



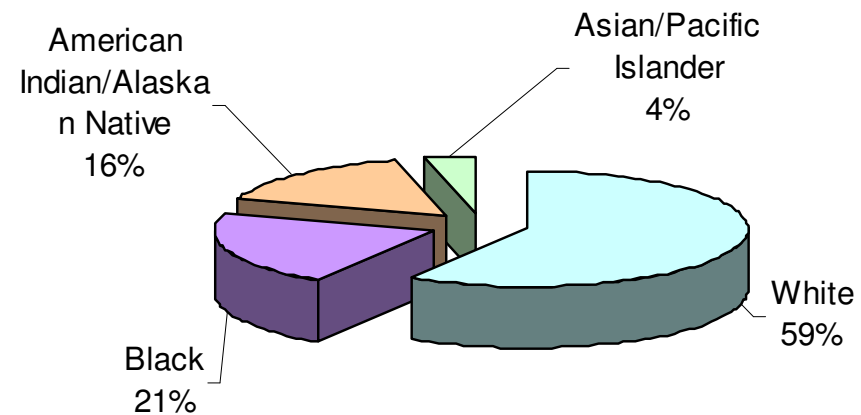
Soyfoods in the WIC Food Packages

Nancy Chapman, RD, MPH
Executive Director
Soyfoods Association of North America
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www.soyfoods.org

Demographics of WIC Program Participants



2006 Demographics of WIC Participants



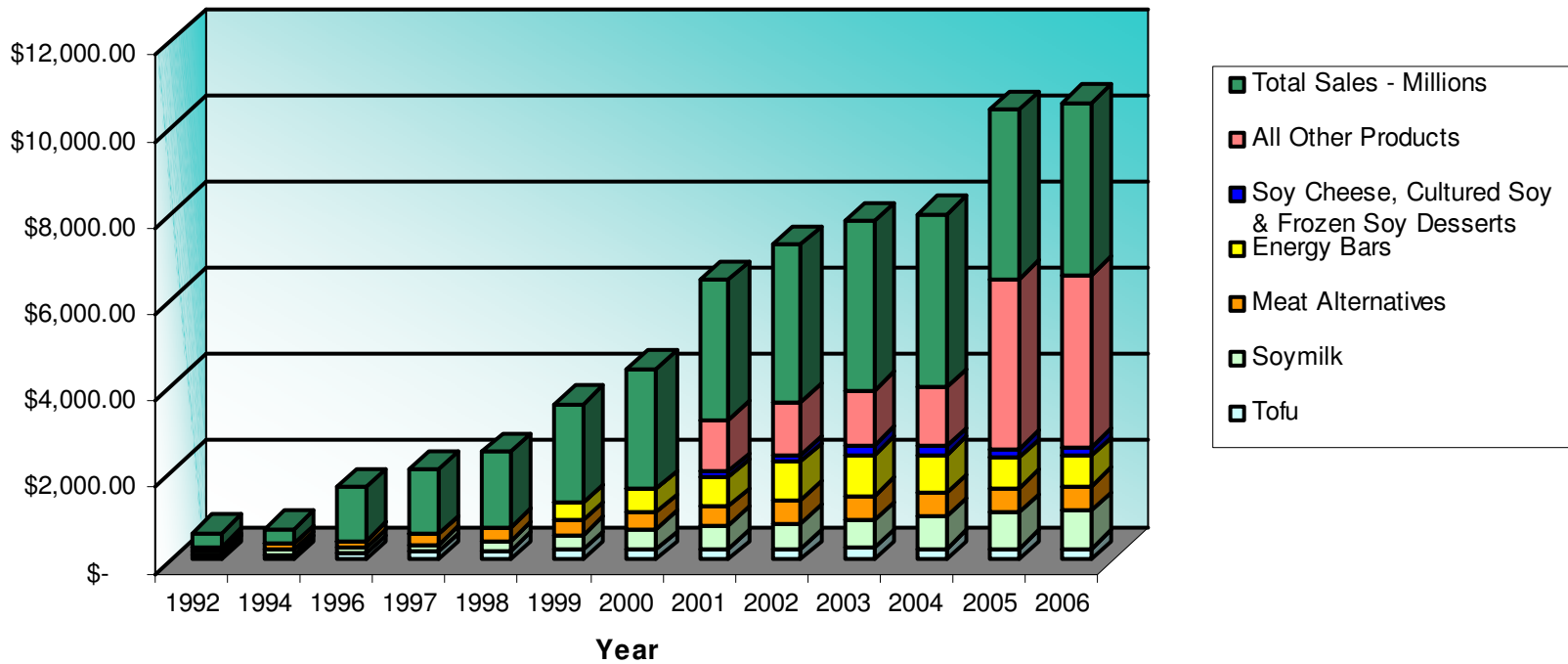
USDA, FNS WIC Participant and Program Characteristics 2006: Summary, December 2007.

* Many Hispanics and/or WIC staff viewed American Indian/Alaskan Native as the closest racial group under the new OMB definitions of racial categories.



Soyfoods Sales

Soyfoods Sales 1992 - 2006

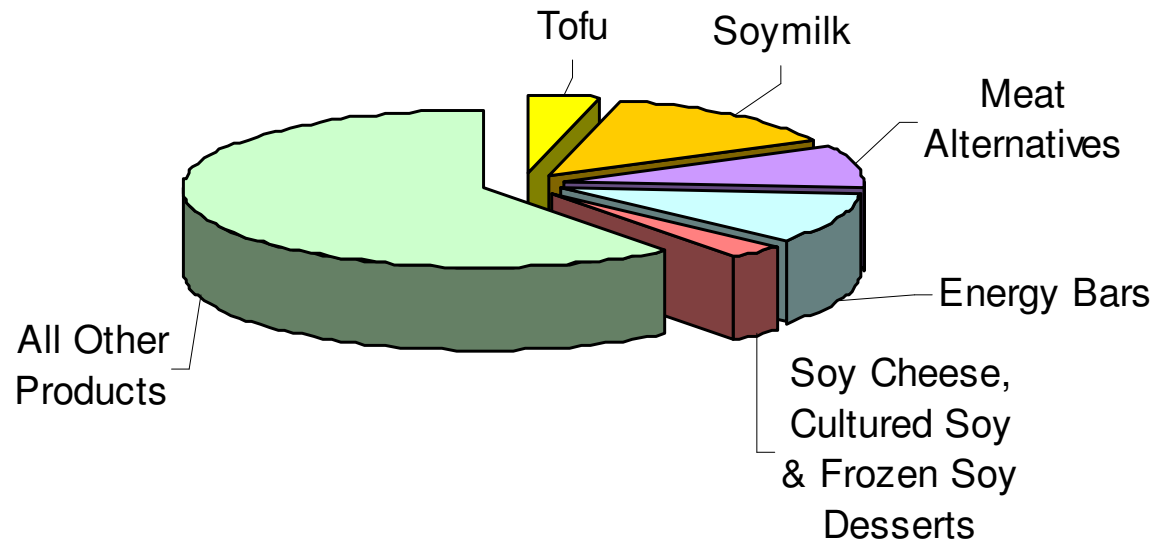


Data Provided by Soyatech and SPINS Inc.



Soyfoods Sales By Product Type

2006 Soyfoods Sales by Product Type



Data Provided by Soyatech and SPINS Inc.



How Consumers View Soy



- 85% of consumers rate soy products as healthy
- Health benefits of soy recognized by consumers:
 - 31% aids in weight loss
 - 31% reducing the risk of heart disease
 - 23% reducing the risk of some cancers
- 32% of Americans consume soyfoods or soy beverages once a month or more



USB 2008 Consumer Attitudes Report

Health Benefits of Soyfoods



- Soy protein is the **ONLY** complete plant protein.
 - Contains all 9 essential amino acids
 - Equal to animal protein
 - Only plant source of Omega-3 fatty acid
- 1999 FDA Soy Protein Heart Health Claim:
“25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.”





Health Benefits of Soyfoods: Soy and Women

- **Weight loss** – Soy protein is equal to other lean protein sources in aiding in weight loss
- **Heart Health** – Studies have shown consuming soyfoods lowers LDL (bad) cholesterol and may increase HDL (good) cholesterol
- **Breast Cancer** – Consuming soyfoods does not increase the risk of breast cancer. In fact, consuming soy in adolescence may help reduce the risk of breast cancer.
- **Osteoporosis** – Calcium fortified soymilk and tofu are excellent sources of calcium to help fight bone decay



Health Benefits of Soyfoods: Soy and Pregnancy

- **Nutrient Rich** – Soyfoods are low in saturated fat and contain no cholesterol. Many soyfoods contain fiber, calcium, iron, zinc, and vitamins A, D, and B12
- **Maintain A Healthy Weight** – Replacing high calorie foods with nutritious soyfoods is a healthy way to gain weight during pregnancy
- **Tasty and Wide Variety** – Numerous types of soyfoods—desserts, meat substitutes, and beverages—can help with cravings



Health Benefits of Soyfoods: Soy and Children



- Growth and Development – Soy-enhanced food can add nutrition value to children’s diets without sacrificing taste or health
- Tasty Soy – Studies with school-aged children have found soyfoods are highly accepted by children
- Soy Benefits at a Young Age – Studies show eating soy at an early age can decrease risk of breast cancer and help with constipation, weight management, and athletic performance



Health Benefits of Soyfoods: Soy Allergies

- Soy is one of the 8 major allergens along with milk, eggs, peanuts, tree nuts, wheat, fish, and shellfish that is required by law to appear on food labels.
- Prevalence – FDA estimates that soy allergies are limited to 0.2 percent of children and studies show that most children outgrow soy allergies
- Alternative for other Allergies – Soymilk is an excellent source of calcium and vitamins A and D for children who suffer from lactose maldigestion or cow's milk allergies. Soy nut butter is a healthy substitute for children with peanut allergies.



Variety of Soy Products

Soyfoods Fit into MyPyramid



Grains

Daily Goal:

1 slice of bread, 1 cup of dry cereal, or 1/2 cup pasta



Dairy

Daily Goal:

3 cups



Fruits & Veggies

Daily Goal:

4.5 cups



Meat & Beans

Daily Goal:

5.5 oz equivalent



Oils

Daily Goal:

24 grams (6 tsp)



Variety of Soy Products: Soy Grains



Soy muffin



Soy cereal



Soy Bread



Soy Flour



Soy Pasta





Cooking with Soy Flour

- **In the Market** – Look for soy flour in the baking aisle and for other soy grains in the bread and baking section
- **Storage** - Kept in an airtight container, defatted and low-fat soy flour will stay fresh for up to one year. Full-fat soy flour will keep for up to one year in an airtight container in the freezer
- **Cooking Tips** –
 - Full-fat and low-fat soy flours work best in sweet, rich, baked goods like cookies, soft yeast breads and quick breads
 - Soy flour will substitute well for 10 to 30 percent of the wheat or rye flour
 - Watch baked goods closely for over-browning



Variety of Soy Products: Dairy Free Alternatives

Soy milk



Dairy Free Desserts

Soy Cheese



Soy Yogurt



Variety of Soy Products: Soymilk vs. Milk

Nutritional Comparison of 1% Milk to Soymilk for 8 oz. Serving

Nutrients	Amount for 1% Milk	Amount for Soymilk	WIC Requirements for Soy Beverages
Energy	102 kcal	104 kcal	--
Saturated Fat	1.545 g	0.498 g	--
Protein	8.22 g	7 g	8 g
Calcium	290 mg	299 mg	276 mg
Iron	0.07 mg	1.02 mg	--
Vitamin A	478 IU	450 IU	500 IU
Vitamin C	0.0 mg	0.0 mg	--
Vitamin D	127 IU	104 IU	100 IU
Magnesium	27 mg	36 mg	24 mg
Phosphorus	232 mg	104 mg	222 mg
Potassium	366 mg	296 mg	349 mg
Sodium	107 mg	114 mg	--
Riboflavin	0.451 mg	0.447 mg	0.44 mg
Vitamin B 12	1.07 mcg	2.07 mcg	1.1 mcg



USDA National Nutrient Database for Standard Reference. Comparison of "Soymilk, original and vanilla, with calcium, vitamins A and D" to "Milk, low fat, fluid, 1% milk fat, with added vitamin A."



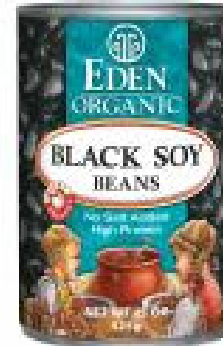
Cooking with Dairy Free Alternatives

- **In the Market** – Look for soymilk next to milk in the refrigerated section and in the baking aisle. Other dairy free alternatives can be found next to their dairy counterparts.
- **Soy milk** – Shelf-stable aseptic soymilk has a 12-month shelf life. Once it is opened it must also be refrigerated. It will stay fresh for 5 to 7 days.
 - Shake soymilk before pouring to disperse the ingredients evenly
 - Soymilk works in any recipe
- **Soy cream cheese** – Works well in all types of recipes
- **Soy cheeses** – Those containing casein, a milk protein, melt better and stretch to make a more “cheesy” product. Soy cheese doesn’t contain lactose, a milk sugar. For vegan choices, soy cheese made without casein is available.



Variety of Soy Products: Fruits & Vegetables

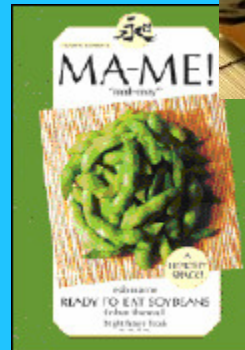
Soy Nuts



Canned Soybeans



Edamame





Cooking with Soybeans & Soy Nuts

- **In the Market** – Look for frozen soybeans in the freezer section, canned beans in the canned foods aisle, and soy nuts with snacks and nuts.
- **Dry Soybeans** – When cooking 1 cup (1/2 pound) of dry soybeans will expand to equal about 2 1/4 - 2 1/2 cups cooked.
- **Edamame** – Can be boiled in water and salted for a traditional Asian dish



Variety of Soy Products: Soy Meat Alternatives

Tempeh



Tofu



Soy Nut Butter



Soy Burgers



Meatless Chik'n Tenders





Cooking with Soy Meat Alternatives

- **In the Market** – Look for tofu in the produce section, meat alternatives in frozen food section, and soy nut butter next to peanut butter.
- **Tofu** – Fresh tofu is great baked, broiled, barbecued, grilled, fried, boiled, or steamed.
 - Tofu can be frozen. Drain all water and wrap the tofu in plastic, foil or freezer wrap and store in freezer for up to 5 months. Frozen tofu becomes chewy, spongy, and beige-colored.
- **Soy Meat Alternatives** – can be used in the same way as the foods they replace.
- **Soy Nut Butter** – Store in the refrigerator or cabinet in an airtight container. Follow the product ‘Use By’ date.



Variety of Soy Products: Soybean Oil

Soybean oil, better known as vegetable oil, is used the same as other cooking oils. Soybean oil is low in saturated fats, cholesterol free, and high in healthy omega-3 fatty acids.



New WIC Food Packages

- Tofu –
 - Women can substitute 1 pound of plain calcium-set tofu for 1 quart of milk
 - Children can also receive tofu, but must have a written medical documentation
- Soy beverages –
 - Women can substitute 1 quart of soy beverage for 1 quart of milk (Soy beverages must meet certain nutrient requirements to qualify for the WIC Program)
 - Children can also receive soy beverages, but must have written medical documentation
- Canned soybeans – Can be substituted for dry beans for all participants



Implementation Road Blocks



1. Currently no soymilk on the market meets the USDA nutrient standards for a soy beverage to qualify for the WIC program.
2. The medical documentation is a hindrance for WIC participants and should be removed.
3. Tofu Package Size –Tofu purchases are required to meet the exact maximum monthly allowance for fluid milk. Most packages of tofu packages come in 14 ounce packages, making it very difficult to meet the 64 ounce monthly milk allowance.



WWW.SOYFOODS.ORG

- Recipes
- Cooking Tips
- Finding Soy at the Store
- Health Benefit Details
- Help Locating Products
- The Latest News on Soy
- And More!!!

The screenshot shows the website's navigation menu with links for About Us, Contact Us, Technical, Regulatory, Photos, Become a Member, and Members Only. A search bar is located on the right. The main header features a logo with hands holding soybeans and the text "Soyfoods association of north america". Below the header are four main content areas: "News and Consumer Info" (with a sub-image of a newspaper), "Sales and Product Info" (with a sub-image of soybeans), "Soy and Health" (with a sub-image of a person running), and "Locating Soy Products" (with a sub-image of various soy products). Each area lists specific resources. A "Featured News" section highlights a September article about cholesterol-free soyfoods and a 2007 survey. A "BookMart" section promotes a soy-based diet book. The footer includes the organization's address, contact information, and logos for partner brands like Midland Harvest, Boca, Silk, Vitasoy, and Morningstar Farms.

1050 17th Street, NW | Suite 600 | Washington, DC 20036 | 202.659.3520 | Contact Us | RSS

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