

Soyfoods Association of North America

2010 Membership Application

Membership Offers

- Listing of company and products on SANA web site
- Monthly updates on research, news & events
- Talking points on key issues
- Consumer focused fact sheets
- Forum for exchange of ideas and information with colleagues and consumers
- Membership directory

How Your Trade Association Benefits You!

SANA is the number one source of information on soyfoods. We provide science-based facts to the media, health professionals and the public. We work to identify early negative stories and correct misinformation with press releases or scientific spokespersons.

SANA promotes member product through the popular Locating Product's Section of our website and offers sponsorship opportunities and sample sharing.

Tackling Pressing Issues

Issues can arise that are bigger than any one company or organization. When this happens, your trade association serves as a reliable resource and as a proactive voice for the industry. With talking points, consumer education materials, Q and A's on research, and expert spokespeople available for media inquiries or comments SANA is prepared to help your company whether any storm facing the industry.

SANA also sponsors the National Soyfoods Month—an opportunity for small and large companies to promote soyfood products to consumers through retailers. Educational materials help provide consumers with the health benefits on soyfoods, while materials specifically designed for retailers provide the tools needed to promote soyfoods at the point-of-purchase.

Protecting the Health Claim

In December 2007, FDA announced its review of the soy and heart disease health claim. SANA submitted extensive comments to the FDA, tracked comments submitted by other groups (e.g., Weston A. Price Foundation), collaborated with the Soy Nutrition Institute (SNI) on an evidence-based review of 35 studies on soy and cholesterol and launched a proactive multimedia news release on soy and cholesterol during National Cholesterol Education Month. SANA informed the public of new research confirming 20 to 50 g of soy protein reduces LDL cholesterol by 4 to 6 percent and total cholesterol by 3 to 5 percent.

Looking Ahead to 2010

- FDA is still reviewing the soy protein health claim; a petition has been submitted to revoke the claim.
- SANA continues to address misinformation on the link between soyfoods and breast cancer and mens health.
- The Dietary Guidelines for Americans will be released and will advocate more plant protein foods.

Instructions:

1. For each \$1,000,000 in sales, add \$700 to the base fee listed below. For example, a company that sells \$3,000,000 in soyfoods would add \$1,400 to the base fee of \$1,000 for a total dues fee of \$2,400.
2. All dues are due by January 31st of each year.
3. All dues will be held confidential, known by only the SANA bookkeeper, and never appear in print.
4. Member companies are on the honor basis for reporting gross sales numbers.
5. Only the value of the edible soy related products, supplies, or services within a company will be considered for dues.
6. Call the SANA office, 202-659-3520, if you have exceptions or concerns

Membership Dues Worksheet	
Base Fee	\$
Addition to base fee (see instruction #1)	\$
Additional Option for sponsorship	\$
TOTAL AMOUNT DUE	\$
Please make check out to Soyfoods Association of North America and send along with the form to: Soyfood Association of North America 1050 17th Street N.W. Suite 600 Washington, DC 20036.	

Membership Categories	Base Fee
Start-up companies up to \$1,000,000	\$500
\$1,000,000	\$1,000
\$5,000,000	\$3,500
\$10,000,000	\$7,000
\$20,000,000	\$14,000
\$50,000,000*	\$35,000
Additional Membership Categories	
Allied Members**	\$500
Individual Professionals	\$250
Additional Option for Sponsorship	
Company Logo on SANA Website Banner	\$2,500

*Includes company's logo on SANA website banner.

**Allied members are state soybean boards, industry associations, and universities. Allied members do not have voting rights.

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

CONTACT EMAIL _____

WEBSITE _____

Please provide the following contact information, if different from above. Please feel free to add more than one contact for each committee.

Technical Committee Contact (name and e-mail): _____

Marketing Committee Contact (name and e-mail): _____