

Soy & Health



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Soy food intake and breast cancer survival

Two recently published studies add to an ever increasing body of scientific evidence supporting the role of soy in improved breast health. The first, a study from the Shanghai Breast Cancer Survival Study, involved a large population-based cohort group of 5042 female breast cancer survivors in China. In the study women aged 20 to 75 years with diagnoses between March 2002 and April 2006 were recruited and followed up through June 2009. Information on cancer diagnosis and treatment, lifestyle exposures after cancer diagnosis, and disease progression was collected at approximately 6 months after cancer diagnosis and was reassessed at 3 follow-up interviews conducted at 18, 36, and 60 months after diagnosis. Annual record linkage with the Shanghai Vital Statistics Registry database was carried out to obtain survival information for participants who were lost to follow-up. Medical charts were reviewed to verify disease and treatment information. During the median follow-up of 3.9 years, 444 deaths and 534 recurrences or breast cancer-related deaths were documented in 5033 surgically treated breast cancer patients.

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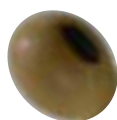
Calendar of events of interest to the soy food world

The researchers found that soy food intake, as measured by either soy protein or soy isoflavone intake, was inversely associated with mortality and recurrence. The inverse association was evident among women with either estrogen receptor-positive or -negative breast cancer and was present in both users and non-users of tamoxifen. Women with the highest intake of soy protein had a 29% lower risk of death, and a 32% lower risk of breast cancer recurrence compared to patients with the lowest intake of soy protein. The researchers concluded that among women with breast cancer, soy food consumption was significantly associated with decreased risk of death and recurrence. (X O Shu et al, JAMA 302 (22) pp2437-2443,

<http://jama.ama-assn.org/cgi/content/abstract/302/22/2437?etoc>)

In another US study, researchers examined the role of soy isoflavones in relation to breast cancer recurrence. A cohort of 1,954 female breast cancer survivors, diagnosed during 1997–2000, was prospectively followed for 6.31 years and 282 breast cancer recurrences were ascertained. Isoflavone intake was assessed by mailing modified Block and supplemental soy food frequency questionnaires to participants, on average 23 months post-diagnosis. Risk of breast cancer recurrence, measured by hazard ratios (HR) and 95% confidence intervals (CI), was estimated using multivariable delayed entry Cox proportional hazards models. Suggestive trends for a reduced risk of cancer recurrence were observed with increasing quintiles of daidzein and glycerin intake compared to no intake among postmenopausal women and among tamoxifen users. Among postmenopausal women treated with tamoxifen, there was an approximately 60% reduction in breast cancer recurrence comparing the highest to the lowest daidzein intakes (>1,453 vs <7.7 µg/day. The researchers concluded that soy isoflavones consumed at levels comparable to those in Asian populations may reduce the risk of cancer recurrence in women receiving tamoxifen therapy and moreover, appears not to interfere with tamoxifen efficacy. (N Guha et al, Breast Cancer Research and Treatment, Vol 118, No 2, Nov 2009, pp395-405,

<http://www.springerlink.com/content/841p535n6q3u3421/?p=2a65283c52ff42a3b62c3e408ed60b63&pi=15>)



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Top 10 trends for 2010

According to Innova Market Insights (<http://www.innovadatabase.com>) levels of NPD activity are continuing to hold up well in the face of the difficult global financial situation. Some key trends and developments are emerging:

1. **Simplicity:** The downturn is making people nostalgic for simpler times and simpler foods which is driving an interest in natural and clean-label foods.
2. **Sustainability:** Increasingly well-informed consumers are looking for locally-sourced, more sustainable and fairly-traded products. Organic has flattened in the downturn but fair trade is continuing to rise. The idea of carbon footprinting is also set to move into the mainstream.
3. **Inherent Nutrition:** Consumer scepticism and difficulties for manufacturers in securing approved health claims will lead to marketing of foods with more traditionally perceived inherent health benefits.
4. **Functionality:** The healthy ingredients that survived EFSA's early rulings will move to the fore in functional foods, as others will be forced, for the moment, to rely on softer claims.
5. **Immunity Boosting:** Swine flu fears have fuelled a demand for immunity boosting products e.g. probiotics and various antioxidants.



6. **Energy:** 'Energy' is the hot concept in functional foods as stimulating ingredients are used in new applications.
7. **'Free From' :** The gradual move towards more 'free-from' foods over the past few years accelerated in 2009 to involve some of the major players and to focus more on taste and quality.
8. **Cook at Home:** 'Staying in is the new going out'. Despite some indications of recovery on the horizon, consumers do not have the confidence to foresee complete economic recovery as yet.
9. **Extreme Flavours:** Rising levels of interest in very hot (spicy) products are being reported.
10. **Real Authenticity:** Increased interest in authenticity means that regionally-produced foods will also be on the rise.

A History of Soy in Africa

A new history book on soy has been published by the SoyInfo Center and is available, free of charge on their website in PDF format. The 'History of Soybeans and Soyfoods in Africa (1857-2009)' contains a detailed chronology of soy in Africa plus a full page colour map of soy in Africa, 25 historical illustrations and photos (many in colour), and a dedication to pioneers of soyfoods in Africa. The 731 page PDF book contains 2,336 references from 1857 to 2009. For more information and to download your free copy visit: <http://www.soyinfocenter.com/books/134>.

Soy & Health wishes

all our readers a
healthy, successful
and prosperous 2010

Solae Event: Thursday, January 21st, 10am-12pm, Hotel Andaz, Liverpool St, London

Solae, industry leader in supporting research to discover the many health benefits of soy based foods, is organizing an informative session on 'Future Trends in Consumer Behaviour Relating to Food and Nutrition'. A brunch and an expert Q&A on consumer trends in the health and wellness industry will follow the session: Please join Solae and the following industry experts to explore opportunities in the market:

- **Mintel:** David Jago, Director of Innovation & Insight. Awarded the title of Business Superbrand for 9 years running, Mintel is one of the world's leading market research companies, specialising in fast-moving consumer goods and consumer research.
- **Solae:** Michele Fite, Vice-President of Strategy - Elaine Krul, Clinical Science Lead. With more than 50 years of nutrition research behind our products and a growing pipeline of new soybean research, Solae leads the industry in supporting research to discover the many health benefits of soy based foods.
- **Janice Harland,** Nutritionist and Consultant in Nutrition & Health Claims at Harlandhall Associates.

To reserve your place, please e-mail Isabelle Ardevol at iardevol@solae.com or alternatively call +41 22 717 64 31.



Solae, the world leader in developing soy ingredients for food, meat and nutritional products. We take one of nature's best resources, the soybean, and create nutritious and great-tasting ingredients.



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SunOpta in alliance with SPP, South Africa

SunOpta Inc has announced that the SunOpta Grains & Foods Group, through its wholly-owned subsidiary, SunOpta Africa, has entered into a strategic alliance with Specialized Protein Products (SPP) of South Africa, to manufacture and sell liquid and powdered soy ingredients and soymilk beverages in Africa and other international markets. This exclusive manufacturing and supply agreement provides the SunOpta Grains & Foods Group with an increased supply of high quality soymilk products and improved logistics which it anticipates will enable it to compete effectively in world markets for natural and organic soy-based ingredients and packaged products.

The SPP facility, located in Potchefstroom, South Africa, is a state-of-the-art manufacturing facility with capacity of over 200,000 litres of concentrated soymilk per day, capable of producing 20 metric tons per day of high quality soymilk powder. Commissioned in 2001, the modern facility was sold to a new private group of investors in early 2008, who have been working with SunOpta since earlier this year to develop this strategic relationship. As part of this alliance, SunOpta is working with SPP plant operations to improve quality control processes and reduce production costs and water usage through a series of technology improvements. In addition, SunOpta is working with local farmers in the Southern African region to implement programmes to improve the quality of soybeans that the facility will ultimately use for manufacturing. In order to support operations, SunOpta Africa has opened an office in Durban, South Africa for sales and technical support. Sales of liquid and powdered products from this alliance are expected to grow over time to over \$15 million. (<http://www.sunopta.com>)



Here, three global brand sports drinks (the orange, red and blue bottles) and two vitamin waters each contain 2% CLARISOY soy protein, yet they are still transparent.

New soy isolate for acidic beverages from Burcon NutraScience

Burcon NutraScience has launched CLARISOY™ soy protein isolate that enables the protein-fortification of many different sports drinks, juices, waters and beverages. Among its unique attributes, CLARISOY is 100% soluble and transparent in acidic beverages and solutions, enabling applications down to pH 2.5, a characteristic that enables the inclusion of protein in many different acidic fruit juices and sports drinks. It also has exceptional flavour characteristics (no “beany” taste) and is heat stable permitting hot-fill applications in beverage production. CLARISOY has numerous applications as a protein ingredient in many different foods and beverages and is a revolutionary advance over traditional soy protein isolates in the multi-billion-dollar global soy protein market. (<http://www.burcon.ca>)

French advisory body defines GMO-free labelling requirements

The French government’s advisory council on biotechnology has outlined its views on rules for a voluntary GMO-free labelling system in a new report. Currently, there is no European regulation on what constitutes GMO-free, although products that contain more than 0.9 % genetically modified ingredients must indicate GM content. However this does not apply to meat and dairy products, with no requirement that a distinction be made between those that come from animals fed GM or non-GM feed.

The recommendations from the Haut Conseil des Biotechnologies include a 0.1% threshold for genetically modified material in plant products and animal feed, and propose that public authorities should set a minimum distance between apiaries and fields where GM crops are grown. Labels could then designate plant products as ‘GMO-free’, animal products as ‘fed on GMO-free feed’ or ‘derived from animals fed without GM feed’, and honey as ‘biotech-free’. (<http://www.foodnavigator.com/Legislation/France-defines-GMO-free-labelling-threshold>)



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Soy and risk of hip fractures in women

According to a recent study eating a moderate amount of soy-based foods per day lowers the risk of hip fractures in women but not in men. The authors examined gender-specific associations between soy intake and hip fracture risk in the Singapore Chinese Health Study, a prospective cohort of 63,257 Chinese living in Singapore. At recruitment between 1993 and 1998, each subject was administered a food frequency questionnaire and questions on medical history and lifestyle factors. As of 31 December 2006, the researchers identified, via linkage with hospital discharge databases, 276 incident cases of hip fracture in men and 692 cases in women. For both genders, hip fracture risk was positively associated with cigarette smoking and was inversely associated with body mass index. There was a statistically significant association of tofu equivalents, soy protein, and isoflavones with hip fracture risk among women but not among men. Compared with women in the lowest quartile of intakes for tofu equivalents (<49.4 g/day), soy protein (<2.7 g/day), and isoflavones (<5.8 mg/1,000 kcal/day), those in the second–fourth quartiles exhibited 21–36% reductions in risk (all $P < 0.036$). Risk levels were comparable across the second, third, and fourth quartiles of soy intake categories.

W-P Koh et al, American Journal of Epidemiology 2009 170(7):901-909; <<http://aje.oxfordjournals.org/cgi/content/abstract/170/7/901>>.



Biological effects of equol

In this randomised crossover, open label study in 12 healthy adults (6 men and 6 women) plasma and urinary pharmacokinetics of orally administered enantiomeric pure forms of S-(-)[2-13C]equol, R-(+)[2-13C]equol, and the racemic mixture were compared. Plasma and urinary [13C]R-equol and [13C]S-equol concentrations were measured by tandem mass spectrometry. Plasma [13C]equol concentration appearance and disappearance curves showed that both enantiomers were rapidly absorbed, attained high circulating concentrations, and had a similar terminal elimination half-life of 7–8 h. The systemic bioavailability and fractional absorption of R-(+)[2-13C]equol were higher than those of S-(-)[2-13C]equol or the racemate. The pharmacokinetics of racemic (±)[2-13C]equol were different from those of the individual enantiomers: slower absorption, lower peak plasma concentrations, and lower systemic bioavailability. The researchers concluded that the high bioavailability of both diastereoisomers suggests that low doses of equol taken twice daily may be sufficient to achieve biological effects.

KDR Setchell et al, AJCN, Vol. 90, No. 4, 1029-1037, Oct 2009, <<http://www.ajcn.org/cgi/content/abstract/90/4/1029>>.

Effect of soy on inflammatory markers in men

This study investigated the effect of soy foods on serum levels of six inflammatory markers, leptin, adiponectin, monocyte attractant protein 1 (MCP-1), macrophage inflammatory protein-1b (MIP-1b), IL-6 and C-reactive protein (CRP), and their relationship with BMI and lifetime soy intake. The researchers randomised 24 men to a high- (two daily servings with 30–35 mg isoflavones per serving) or a low-soy diet for 3 months. After a 1-month washout period, the men crossed over to the other treatment. A multiplex bead immunoassay method was used to measure leptin, adiponectin, MCP-1 and MIP-1b and ELISA assays for IL-6 and CRP. The statistical analysis applied mixed models that incorporated the four repeated measurements. The men had a mean age of 58.7 (sd 7.2) years and a mean BMI of 28.4 (sd 4.9) kg/m². The researchers observed no significant intervention effect of the soy treatment on any of the six markers. After adjustment for age and ethnicity, highly significant associations of BMI and body weight with leptin and MCP-1 emerged. Men with high soy intake early in life also had higher levels of leptin and MCP-1, whereas no association was seen for soy intake during adulthood. MIP-1b, adiponectin, IL-6 and CRP were not related to BMI, body weight or soy intake at any time in life. It was concluded that in this small study no intervention effect of soy foods on markers of inflammation was observed but adiposity and early-life soy intake were related to higher leptin and MCP-1 levels.

G Maskarinec, British Journal of Nutrition 2009, 101 : 1740-1744 doi:10.1017/S0007114508147389 <<http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=5870156&fulltextType=RC&fileId=S0007114508147389>>.



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Soy isoflavones and spatial working memory in men

Australian researchers carried out a 12-week double-blind, placebo-controlled cross-over trial in 34 healthy men to investigate the effect of isoflavone supplementation on cognitive function. Volunteers were randomised to take four capsules/d containing soy isoflavones (116 mg isoflavone equivalents/d: 68 mg daidzein, 12 mg genistein, 36 mg glycitin) or placebo for 6 weeks, and the alternate treatment during the following 6 weeks. Assessments of memory (verbal episodic, auditory and working), executive function (planning, attention, mental flexibility) and visual-spatial processing were performed at baseline and after each treatment period. Isoflavone supplementation significantly improved spatial working memory ($P = 0.01$), a test in which females consistently perform better than males. but did not affect auditory and episodic memory (Paired Associate Learning, Rey's Auditory Verbal Learning Task, Backward Digit Span and Letter-Number Sequencing), executive function (Trail Making and Initial Letter Fluency Task) or visual-spatial processing (Mental Rotation Task). The authors concluded that isoflavone supplementation in healthy males may enhance cognitive processes which appear dependent on oestrogen activation.

A A Thorp et al, British Journal of Nutrition, Volume 102, Issue 09, Nov 2009, pp 1348-1354, <http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=6488320>.



Soy sauce may help salt reduction

According to Japanese research adding soy sauce to certain foods may enhance the perception of saltiness and enable food manufacturers to cut salt content without sacrificing taste. The objective of this study was to investigate whether or not it would be possible to reduce the sodium chloride (NaCl) content in standard Western European foods by replacing it with naturally brewed soy sauce. Three types of foods were investigated: salad dressing ($n = 56$), soup ($n = 52$), and stir-fried pork ($n = 57$). In the 1st step, an exchange rate (ER) by which NaCl can be replaced with soy sauce without a significant change in the overall taste intensity was established per product type, by means of alternative forced choice tests. In the 2nd step, the same consumers evaluated 5 samples per product type with varying NaCl and/or soy sauce content on pleasantness and several sensory attributes. The results showed that it was possible to achieve a NaCl reduction in the tested foods of, respectively, 50%, 17%, and 29% without leading to significant losses in either overall taste intensity or product pleasantness. These results suggest that it is possible to replace NaCl in foods with naturally brewed soy sauce without lowering the overall taste intensity and to reduce the total NaCl content in these foods without decreasing their consumer acceptance.

S Kremer et al, Journal of Food Science, Volume 74 Issue 6, Pages S255 - S262 (Published Online: 30 Jun 2009 DOI 10.1111/j.1750-3841.2009.01232.x) <http://www3.interscience.wiley.com/journal/122474199/abstract>.

Climate change affecting soybean yields

Researchers at the USDA Agricultural Research Station (ARS) investigating the effect of climate change on soybeans have found that current atmospheric ozone levels are already suppressing soybean yields. A project called 'SoyFACE' (Soybean Free Air Concentration Enrichment) is replicating the effects of climate change by measuring how the projected increases in carbon dioxide (CO₂) and ozone will affect soybean production. In their studies, ARS scientists found that soybean yields increase by about 12% at the elevated CO₂ levels predicted for the year 2050 (550 ppm) - only half of what previous studies estimated. They also found that increased ozone is quite harmful to soybean yields, reducing them by about 20%. In addition, current levels of ozone are already suppressing soybean yields by up to 15%. Looking at the combined effects of CO₂ and ozone changes on soybeans the researchers have found that elevated CO₂ partially offsets the ozone damage, confirming general results obtained with open-top chamber studies conducted at other ARS laboratories. The ability of SoyFACE technology to test effects of CO₂ and ozone in the open air (without the environmental modifications caused by open-top chambers) means greater confidence in understanding how plants respond in the real world, including the actual estimates of impact on crop yields. More research is needed into how other interacting factors affect ozone uptake but it is hoped that results from these studies will help breeders develop soybean varieties better adapted to the changing climate.

Nov/Dec 2009 issue Agricultural Research magazine <http://www.ars.usda.gov/is/AR/archive/nov09/soybean1109.htm>.

conference highlights

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Report from Barcelona by Soy & Health's roving reporter, Dr Janice Harland



Delegates from around the world came to Barcelona, Spain, on 5-6 November 2009 to escape the grey weather and attend the 2nd International Symposium on Soy & Strategic Marketing. Not only did the sun shine outside but inside there were some sparkling ideas to brighten your soy campaigns. Highlights from the symposium are provided below.

Sarah Day Le Vesque (Soyatech, Southwest Harbor, USA) started the day with an assessment of the world soy, soy ingredients and soy foods market. She indicated that over the next 10 years over 45% more (100M tonnes) soybeans were needed to meet global requirements and that Brazil and Argentina will meet around 80% of this additional demand. This will place Brazil as the No 1 supplier. Around one third of this increasing market will be taken up by China. For the ingredients market, Ms Le Vesque indicated that demand was continuing to increase with the growth in vegetarianism and more specifically flexitarian diets, where people will have a few vegetarian days in the week, but do not wholly adopt a vegetarian lifestyle. The continuing consumer interest in health and the broader range of products available has also sustained the market. In developing nations there is a need for cheap sources for competitively priced protein and it is likely that soy protein will help to meet this global demand for protein. While there is steady growth in the world market for soy ingredients and foods, the US market has seen a degree of stagnation during 2009. The number of innovative new products has slowed and some of the long-established products such as shelf stable soymilk and soy meal replacers and protein powder have declined through the year. This was due, in part to the economic climate, but also to controversy about the health benefits of soy as the US has seen some fierce debates in the media. The need for great tasting innovative products that clearly state the health messages are required to revitalise the market.

Ryan Schmidt, (President of SoyLabs LLC, California, USA) explained how his company had set out to establish a soy functional food category in the 1990s. One of the recent key initiatives had been the development of Lunasin, a peptide containing 42 amino acids which has high levels of bioactivity. Patents, issued and pending, relate to its use in cancer and cardiovascular disease, where it has been shown to be effective in reducing LDL cholesterol. It is suggested that Lunasin has dual benefits on cholesterol metabolism by interfering with the expression of the gene for HMG CoA reductase - a key enzyme in the pathway of cholesterol synthesis - and upregulating LDL receptor genes, which will increase cholesterol uptake. The search is now well established to identify varieties of soy that naturally express high levels of Lunasin, with the view to producing second and third generation products that will have a higher degree of cholesterol-lowering capacity than earlier isolated soy proteins. He explained how some of these products were now close to commercialisation enabling targeted soy proteins for specific purposes, e.g. low sodium soy protein isolates to meet the increasing demand for low salt products. A second development was the "SoyLabs Community" a new purpose built facility with multi-use laboratory space, shared-use laboratories and offices that were available for collaborative ventures. The facilities could take developments from the very start through to pilot plant evaluation to develop a new concept in business innovation.



Prof Mark Messina, (Nutrition Matters, Port Townsend, USA) noted the continuing interest in soy and health and the high level of scientific research published each year. However, this was also generating disagreements with the net result that US consumers were becoming confused about soy and health issues. He suggested that the Industry needed to be more proactive about the beneficial aspects of soy and health. He summarised some recent developments provided by large observational studies which

demonstrate a reduction in the incidence of stroke by up to 65% and a 75% reduction in the incidence of cardiovascular disease among those with the highest intake of soyfoods. He suggested that reduced incidence of chronic disease among those with the highest consumption of soy could not be solely accounted for by the improvements in blood cholesterol or even cholesterol and blood pressure reduction, but that a range of other factors were also potentially responsible. These included reduced LDL particle size, reduced LDL oxidation, improvements in arterial compliance and endothelial function. Prof Messina also reviewed evidence on protein quality, the role of soy, specifically soy isoflavones on bone density and breast cancer, with particular reference to the preventative role that early exposure to soyfoods may have on reducing the risk of developing breast cancer - advocating that all girls would benefit from the inclusion of soyfoods in their diet. On hot flushes he concluded that there was now sufficient evidence to suggest that health professionals were justified in recommending soy isoflavones to ease menopausal symptoms. There were clinically relevant improvements in quality of life with soy isoflavones and the level of improvement was around 50% reduction including placebo effect. Evidence relating to the hormone-disruption claims and safety issues were also reviewed, but when taken alongside the wealth of beneficial studies Prof Messina suggested that there was much evidence to support the inclusion of 2 to 3 servings of soyfoods per day in the diet of healthy individuals.

Yves Goemans, (Solae, Geneva, Switzerland) attempted the difficult task of updating the audience on the developments of soy claims in Europe. He stressed that the new Nutrition and Health Regulation 1924/2006 did not apply to business to business communications, which could proceed as previously. However, henceforth nutritional claims made on products

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conference highlights



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directed at consumers would need to be selected from those listed in the Annex to the Regulation. Health claims to be used needed to be included on the Community List that was in the process of development. The previously used soy health claim relating soy protein intake to a reduction in blood cholesterol would fall within the scope of claims detailed in Article 14 of the Regulation and as such would be considered a disease-risk reduction claim. Whereas a claim that soy protein helps to maintain healthy cholesterol levels, would be considered an Article 13 claim. The first decisions on Article 13 claims have been made by EFSA and appeared in October 2009; further batches will be considered and decisions are anticipated between now and Summer 2011. Soy health claims relating to its antioxidant properties, effects on menopausal symptoms, vascular effects, control of blood cholesterol and as a source of protein to improve satiety and weight control, await evaluation. A claim that soy isoflavones improves bone density was not permitted in the evaluations that appeared in October as the evidence was considered insufficient. With regard to the Article 14 applications,

currently across all areas of health some 254 applications have been made, with around one quarter resulting in health claims being granted. An Article 14 application has been made by a collaboration of Soy Organisations in Europe to maintain the use of the soy protein cholesterol-reduction claim, previously permitted for use in the UK. A decision relating to this submission is anticipated in the first quarter of 2010.

Sam Waterfall (Healthy Marketing Team, London, England) presented ideas on how to create customer value with soy products. The Team's innovative approach was driven by the need to get, "better targeted product faster to market". He introduced the "6 second 6 cm rule," - the time which a shopper has to reach the shelf and move their hand from your product to the competitors - it's a complex calculation and a critical decision for your product. The secret to success is understanding the calculation and Mr Waterfall presented a simple tool, based on 4 pillars that can help: (1) Need the product; (2) Accept the Ingredient; (3) Understand the benefit; and (4) Trust the brand. These are the 4 key success factors for every brand. He explained that customers are motivated by needs and benefits and that ingredients can provide a reason to believe, but increasingly a reason to reject, such as in the case of trans fat. Of course, not every product is right for every market sector and the product needs to be targeted by stakeholder group, for example, those driven by technology or lifestyle or the mass market.

Dr Janice Harland (HarlandHall Associates, Cirencester, England) identified some practical examples of successful soyfood communications. One of the main requirements is to get soyfoods into the mainstream and out of the niches, where in the long term, growth will be limited. She introduced the heavenly seven market drivers: health, convenience, premium and indulgence, ethnic influences, "free-from" foods, good versus bad fats and bespoke foods. Soyfoods are in a good position to capitalise from many of these drivers - it has Asian connections, a number of health benefits, contains the right sort of fat, most of the traditional foods are free from additives etc. For many products celebrity or celebrity chef endorsement can be influential in taking the product mainstream as indicated by the huge growth in Edamame included in the special diet plan of Victoria Beckham aka Posh Spice. For a good example of marketing communications to health professionals, Dr Harland cited the Alpro website - packed with sound scientific information, practical tools and resources for the health professional, briefings for students and diary dates relevant to all matters nutritional. In business to business communications, she highlighted how manufacturers were frequently in a conundrum, not really sure who their customer was. Should they be addressing their customers, or providing the consumer benefits that would help market their customer's products? Solbar seems to address this conundrum, by developing a tagline that transcends all markets, "An Ancient Bean Goes Modern".

Dr Ron Guyman (Food & Brand Lab, Cornell University, USA) explained how to position soyfoods to market their nutritional benefits. On average every day we make 250 food related decisions per day, yet despite this over 70% of us gain less than 1kg (2.5lbs) per year, which is equivalent to eating an extra 25 Calories per day. Interestingly we consume 92% of what we serve ourselves, so its critical to healthy weight management that we understand which nutrients each serving contains. However food purchase is based on "wants" rather than "needs", this manifests itself by consumers choosing by visibility and convenience rather than hunger and taste. Removing barriers to choice is an important first step to changing eating habits. Ensuring that healthful products look as familiar as possible, with no compromise in palatability, texture or flavour are other important aspects. Research conducted by Cornell University indicates that descriptive labelling influences taste and attitude, shorter claims are more believable, simple nutrition information is best on front of pack and more detailed information back of pack. Talking about "brands" rather than ingredients and descriptive rather than regular names which sound more appealing, e.g. delicious chicken korma prepared using a traditional South Indian recipe served with scented basmati rice, or chicken curry and rice! Nutrition marketing is complex, its needs to validate current practices, while meeting the needs of evolving lifestyles, embrace emerging technologies and yet not assume detailed consumer nutrition knowledge. Products require sound branding, compelling taglines, effective labelling and need to build consumer trust - but the overarching drivers are that the product looks good and is convenient.

Dr Janice Harland, HARLANDHALL ASSOCIATES

2nd International Symposium on
Soy & Strategic Marketing





21 January 2010

Solae event: Future Trends in Consumer Behaviour Relating to Food and Nutrition, Hotel Andaz, London, UK. Contact Isabelle Ardevol on +41 22 717 64 31 or e-mail: iardevol@solae.com.

3–4 February 2010

3rd Healthy & Nutritional Bars Conference, Cologne, Germany.

Visit: <http://www.bridge2food.com/healthynutritionalbars.asp>.

10–11 March 2010

Soyfoods 2010 to Map Realistic Growth Strategies for Producers of Soy-Based and Other Healthful Foods, Anaheim, USA. Visit: <http://www.anuga.com>.

3–4 March 2010

4th International Symposium on Dietary Fatty Acids and Health, Frankfurt, Germany.

Visit: <http://www.eurofedlipid.org/meetings/index.htm>.

5–6 March 2010

4th Practical Short Course: Advanced Oil Processing - Palm, Palm Kernel and Coconut Oil Processing and Food Applications, Shangri La Hotel, Kuala Lumpur, Malaysia. Visit: <http://www.smartshortcourses.com> or e-mail: oilprocess@scarlet.be.

10–11 March 2010

Nutracon 2010, Anaheim, California, USA. Visit: <http://www.nutraconference.com/nutracon2010/public/enter.aspx>.

21–24 March 2010

Food and Drink Expo 2010, Birmingham National Exhibition Centre, UK.

Visit: <http://www.foodanddrinkexpo.co.uk/page/home.html>.

29 April 2010

5th Interactive Workshop: Nutrition & Health Claims Europe - Designing Clinical Studies for Success. Radisson Blu Royal Hotel, Brussels, Belgium. Visit: <http://www.healthclaims.eu> or email: info@healthclaims.eu.

10–11 May 2010

7th Annual Nutrition and Health Conference, Atlanta, Georgia, USA. Visit: <http://www.nutritionandhealthconf.org>.

16–19 May 2010

101th AOCs Annual Meeting and Expo, Phoenix, Arizona, USA. Visit: http://www.aocs.org/meetings/annual_mtg.

25–26 May 2010

2nd Practical Short Course: Functional and Specialty Beverages: Market, Regulations, Processing, Formulation and Health Benefits, Het Pand University, Ghent, Belgium. Visit: <http://www.smartshortcourses.com> or e-mail: beverages@scarlet.be.

31 May–1 June 2010

5th Practical Short Course: Advanced Oil Processing and Healthy Food Applications, Istanbul, Turkey.

Visit: <http://www.smartshortcourses.com> or e-mail: oilprocess@scarlet.be.

11–16 July 2010

International Symposium on Plant Lipids, Cairns, Australia. Visit: <http://www.ispl2010.org>.

17–21 July 2010

IFT Annual Meeting and Food Expo, Chicago, IL, USA. Visit: <http://www.ift.org>.

22–26 August 2010

IUFoST World Congress of Food Science and Technology, Capetown, South Africa. Visit: <http://www.iufost2010.org.za>.

22–27 August 2010

Textured Soy Proteins and other Soy Products, Texas A&M University, Texas USA.

Visit: <http://www.tamu.edu/extrusion>.