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SANA ACTIVITIES

Date Change: SANA Annual Reception on Thursday, March 10
SANA’s Annual Meeting and Reception will take place on Thursday, March 10 from 5-7 p.m. in the Palos Verdes Room of the Anaheim Hilton Hotel. The SANA Board meeting will be prior to this reception from noon-4 p.m. in the same room, and any SANA member is welcome to attend either event. PLEASE INVITE YOUR COLLEAGUES AND CUSTOMERS TO THE RECEPTION.

FDA Response to Weston A Price Foundation Claim
The FDA January 3rd response has been sent to Docket Number: FDA-2008-P-0452-0001. The response states:

1. FDA is denying your petition in accordance with 21 Code of Federal Regulations ("CFR") 10.30(e)(3), because the limited relevant evidence submitted in the petition and the petition supplement does not provide sufficient grounds for the Agency to revoke the soy protein and coronary heart disease ("CHD") health claim at this time. Contrary to your representations, you have not presented sufficient data to FDA to demonstrate that the significant scientific agreement standard has not been met for this health claim.

2. FDA does not consider any procedures, including a hearing, to be warranted at this time because we first must complete our review of the totality of the publicly available scientific evidence for the health claim before we consider what, if any, action may be needed with respect to the 1999 Final Rule.

3. FDA is actively reviewing the entire body of scientific evidence to allow the agency to make a more informed decision on the next steps for this health claim. Once the agency has evaluated the information before it, FDA will reach a conclusion about next steps, including whether there may be grounds to initiate rulemaking process for amending or revoking the health claim.

FDA, USDA Release 2015 Dietary Guidelines
After much controversy - the 2015 Dietary Guidelines are out! There is a focus on food groups, healthy eating patterns, and recommended shifts, with soyfoods and beverages highlighted in many categories. Soyfoods are featured in four food groups: Vegetables - edamame; Protein Foods – soy products and legumes; Dairy – soymilk (fortified); and Oils – soy oil, and included in the recommended shifts for American’s to make. Vegetarian and Mediterranean-Style patterns were also given as examples of healthy eating patterns. The Guidelines took our comments into consideration and replaced "processed soy" with "soy products" and used "soymilk."

Sustainability was not mentioned and the science behind the process was given great focus. While most of the recommendations sound familiar, added sugars were given a maximum limit, for the first time, of less than 10% of total calories.

Please let us know if you have any questions or comments.

Legislation to Reauthorize the Child Nutrition Act Approved Unanimously
On January 20, the Senate Agriculture Committee members quickly approved the bi-partisan legislation “Improving Child Nutrition Integrity and Access Act of 2016”, as initially introduced. The bill language does not include any changes to the procedure for families to request soymilk as an alternative for dairy milk in a school meal; however, it also does not put any additional restrictions as sought by the dairy industry.

The nutrition standards were slightly changed to permit grain products with 80% instead of 100% whole grains and delays implementation of the 2nd-tier reduction in sodium content for two years.
Press Release Issued on Mighty Soybean Theme for Soyfoods Month
The Soyfoods Association sent a press release as a preview of National Soyfoods Month on “The Mighty Soybean,” highlighting soyfoods, healthy habits, and plant proteins, and how soy foods are an integral part of the newly released Dietary Guidelines for Americans. The release has appeared on 224 websites with a total potential audience of more than 12.9 million.

Soy for Healthy Living and Active People
SCAN, the largest subgroup of the Academy of Nutrition and Dietetics with over 7,000 dietitians focused on cardiovascular health, sports nutrition, wellness, and disordered eating, published a feature, Soy for Healthy Living and Active People on the front cover of their winter newsletter. The article provides dietitians and nutrition professionals with evidence-based information to assist their clients and patients in understanding the nutritional value of soy. The article also firmly dispels common myths around soyfoods, including: men’s health, nutrient absorption, and breast cancer. Authors encourage active individuals to enjoy soyfoods as part of a diet that promotes optimal health and can enhance performance.

Recently Added to soyfoods.org
- Keep Your Resolutions with Soyfoods
- Top 15 Reasons to Eat Soyfoods: The Most Promising Research of 2015

Coming in February
In February, we will finalize a feature article to be released on the Family Features syndicate on the variety and ease of use of “The Mighty Soybean.” The article, which will be sent to newspapers and magazines nationwide, will feature three recipes and images, including a breakfast, entrée and snack, featuring soy “yogurt,” tofu, edamame and soy oil. We will also post on our website updated information relating to February’s heart health and cancer prevention themes.

Upcoming Meetings
- Executive Committee Conference Call, February 19, 1-3:00 PM EST

PUBLIC POLICY

NAS Announces New Study on Future Biotech Products, Regulatory System
The National Academies of Sciences, Engineering, and Medicine announced a new study, Genetically Engineered Crops: Past Experience and Future Prospects, which will suggest changes to regulatory process for biotech products. The study is part of a White House initiative, announced in July, aimed at Modernizing the Regulatory System for Biotechnology Products.

Final Guidance on Post-Harvest Handling of Organic Products
The National Organic Program published in the January 15 Federal Register the final guidance on substance used on post-harvest handling of organic products.

USDA Announces $3.8 Million Available to Help Producers Transition to Organic Farming
The U.S. Department of Agriculture announced $3.8 million will be available to support research, education, and extension projects that will assist current organic producers and those transitioning into organic farming. Previous projects funded through the Organics Transitions Program include research from University of Illinois into multipurpose data and information systems that will allow farmers to improve organic managements, increase profitability, and protect the environment. Applications are due April 15. Please see the request for applications for specific program requirements.
MARKET NEWS

U.S. Consumers Choosing Healthier Lifestyles Rather Than Dieting
NPD Group released a report that says U.S. consumers prefer living healthier lifestyles as opposed to restricting their habits with dieting. Consumers define their own diets by putting more focus on the authenticity and purity of the foods they eat. Dieting among U.S. consumers has been declining over the past decade, finds NPD’s dieting research. Caloric intake is still a focus of consumers whether on a diet or not; however, over the past five years, the percent of adults looking for calories on food nutrition labels has steadily declined. They are less concerned about calories than they are about other items, like sugar, fat, and sodium.

Health to consumers now is more about the purity of the foods they eat versus the absence of negatives, such as fats, or even the presence of positives. The bigger picture is that consumers are seeking items which have had minimal processing, and are focused on avoiding “unnatural” elements, like artificial sweeteners, high fructose corn syrup, preservatives, additives, and genetically-modified organisms (GMOs). NPD forecasts that consumer interest in natural, fresh foods will continue to increase over the next several years.

- Related news: NPR’s The Salt on “Diet Foods Are Tanking. So The Diet Industry Is Now Selling ‘Health’”

Top Processed Food Companies Lost 4% Market Share in 5 Years
According to an article by Food Navigator, the top 10 branded processed food companies in the US have lost 4% of their market share in the past five years as smaller, more innovative brands have seized the initiative, says leading financial institution for the food industry, Rabobank. The article notes that some food and beverage categories are growing due to demand for on-the-go consumers, including refrigerated lunches (+14.2%), ready-to-drink tea/coffee (+10.3%), sports drinks (+7%), other sauces (+6.8%), and bakery/snacks (+6.1%).

Online Retailer Thrive Market Popular for Naturals Products
Thrive Market, which offers Whole Foods products online at wholesale prices and with a membership fee similar to Costco, is growing quickly and getting the capital to expand further. “We are capturing a new consumer, not the Whole Foods shopper, but middle-class, middle America,” they say.

RESEARCH

Soy Intake Modifies the Relation between Urinary Bisphenol A Concentrations and In Vitro Fertilization Outcomes
Harvard researchers Chavarro and colleagues performed an observational study evaluating whether soy consumption modified the relationship between urinary BPA levels and infertility treatment outcomes among women undergoing assisted reproduction. Participants included 239 women enrolled between 2007 and 2012 in the Environment and Reproductive Health (EARTH) Study, who underwent 347 in vitro fertilization (IVF) cycles. Among women who did not consume soyfoods, the adjusted live birth rates per initiated cycle were lower than among women reporting pretreatment consumption of soyfoods. Detection of urinary BPA had a negative impact on the trend for implantation and clinical pregnancy rates but was unrelated among soy consumers. These findings are the first suggesting a potential interaction between soy and BPA. Researchers concluded that soyfoods may protect against the adverse reproductive effects of BPA, and should be further evaluated in other populations. J Clin Endocrinol Metab. 2016 Jan 27 doi: 10.1210/jc.2015-3473

Probiotic Soy Product Supplemented with Isoflavones Improves the Lipid Profile of Men
This randomized control trial from Brazil investigated the influence of an isoflavone-supplemented, fermented soy drink product on cardiovascular risk markers in 49 healthy men with moderate high cholesterol. Participants consumed either 200 mL per day of: the probiotic soy product, isoflavone-supplemented probiotic soy product, or the unfermented soy product for 42 days. The isoflavone-supplemented probiotic soy product led to improved total cholesterol, non-HDL-cholesterol and significant reduction of electronegative LDL concentrations. Both the supplemented probiotic soy product and probiotic soy product maintained the HDL-cholesterol. The results suggest that a regular consumption of this isoflavone-supplemented probiotic soy product improves lipid profiles and may contribute to reducing the risk of cardiovascular disease in men with moderate high cholesterol.


**Soy Isoflavones Impact on Osteoporotic Bone Loss: A Systematic Review**
Researchers at the University of Connecticut conducted a systematic review to assess osteoporotic bone loss and the modulation of bone remodeling in relation to soy isoflavone intake from diet or supplements. Epidemiologic studies support that dietary soy isoflavones diminish menopause-induced osteoporotic bone loss by decreasing bone resorption and encouraging bone formation. Incorporating exercise into study interventions may strengthen bone-specific effects and contribute to the improved ability to absorb soy isoflavones. The reviewers deemed the results of dietary soy isoflavones on osteoporotic bone loss inconclusive due to the large variety of dosages, intervention materials, study duration, race, and genetic differences in the studies.


**Impact of a Soy Drink on Climacteric Symptoms: an Open-label, Crossover, Randomized Clinical Trial**
An open-label, randomized, crossover clinical trial evaluated the effects of a soy drink with a high concentration of isoflavones on menopausal symptoms. 147 peri- and postmenopausal women from health centers in Spain were randomly assigned to either 500mL per day of: the control soy drink or the soy drink with 15 g of protein and 50 mg of isoflavones for 12 weeks with a 6-week washout period. Regular consumption of the isoflavone soy drink significantly reduced climacteric symptoms by 20.4%, symptoms in the urogenital domain by 21.3%, and improved health-related quality of life by 18.1%. Researchers concluded consumption of the isoflavone soy drink improves both the somatic and urogenital domain symptoms of menopause, as well as health-related quality of life in peri- and postmenopausal women.


**MEMBER NEWS**

**DuPont and Dow to Combine in Merger**
DuPont has announced it is merging with Dow Chemicals in an all-stock merger of equals. The combined company will be named Dow DuPont. There will be three independent companies created, including a leading technology and innovation-driven Specialty Products company that will house DuPont’s Nutrition & Health team.