soy while another blog warns that soy “could be lurking anywhere and everywhere” and lists products that may contain soy. (This same blog claimed recently that soy is causing cancer in Zambia and that soy industry claims that soy can prevent some types of cancer are false.) Another blog post announced that San Francisco coffee shop banned soy from its products and perpetuates common myths about soy. In another coffee shop related rant, an article claims soy milk is bad for you, disputing a pamphlet at Starbucks that sings soy milk praises. SANA staff is following and responding to these negative posts with links to evidence-based information to the contrary.

Report on Women in Agribusiness
HighQuest Partners, LLC is embarking on an in-depth study to understand the current representation of women in agribusiness, their experience in agribusiness, and the most effective strategies for recruiting, retaining, and enabling women to thrive and advance within North American agribusinesses. The full-length strategy report, The Changing Demographics and Experience of Women in Agribusiness, will be released in October 2013 at the 2nd Annual
Women in Agribusiness Summit. The report will be valuable for members of the Soyfoods Association of North America interested in creating a more gender-diverse workplace and attracting today's top talent. Click here for more information on the report and how to order, or contact Joy O'Shaughnessy at joy@womeninag.com.

**GE Food Labels May Never Appear on Packages**
Despite the push by many groups for labeling on GE food, experts say such labels may not ultimately appear because the rules and regulations that control the words that appear on food packages must be balanced against companies' constitutionally protected right of commercial speech.

**Food Science Expert Claims Overregulation of GM Foods**
Bruce Chassey, professor of food science and human nutrition at the University of Illinois, in a speech at the annual science conference AAAS.org, states that “over-regulation” of GM foods is not a response to scientific evidence, but in response to a “global campaign that disseminates misinformation and fear about these food sources.”

**Fact Sheet on Risks of GE Crops**
Food & Water Watch released a fact sheet regarding the human health risks of GE crops, stating that safety questions persist and consumers should have the right to know what they are eating.

**Plant-based Diets Better for Planet**
Researchers made a presentation at the 6th International Congress on Vegetarian Nutrition on the sustainability of plant-based diets and indicated that the environmental footprint of vegan and vegetarian diets are 30 percent lower than non-vegetarian diets.

**RESEARCH**

**Fuel Selection and Appetite-Regulating Hormones After Intake of a Soy Protein-Based Meal Replacement**
Konig, Muser and other researchers from the Prevention and Sports Medicine Department of the University Hospital in Freiburg investigated the postprandial glycemic and insulinemic responses, the levels of satiety-related proteins, and substrate use after a single dose of a meal replacement (MR) with a high soy protein content and a low glycemic index (GI) in 11 overweight or obese male subjects with insulin resistance. The results were compared with a standardized breakfast showing a high GI and a low protein content. Compared with the high GI/low-protein SB, a high soy protein MR with a low GI was associated with lower glycemia and insulinemia and relatively higher fat oxidation in the postprandial period. Together with a favorable course of appetite-regulating hormones, this could further help to explain the beneficial role of MR regimens high in soy protein for weight reduction and improvement of metabolic risk factors. Nutrition. 2012 Jan;28(1):35-9.
Effect of Soybean Protein on Novel Cardiovascular Disease Risk Factors: A Randomized Controlled Trial
Rebholz, Reynolds, Wofford, and others from the Department of Epidemiology, Tulane University School of Public Health and Tropical Medicine, examined the effect of soybean protein on biomarkers of inflammation, endothelial dysfunction and adipocytokines. Researchers used a randomized, placebo-controlled, double-blind, three-phase crossover trial in adults over 8 weeks feeding 40 g of soybean protein supplement (89.3 mg isoflavones), 40 g of milk protein supplement or 40 g of complex carbohydrate placebo. Soy protein supplementation resulted in a significant mean net change in plasma E-selectin compared with milk protein, and in plasma leptin compared with carbohydrate. There were no significant changes in any other inflammation biomarkers, endothelial dysfunction biomarkers, and adipocytokines risk factors (. Eur J Clin Nutr. 2013 Jan;67(1):58-63.

Soy Isoflavone Supplementation Could Reduce Body Weight and Improve Glucose Metabolism in Non-Asian Postmenopausal Women—A Meta-Analysis
Zhang, Chen, Guo and others conducted a meta-analysis using PubMed, EMBASE, and Cochrane databases up to October 2010 for randomized controlled trials regarding the effects of isoflavone supplementation on body weight, fasting glucose, and insulin level. Nine studies with 528 participants for body weight, 11 studies with 1182 participants for fasting glucose, and 11 studies with 1142 participants for fasting insulin were included, respectively. This meta-analysis showed soy isoflavone supplementation could be beneficial for body weight reduction, glucose, and insulin control in plasma compared with placebo control group in non-Asian postmenopausal women after adjusted by unpublished studies. Furthermore, isoflavone supplementation in shorter duration could significantly reduce body weight and longer duration (≥ 6 mo) could significantly reduce blood glucose in postmenopausal women. Meanwhile, more reduction in body weight was observed in the lower dose subgroup (and lower doses (dose < 100 mg). Nutrition. 2013 Jan;29(1):8-14.

Soy Isoflavone and Berberine Effect Postmenopausal Syndrome and Vascular Remodeling Biomarkers
Cicero and other researchers from the Lipid Clinic of the University of Bologna examined the effect of soy isoflavones (60 mg) and berberine (500 mg) in forty women in a controlled, randomized, prospective study. Compared to placebo-treated patients, those treated with isoflavones-berberine experienced a significant improvement in plasma lipid and metalloproteinase serum levels, as well as the main menopausal symptoms without experiencing any undesirable side effects. J Altern Complement Med. 2013 Jan 11. [Epub ahead of print]