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SANA ACTIVITIES

Announcing Soy and Performance Video Series
SANA wants you to link to the announcement of the first two videos in the SANA Soy and Performance Video Series. Please distribute through your media channels The Benefits of Soyfoods at Every Stage of Life and The Benefits of Soyfoods for Elite Athletes which showcases SANA members’ soyfoods and Americans on the move. With the 2012 Olympics underway, now is the time to promote the benefits of soyfoods to active and athletic Americans!
Future videos will include:
The Benefits of Soyfoods for Energetic Kids - expected release date – Fall 2012
The Benefits of Soyfoods for Active Adults - expected release date – Winter 2013
The Benefits of Soyfoods for Aging Americans - expected release date – Spring 2013

On Friday, July 27th, SANA video star Rebecca Scritchfield posted the video on her blog, directed people to SANA’s website for more information, and mentioned one of her favorite ways to enjoy soy. Rebecca was a pleasure to work with and we hope to partner with her on future SANA activities. Check out her blog.

Save the date: Upcoming Committee Meetings & SANA Events
- SANA Technical Committee meeting on August 16 from 2-3:30 PM EST
- SANA Communications Committee meeting on August 17 from 1-2:30 PM EST
- SANA Executive Committee meeting on August 24 from 1-3 PM EST
- SANA Board of Directors Meeting on September 19 at 2:00 PM EST – SANA Office (1050 17th Street NW, Washington, DC 20036)
- Confirmed: USB/SANA 16th Soy Symposium will be held prior to IFT Annual Meeting and Expo in July 12 and 13, 2013

SANA Joins IFIC Protein Communications Forum
Earlier this month SANA joined the International Food and Information Council (IFIC) in their new forum, the Protein Communications Forum. The primary focus of the group will be to positively position plant, seafood, meat, and dairy-based protein sources in a healthful diet. IFIC’s facilitated Protein Communications Forum will offer the regular opportunity to discuss current protein issues and to collaborate on strategic communications and message development among interested companies, trade associations, and commodity groups. In addition to SANA, supporting members of the Protein Communications Forum include: The Dannon Company; Egg Nutrition Center; Hillshire Brands; International Life Sciences Institute, North America; Mead Johnson Nutritionals; The Peanut Institute; PepsiCo, Incorporated; Solae/DuPont; StarKist Co. The group will convene again sometime in the fall.

IFT Annual Meeting and Expo
On June 25-28, 2012, SANA Technical Director Steph Saullo attended the Institute of Food Technologists (IFT)’s Annual Meeting and Expo in Las Vegas, Nev. The event attracted over 18,000 registrants from all over the nation and the world. The purpose of attending was to increase SANA’s knowledge and perspective on sustainability. It was evident that not only are consumers interested in sustainable products, but they are also highly interested in sustainable companies, production, and overall transparency. There are still many ways of thinking about and defining “sustainability”, but the buzz is there and consumers are only becoming more interested. There was much discussion regarding the future dilemma of feeding the world with fewer resources, how the U.S. and the world can and should do it, and what the effects may be. Some panels discussed the word “processed” and how consumers react negatively to the term. Because consumers are starting to care about the source of their food, how it is produced and how it gets to their plate, the industry has the opportunity to engage the consumer and show
them how sustainable their products and companies really are. SANA hopes that you will embrace this opportunity to start talking about your company’s sustainable practices.

A Note from SANA’s Communications Director, Erica
As many of you are aware, I have a new position in social media and website marketing at the National Automobile Dealers Association. It is with regret that I leave this industry, but with excitement that I return to my roots in the automobile industry. I am so appreciative of the experiences, opportunities, and individuals I have met and worked with while at SANA and want to express my deepest gratitude to the SANA membership, our small team here - Nancy and Steph, and the SANA Communications Committee for your support over the past two years. It has been a great pleasure and wonderful opportunity to serve you and the organization. Nancy will oversee my transition and will be in touch with staffing information once available. Thank you, again, for your support. I hope to keep in touch. – Erica (erica.e.rose@gmail.com)

PUBLIC POLICY

Farm Bill Update
On July 22, the House Agriculture Committee passed the Federal Agriculture Reform and Risk Management (FARRM) Act with a vote 35-11. The passed bill, representing a carefully constructed compromise between the Committee leaders, held fast and the savings level of $35 billion was maintained, despite many efforts to increase and decrease the savings especially above and below the $16.1 billion cut in the Supplemental Nutrition Assistance Program (SNAP). It is uncertain how this Farm Bill will come to the House floor, especially since the House leadership recognizes that many Republicans want deeper cuts and many Democrats want to restore the reductions in Nutrition Programs during this election season. Some speculate that there will be a simple extension of the farm programs through some measure before October 1, 2012 and that some type of compromised bill between the Senate approved and the House Ag Committee approved Farm Bill will be added to some other legislation like the Continuing Resolution, drought disaster payments, or another "must pass" bill.

The FARRM Act ended direct payments, shifted the risk management for farmers to crop insurance, revised the dairy program adding supply management provisions that are very controversial, and repealed authorization for over 100 programs, including research, conservation, and local farming support programs. The organic section of FARRM included a directive to USDA’s Risk Management Agency to complete the development of organic price series, $16 million for meritorious research, reauthorization of the Organic Production and Market Data Initiatives, and efforts to strengthen the investigations and enforcements of the organic certification. An effort to allow the organic industry to petition the USDA to establish an organic promotion order using the normal promotion order process and to modify the exemption for certified organic products from commodity assessments was defeated.
MARKET NEWS

Soy in the News
As the 2012 Olympics capture the attention of Americans across the country, SANA announced the release of our first two videos in the SANA Soy and Performance Video Series, with a nationally distributed press release, “The Importance of Nutrition for Athletic Performance” which experienced over 150 instant same day pick-ups. Keep an eye out for continued coverage of the videos, a video news release that was distributed, and video expert Rebecca Scritchfield’s promotions of the series.

Soymilk was a trending topic this month among the media. MyHealthNewsDaily reported that, according to a new study published in the Journal of Dentistry, soymilk may be worse for your teeth than cow’s milk. Fox News ran a similar story but unlike MyHealthNewsDaily mentioned weaknesses with the study, including that the study was conducted in lab dishes without saliva which could counteract the acid production from soymilk. One Green Planet used the study as an opportunity to highlight reasons one may considering ditching dairy for plant-based alternatives in, “Soy Milk Could Harm Your Teeth...But It’s Still Better than Cow’s Milk!” CBS Chicago and DietsinReview.com also weighed in on the topic providing comparisons of milk alternatives.

Soyfoods were recognized for their cholesterol fighting attributes in two stories this month, “3 Cholesterol-Busting Foods” (MyHealthNewsDaily) and “5 cholesterol-fighting foods” (Fox News). Other interesting stories this month included Shape Magazines’ “4 Delicious Ways to Enjoy Tofu,” The New York Times’ “Does eating soy increase risk of breast cancer?” “Soy Reduces Inflammation” posted on Food Consumer website, “Foods that boost your sex drive” and a re-print of the Katherine Tallmadge story, “When bad foods turn good.” With all the talk on milk this month, it is no surprise that the Milk Processor Education Program fired back with their press release, “Good "Nutrition Economics" Can Help You Manage Your Grocery Budget AND Fill Your Cart With Nutrient-Rich Foods Like Milk, Whole Grains and Veggies” which claimed that “there really is no good substitute for milk in our diets. Milk is one of the most economical sources of protein and an extremely cost-efficient source of calcium. Even some of the beverages that are manufactured to mimic milk's nutrition, often cost nearly twice as much as milk and just don't stand up when it comes to value for your dollar.”

RESEARCH

Effects of a Soybean Nutrition Bar on the Postprandial Blood Glucose and Lipid Levels in Patients with Diabetes Mellitus
Urita and colleagues of the Toho University School of Medicine in Tokyo, Japan, used a cross-over study to compare the effects of a soybean nutrition bar from whole soy powder versus a test cookie with the same calorie content on blood glucose, insulin, and lipid levels in patients with diabetes, using a 80 kCal meal first and then a 592 kCal meal second. In both studies, blood glucose response was significantly lower in the soybean nutrition bar trial compared to the cookie trial. The soy nutrition bar did not cause high blood glucose after eating. Blood
triglyceride response was not different between the two groups. Int J Food Sci Nutr. 2012 Jun 20. [Epub ahead of print]

Risk Factors for Multiple Myeloma: A Hospital-Based Case-Control Study in Northwest China
Wang et al. of Xijing Hospital, Fourth Military Medical Center in Shaanix, China examined characteristics of those with multiple myeloma (cancer of plasma cells) compared to a group of matched controls. Information on demographics, family history, and intake of foods was obtained through a questionnaire. Looking at dietary factors, the intake of shallots and garlic, soyfoods, and green tea was significantly associated with a reduced risk of multiple myeloma. Fried food, cured/smoked food, black tea, and fish were not associated with risk. Brined vegetables and pickles were significantly associated with an increased risk. Risk was also significantly increased by family history of cancer. Cancer Epidemiol. 2012 Jun 4. [Epub ahead of print]

Weight Reduction Effects of a Black Soy Peptide Supplement in Overweight and Obese Subjects: Double Blind, Randomized, Controlled Study
Kwak and colleagues of the Yonsei University Research Institute of Science for Aging in Seoul, Korea researched the effect of black soy peptide supplementation on body weight and body fat in 64 overweight/obese subjects in a double-blind controlled trial. Participants were randomized to receive either a soy peptide supplement or a placebo. The soy peptide group had significant reductions in body weight, body mass index (BMI), and body fat mass after 6 weeks. Significant reductions in body weight, BMI, and body fat percentage were also seen in the soy peptide group after 12 weeks. Changes in body weight and body fat mass in the peptide group were significantly larger than those in the placebo group. No significant changes in these parameters were seen in the placebo group at 6 weeks or at 12 weeks. Additionally leptin levels decreased significantly in the peptide group but not in the placebo group. Those in the peptide group with weight loss ≥1kg had larger reductions in leptin levels. Fasting insulin levels were also reduced significantly in the peptide group. Food Funct. 2012 Jun 28. [Epub ahead of print]

Effect of Soy Isoflavones on Blood Pressure: A Meta-Analysis of Randomized Controlled Trials
Liu et al. of the Key Laboratory of Clinical Cardiovascular Genetics in Beijing evaluated the effect of dietary soy isoflavones on blood pressure in a meta-analysis including a total of eleven trials. Compared to a placebo, a soy isoflavone treated group had a significant mean decrease of 2.5 mm Hg for systolic blood pressure and 1.5 mm Hg for diastolic blood pressure. A significantly greater decrease in blood pressure was found in participants with hypertension treated with soy isoflavones compared to a placebo. Soy isoflavones did not reduce blood pressure in those that had normal blood pressure. Nutr Metab Cardiovasc Dis. 2012 Jun;22(6):463-70.

INTERNATIONAL HEADLINES

Update – Health Claims in the EU Related to Isolated Soy Protein (ISP) and Reduction of Blood LDL-Cholesterol Concentrations
After review of comments submitted on the Scientific Opinion of The European Food Safety Authority (EFSA) Panel on Dietetic Products, Nutrition, and Allergies (NDA) on the scientific validation of health claims related to soy protein and reduction of blood LDL-cholesterol concentrations, the EFSA NDA Panel concluded that the comments received do not change the conclusions of the NDA Panel which were adopted on January 18, 2012. The NDA Panel found that “a cause and effect relationship has not been established between the consumption of ISP (as defined by the applicant) and a reduction in blood LDL-cholesterol concentrations.” Results were based on 24 randomized controlled trials identified by the applicants, the European Natural Soyfood Manufacturers Association (ENSA), the European Vegetable Protein Federation (EUVEPRO), and the Soya Protein Association (SPA). The June 26, 2012 EFSA Technical Report, "Response to comments on the Scientific Opinion on the substantiation of a health claim related to isolated soy protein and reduction of blood LDL-cholesterol concentrations pursuant to Article 14 of Regulation (EC) No 1924/2006" is available from the website.

MEMBER NEWS

**Soy Survey: 77% Approve; 2% Don’t**

A Solae-sponsored survey has found 77% of people rate soy to be good or excellent while only 2% said they had a negative perception of the bean and its extracts, drinks and foods. The full article can be viewed on NutraIngredient’s website.