



Insights, Trends, and Predictions about
Consumers, Retailers, and International Markets

www.soyfoods.org/2008-soy-symposium

PROGRAM AGENDA

Thursday, April 17, 2008

8:00 AM **Registration and Continental Breakfast**, Foyer in Front of the Sauganash W Room, 14th Floor

8:30 AM **Welcome/Opening Remarks, Sauganash W Room**
John Becherer, CEO, United Soybean Board

8:45 AM **Keynote #1: “Is There a Generational Gap?”**
Ann Fishman, CEO and President, Generational Targeting Marketing Corporation

Each of the six generations of American consumers is different. Knowing how to reach, market and communicate successfully with each generation is the focus of this session.

9:45 AM **“New Health Frontiers for Soy in Wellness and Disease Prevention”**

In this session, four soy experts review current research that shows consumers feel soy is a healthy choice and look at why more consumers will choose soy in the future.

- “Soy Boosts the Immune System”
Cade Fields-Gardner, MS, RD, Director of Services, The Cutting Edge
- “Soy Strengthens Brain Function”
Pauline Maki, PhD, Associate Professor, Dept of Psychiatry, University of Illinois at Chicago
- “Soy and Weight Management”
John Erdman, PhD, Professor, Dept of Nutrition, University of Illinois at Urbana-Champaign
- “Late Breaking Review of Critical Soy and Health Issues”
Mark Messina, PhD, Executive Director, Soy Nutrition Institute

11:45 AM **Soy Luncheon and Exhibit Visits**, Wolf Point Room, 15th Floor

Planned by Patricia Greenberg, President of Fitness Gourmet and Nutritionist and Chef promoting wellness through food.

1:30 PM **“Boosting Nutrition with Soy in US and International Feeding Programs”**, Sauganash W Room, 14th Floor

This session provides an update on the USDA rule changes and first hand accounts of the successful use of soyfoods as an alternative protein source for women, infants, and/or children in the US and worldwide.

- *Eric Steiner, Deputy Administrator of the USDA Food and Nutrition Service’s Special Nutrition Programs*
- *Kathy Lazor, MS, RD, School Food Service Director, Montgomery County School District, Maryland*
- *Kent Holt, Director Regulatory Affairs, Solae*
- *Pradeep Khanna, MBA, Associate Vice Chancellor for Public Engagement, University of Illinois at Urbana-Champaign*

3:00 PM Networking Break

3:30 – 5:30 PM “Striving for Good Taste, Good Health - Soy Product Innovations”

In this session industry leaders present their experiences bringing new soy products to the market.

- *Lynn Dornblaser, Director, Mintel Insights, Mintel International Group*
- *Richard Galloway, QUALISOY Consultant*
- *Robert Bergwall, CEO, Nutrition Kitchen, Inc.*
- *Karl Weingartner, PhD, Director, International Soybean Program, National Soybean Research Laboratory, University of Illinois at Urbana-Champaign*
- *Stanley Gilliland, PhD, Regents Professor and Sitlington Endowed Chair In Food Microbiology, Oklahoma University/Contributor, CAST Issue Paper on Probiotics*

6:00 PM Networking Reception with a Taste of Soy and Exhibit Visits, Wolf Point Room, 15th Floor
Planned by Patricia Greenberg, President, Fitness Gourmet

Friday, April 18, 2007

7:30 AM Continental Breakfast, Foyer in Front of the Sauganash W Room, 14th Floor
Moderator: *Ted Nordquist, President, Soyfoods Association of North America and CEO of WholeSoy & Co.*

8:00 AM Keynote #2 “Catalyzing, Propelling and Sustaining Innovation for Growth”, Sauganash W Room
Aaron Brody, PhD, President and CEO of Packaging/Brody Inc.

This session will provide principles and tasks for creative teams to develop a product and marketing plan with great appeal for the consumer profile you choose.

9:00 AM “The World May be Flat but the Global Food Market is Growing”

A panel of international experts discusses how the world is flattened by common concerns and needs, and the best strategies for assuring successful launches of products.

- “GMO and Organic Supply of Soybeans”
Rhonda Cole, SunOpta Company and USSEC Board Member
- “Value Added Soybeans versus Commodity Beans”
Aaron Skyberg, SK Food International, Inc.
- “Soyfood Promotions in Non-Soy Consuming Markets-South Asian Experience”
Suresh Itapu, PhD, Global Nutrition Director, USSEC India Office

10:30 AM Networking Break

10:45 AM Keynote #3 “Will the Future Find Us in the Supermarket”
Phil Lempert, Columnist, Food Industry Expert and Editor of Supermarketguru.com

If you want to know where shoppers will buy food and soyfoods in the future, don't miss this session.

12:00 PM Wrap-up and Evaluations

12:30 PM Adjournment

SPONSORSHIP ACKNOWLEDGEMENT

- The Illinois Soybean Checkoff Board graciously sponsored Phil Lempert's speech.
- The US Soybean Export Council and the WISSH Foundation generously sponsored speakers and attendees from several countries.
- The International Soybean Program, National Soybean Research Laboratory at the University of Illinois at Urbana-Champaign has jointly promoted this symposium and has provided speakers.

