

# Soy & Health

OCTOBER 2009

ISSUE NUMBER 26

## Learn how to boost sales - register for the 2nd international symposium on soy and strategic marketing

Following the success of the 2008 Symposium, the 2nd International Symposium on Soy & Strategic Marketing is to be held in Barcelona, Spain on 5 and 6 November 2009. This year's programme will again give delegates a key advantage in the soyfood and soy ingredient business. Since the first boom in sales following the FDA approval in 1999 for a heart health claim the focus for soy has now shifted to new components present in soy and their role in creating value-added products. This year's event aims to help CEO's, marketing managers, R&D managers to further understand the latest developments in strategic marketing and improve their sales. The current market and trends will be reviewed in 4 different ways focusing on how to advance into an uncertain future, tackle unsolved problems innovatively and achieve long-term performance excellence. The programme is as follows:

### In this issue

#### Profile

Solae Europe to launch new soy protein isolate at FIE

#### Research

Latest research on all aspects of soy and health

#### Products

New soy-based products

#### Diary

Calendar of events of interest to the soy food world

#### Thursday 5 November 2009

Symposium reception & networking followed by Gala Dinner and Dinner Talk.

#### Friday 6 November 2009

##### Soy Markets, Ingredients, Supplements & Soyfoods

Soy, Soy Ingredients and Soyfoods Market in the World - Mrs Sarah Day-LeVesque, Content Manager & Research Analyst Soyatech, USA.

Novel Soy Ingredients and Soyfood Product Introductions - Mr Ryan Schmidt, President, SoyLabs LLC, Fairfield CA, USA.

##### Soy, Nutrition, Health and Health Claims

Soy & Health: Science and Evidence - Dr Mark Messina, Nutrition Matters, USA.

Soy Claims in Europe - Yves Goemans, Solae, Switzerland and EUVEPRO.

##### Creating Consumer Value with Soy Products

The Four Factors for Building Brands - Opportunities for Soy Products - Sam Waterfall, Healthy Marketing Team, UK.

Practical Examples of Successful Communication on Soyfoods and Products - Dr Janice Harland, HarlandHall, UK.

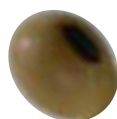
##### Marketing Health & Nutrition - Labelling, Composition & Consumer Acceptance

Marketing Nutrition: Lessons for Positioning Soy-Based and Other Healthful Foods - Dr Ron Guymon, Food & Brand Lab, Cornell University, USA.

Symposium wrap-up.

For programme details and to register online visit: <http://www.soyconference.com>.

The Symposium offers excellent networking opportunities for people active in the Soy Ingredients, Soy Foods and Supplement business. It can be combined with a dedicated training session on **Marketing Nutrition** with **Cornell Food and Brand Lab** (see page 6) the day before the event. Visit: <http://www.marketingnutrition.eu>. **Combined registration is available at a reduced rate.**



Gold  
Sponsor

Solae™

## 2nd International Symposium Soy & Strategic Marketing

Hotel Rey Juan Carlos 1, Barcelona, Spain  
5 – 6 November 2009

<http://www.soyconference.com>



Silver  
Sponsor

LIQUATS VEGETALS

# Profile: Solae



# 2

## Solae Europe will Launch Innovative Soy Protein Isolate at Food Ingredients Europe

### *SUPRO®XF Soy Protein Isolate Delivers Exceptional Flavour and Functional Performance for High Protein Beverages*

Solae, LLC, the world leader in developing soy-based technologies and ingredients for nutritious, great-tasting products, will introduce another breakthrough ingredient – SUPRO® XF – in Europe at Food Ingredients Europe (FiE) in November. This new soy protein isolate delivers great taste, smooth mouthfeel and nutritional benefits for high protein beverages in the sports performance, weight management and clinical nutrition segments. “As the industry leader, Solae has invested in strong science-based research and development strategies, and continues to invest in health and nutrition” said Torkel Rhenman, CEO, Solae. “This enables us to develop exciting new ingredients, such as SUPRO® XF, that deliver quality, great-tasting products for our customers and the end consumer.”

SUPRO® XF was designed to overcome some of the traditional barriers of high viscosity and beany flavours that result when high levels of soy protein are used in beverages.

“SUPRO® XF is unique in that it can enable higher inclusion levels of soy protein in beverages, while still delivering great taste,” said Reinhart Schmitt, Managing Director at Solae Europe.

SUPRO® XF soy protein isolate can replace up to 100 percent of the high-value dairy protein in existing formulas while maintaining or improving the overall sensory experience. Sensory data shows that a sports nutrition beverage containing SUPRO® XF is preferred by consumers 2:1 over the leading commercial brand.



**Come and Taste the Difference for Yourself!**

FiE 2009 – **Solae Booth 8M6**

November 17th -19th

Frankfurt, Germany

For additional information, attend our seminar on SUPRO® XF, or e-mail [SuproXF@Solae.com](mailto:SuproXF@Solae.com)

November 18th – 16h00 to 16h25

**Solae**<sup>TM</sup>

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.

[www.solae.com](http://www.solae.com)

Toll free number: 00 800 23 45 22 22





# 3

## Meta analysis shows no effect from soy on male fertility

A new meta analysis suggests that neither soy foods nor isoflavone supplements have an effect on male reproductive hormones. The objective of this study was to determine whether isoflavones exert estrogen-like effects in men by lowering bioavailable testosterone (T) through evaluation of the effects of soy protein or isoflavone intake on T, sex hormone-binding globulin (SHBG), free T, and free androgen index (FAI) in men. PubMed and CAB Abstracts databases were searched with use of controlled vocabulary specific to the databases, such as soy, isoflavones, genistein, phytoestrogens, red clover, androgen, testosterone, and SHBG. Peer-reviewed studies published in English were selected if adult men consumed soy foods, isolated soy protein, or isoflavone extracts (from soy or red clover). Circulating T, SHBG, free T, or calculated FAI was assessed. Data were extracted by two independent reviewers. Isoflavone exposure was abstracted directly from studies. Fifteen placebo-controlled treatment groups with baseline and ending measures were analysed. In addition, 32 reports involving 36 treatment groups were assessed in simpler models to ascertain the results. No significant effects of soy protein or isoflavone intake on T, SHBG, free T, or FAI were detected regardless of statistical model. The researchers concluded that the results of this meta-analysis suggest that neither soy foods nor isoflavone supplements alter measures of bioavailable T concentrations in men.

JM Hamilton-Reeves et al, Fertility and Sterility, DOI: 10.1016/j.fertnstert.2009.04.038, published online 12 June 2009  
<http://www.fertnstert.org/article/PIIS0015028209009662/abstract>.

## Phytoestrogens and prostate cancer risk

This case-controlled study is nested within a large multi-ethnic cohort in Hawaii and California. Urine samples were analysed for daidzein, genistein, equol, and enterolactone among 249 incident prostate cancer cases and 404 controls matched on age, race/ethnicity, date/ time of specimen collection, and fasting status. An inverse association was seen for daidzein and genistein overall and seemed to apply to localised as well as advanced or high-grade cancer and was consistent across the 4 ethnic groups examined. Urinary excretion of equol and enterolactone was not significantly related to prostate cancer risk. The researchers concluded that high intake of isoflavones, as reflected by urinary excretion of daidzein and genistein, may be protective against prostate cancer.

S-Y Park et al, Brit J of Cancer (2009) 101, 185-191 (doi:10.1038/sj.bjc.6605137)  
 Published online 16 June 2009  
<http://www.nature.com/bjcn/journal/v101/n1/abs/6605137a.html>

**News about companies and products is welcome.  
 Please send your press releases or news stories to  
 the Editor at Soy&Health@hypaine.easynet.co.uk**

## Health claims

**4th Interactive Workshop  
 Nutrition & Health Claims Europe- Challenges Ahead**  
 Tuesday, 6 October 2009, Hilton Hotel Brussels, Belgium  
<http://www.healthclaims.eu>



After 3 successful workshops in 2006, 2007 and 2008, Health Claims Europe presents a new and exciting one day interactive workshop aimed at legal counsels, marketing and sales, production, and R&D staff of European food industry and staff of companies interested in importing food products into the EU.

Topics include:

- Recent developments in the implementation of the Nutrition and Health Claims Regulation
- Learning from EFSA scientific opinions and guidelines
- Legal action against misleading communication and claims
- How to prepare a dossier for a new function health claim: what kind of proof is needed?
- Food labelling; industry & consumer point of view.

With the support of



Online registration at <http://www.healthclaims.eu>



Make your body the best place to live



[www.alprosoya.com](http://www.alprosoya.com)

## 4

### Soy consumption and risk of COPD and respiratory symptoms: a case-control study in Japan

Japanese researchers investigated the relationship between soy consumption, chronic obstructive pulmonary disease (COPD) risk and the prevalence of respiratory symptoms. A total of 278 eligible patients aged 50–75 years with COPD diagnosed within the previous 4 years, were referred by respiratory physicians, while 340 controls were recruited from the community. All participants underwent spirometric measurements of respiratory function. Information on demographics, lifestyle characteristics and habitual food consumption was obtained using a structured questionnaire. The researchers found that total soy consumption was positively correlated with observed lung function measures and the mean soy intake was

significantly higher among controls than cases. A significant reduction in COPD risk was evident for highest versus lowest quartile of daily intake of total soybean products. Similar decreases in COPD risk were associated with frequent and higher intake of soy foods such as tofu and bean sprouts, whereas respiratory symptoms were inversely associated with high consumption of soy foods, especially for breathlessness. The study concluded that increased soy consumption was associated with a decreased risk of COPD and breathlessness.

F Hirayama et al, Respiratory Research 2009, 10:56 (doi:10.1186/1465-9921-10-56) <<http://respiratory-research.com/content/10/1/56/abstract>>

### Soy consumption reduces risk of ischaemic stroke

In this study researchers investigated the relationship between soy food consumption and the risk of ischaemic stroke among the Chinese population. A case-controlled study was conducted in southern China during 2007-2008. Soy food consumption, dietary intake and lifestyle information were obtained from 374 incident ischaemic stroke patients and 464 hospital-based controls. Logistic regression analyses were performed to assess the association between soy food intake and the ischaemic stroke risk. The results showed that the mean weekly soy food intake was significantly lower ( $p = 0.001$ ) among cases than control subjects. Increased consumption of dried soybean, tofu, soymilk and total soy foods was associated with reduced risks of ischaemic stroke after adjusting for confounding factors. The corresponding adjusted odds ratios for the highest vs lowest level (<50g) of intake were 0.20 (95% confidence interval = 0.09-0.48), 0.56 (0.36-0.89), 0.18 (0.06-0.51) and 0.23 (0.14-0.39), with significant dose-response relationships observed. The researchers concluded that there was an inverse association between habitual soy food consumption and the risk of ischaemic stroke for Chinese adults and that long term consumption may reduce the risk of ischaemic stroke.

W Liang et al, Neuroepidemiology 2009 Vol 33 No 22, p111-116 (DOI: 10.1159/000222093)

<http://content.karger.com/ProdukteDB/produkte.asp?Aktion=ShowAbstract&ArtikelNr=222093&Ausgabe=249344&ProduktNr=224263>



**Soya & Oilseed  
SUMMIT**

November 3-5, 2009  
The Roosevelt Hotel  
New Orleans, Louisiana

Register Today!!

Co-Located with Global Soybean & Grain Transport 2009  
[www.soyatechevents.com](http://www.soyatechevents.com)

Speakers Include:  
Thomas Mielke, Oil World • Robert Reeves, Qualiso  
Alexander Döring, FEFAC • Michael Whitehead, Rabobank  
Johann Tergeesen, Barcon NutraScience • Peter Golbitz, SunOpta

How will global interest in sustainability issues affect the food and agriculture industries?  
What lasting effects will the economic downturn have on food production?  
What are the next trends in the use of vegetable proteins and oils in food?

To receive Soy & Health please e-mail your contact details (including your name and company address) to [info@soyconference.com](mailto:info@soyconference.com)



# 5

## Review suggests phytosterols may have anti cancer effect

Phytosterol and stanol (or phytosterols) consumption reduces intestinal cholesterol absorption, leading to decreased blood LDL-cholesterol levels and lowered cardiovascular disease risk. However, other biological roles for plant sterols and stanols have also been proposed. The objective of this review was to critically examine results from recent research regarding the potential effects and mechanisms of action of phytosterols on forms of cancer. Considerable emerging evidence supports the inhibitory actions of phytosterols on lung, stomach, as well as ovarian and breast cancer. Phytosterols appear to act through multiple mechanisms of action, including inhibition of carcinogen production, cancer-cell growth, angiogenesis, invasion and metastasis, and through the promotion of apoptosis of cancerous cells. Phytosterol consumption may also increase the activity of antioxidant enzymes and thereby reduce oxidative stress. In addition to altering cell-membrane structure and function, phytosterols probably promote apoptosis by lowering blood cholesterol levels. Moreover, consumption of phytosterols by healthy humans at the recommended level of 2g per day does not cause any major health risks. The researchers concluded that mounting evidence supports a role for phytosterols in protecting against cancer development. Hence, phytosterols could be incorporated in diet not only to lower the cardiovascular disease risk, but also to potentially prevent cancer development.

TA Woyengo et al, European Journal of Clinical Nutrition (2009) 63, 813–820; doi:10.1038/ejcn.2009.29; published online 3 June 2009 (<http://www.nature.com/ejcn/journal/v63/n7/abs/ejcn200929a.html>)



### SNACK FOOD TECHNOLOGY FORUM 2009

4th Practical Short Course:

#### Snack Food Processing and Product Formulation

Ghent, Belgium - 14 & 15 October 2009

"Het Pand" - Ghent University

Aimed at decision makers such as product technicians, R&D engineers, engineering supervisors, QA technicians, project engineers, process improvement engineers, business development managers, sales and marketing specialists, equipment manufacturers, product formulators, plant engineers, processors, chemists and technicians, this course is the only extensive programme in Europe that covers a wide range of topics with specific practical aspects. The course covers the major snack food markets, including potato chips, extruded speciality snacks, baked snacks and nuts.

For more information and to register online visit:

<http://http://home.scarlet.be/~tpm12374/smartshortcourses/snackfoods/index.html>



### 5th Practical Short Course on Functional Oils:

#### Omega-3 Fatty Acids: Market Trends, Nutrition & Health, Utilisation in Food Systems

Graz, Austria - 17 & 18 October 2009

Weitzer Hotel - Graz, Austria

This is a crash course for research & development staff as well as marketing, commercial and managers of European food processors and distributors. Meet experts in the field to discuss and improve innovation and new product introductions. The course material will also serve as a useful reference for processors, product formulators, chemists and technicians as well as business managers familiar with oils & fats applications. After successful events in 2001, 2005 and 2008, the course is back in a completely updated form and the major sessions include: Mechanisms of Functionality and Health Effects; Technology to Realise and Protect Functionality; Applications in Food Products.

For more information and to register online visit:

<http://home.scarlet.be/~tpm12374/smartshortcourses/flipids/index.html>



# 6

## Lipogen PS fortification for dairy products

Lipogen Ltd, Israel, is launching an improved formula of its functional ingredient, Lipogen PS (phosphatidylserine). PS is a natural phospholipid found in the brain which is considered an important part of brain-cell membranes and has been shown to have a role in slowing, and even reversing, some forms of age-related cognitive deteriorations (such as short-term memory loss) and improving others, such as the ability to learn new tasks. The improved Lipogen PS is designed for functional dairy milk and yogurt drinks. It is suitable for functional milk powders as it can be easily applied to dairy premixes, in blending or other milk processing and does not affect end-product taste, texture or mouthfeel. The new formulation is also vegetarian, solvent-free, and kosher-certified. (<http://www.lipogen.co.il>)

## Tipiak Céréales Gourmandes

TIPIAK is a french company manufacturing dry, chilled and frozen foods from savouries to desserts. In addition to their current range of cereal products they have recently launched 'Céréales Gourmandes', a meal accompaniment with nutritional benefits. Céréales Gourmandes is mixture of cereals (wheat, barley, oats, soy) and is a source of iron, magnesium and phosphorus. Just add water, it can be served hot or cold and is recommended as an accompaniment to meat, fish, eggs etc. (<http://www.tipiak.fr>)

## Marketing Nutrition

### Interactive Training Session with the Food and Brand Lab

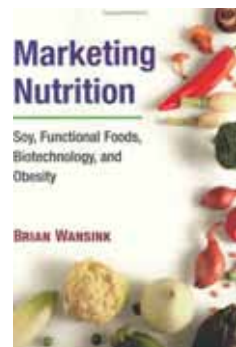


**After a successful training session in Brussels we are happy to announce a new exclusive training session**

*How ads, packaging, and personality traits influence the usage frequency and usage volume of healthy foods*  
*Lessons for*

## Marketing Nutrition

**Thursday, 5 November 2009 - 9.00am till 2.30pm**  
**Hotel Rey Juan Carlos 1, Barcelona, Spain**



### Exclusive training session with Dr Ron Guymon of the Cornell University Food

The training is a 4-hour engaging workshop with lectures interspersed with small team participation, using group communication and sampling system.

Download the programme brochure at <http://www.marketingnutrition.eu>



**Marketing Nutrition is organised the day before the 2nd International Symposium Soy & Strategic Marketing, due on the evening of November 5 and full day of 6 November 2009.**  
**Combination registration is available at reduced rate.**



## 7

### New steam-textured soy protein for chocolate inclusions

Solbar Industries Ltd, Israel, has launched a series of new applications for their steam-textured Bontex product - soy filler in praline chocolate centres. Bontex 'Soy-Chocolate Inclusions' can be used in chocolate centres which are typically filled with nuts. Unlike traditional textured soy flours, Bontex steam-textured soy protein has none of the strong soy off-flavours which have given a negative image to many soy products. Due to a unique proprietary process which removes volatile flavours and preserves essential nutritional values the protein binds into puffy agglomerates, with particles cut and sieved to five optional size and shapes: small and large fine particles, minced, small and large pieces.



Bontex also offers relatively fast rehydration rate compared with typical extruded products (3-4 times weight in just 2-3 minutes in hot water, or 2-3 times weight in just 3-4 minutes in cold water). It is possible to apply Bontex with natural colours and flavours during the steam texturing process. Bontex is rich in protein with a high protein digestibility score (PDCAAS - 0.9), low in fat (<1%) and calories (260kcal), low in sodium (15mg/100g), with high dietary fibre content (~18%) and is cholesterol and gluten free. (<http://www.solbar.com>)

### Soy Labs launch LunaSoy™ and Lunasin XP®

Soy Labs, has launched two new ingredients, LunaSoy™ and Lunasin XP®. Both are based on Lunasin which is thought to be a key component in soy protein that is responsible for its cholesterol-lowering properties.

LunaSoy™ is a versatile soy protein complex suitable for formulation in functional foods and beverages. It delivers twice the bioactive Lunasin per gram as soy protein isolates and at a significantly lower price.

Lunasin XP® is a proprietary soy peptide extract which is formulated specifically for dietary supplements and provides optimal protection of the Lunasin peptide. (<http://www.lunasin.com>)

## Supplement claims

2nd International Workshop

### Nutrients & Food Supplements in Europe - Regulatory Issues

Thursday, 3 December 2009  
Hilton Hotel, Brussels, Belgium



The 2nd International Workshop "Nutrients & Food Supplements in Europe - Regulatory Issues" to be held in Brussels, Belgium on 3 December 2009 is a one-day programme directed at producers, distributors and users of nutrients, food supplements and traditional herbal medicines with a major objective to review the status of current legislation, the process of approximation of national laws, the procedure for substantiating functionality claims, the definition of acceptable levels for nutrients, and labelling. The programme also includes Case Studies highlighting specific aspects and potential bottlenecks in the current legislation.

This workshop is tailor-made for Legal Counsels, Marketing and Sales, Production and R&D staff of European Nutrients, Food Supplements and Herbal Medicine Industry and companies interested in importing such products into the European Union. The workshop offers an excellent opportunity to meet the experts and network with colleagues.

For more information and to register online visit: (<http://www.supplementclaims.eu>).

Soy & Health is distributed to over 13,000 subscribers from more than 150 countries 4 times per year. So why not take advantage of our sponsorship and advertising packages? For more information contact Soy Conference THV

tel: +32 57 46 64 46, fax: +32 57 46 95 25

<<http://www.soyconference.com>>, e-mail: [info@soyconference.com](mailto:info@soyconference.com)

**6 October**

4th Interactive Workshop Nutrition & Health Claims Europe, Radisson SAS Royal Hotel Brussels, Belgium.  
Visit: <http://www.healthclaims.eu/>.

**10–14 October**

ANUGA International Trade Fair, Cologne, Germany. Visit: <http://www.anuga.com>.

**14–15 October**

4th Practical Short Course - Snack Food Processing and Product Formulation, Ghent, Belgium.  
Visit: <http://www.smartshortcourses.com/>

**14–15 October**

Hi Japan 2009, Tokyo, Japan. Visit: <http://www.hijapan.info/eng/index.php>.

**17–18 October**

5th Practical Short Course on Functional Oils- Omega-3 Fatty Acids (Europe): Market Trends, Nutrition & Health, Utilisation in Food Systems, Graz, Austria. Visit: <http://www.smartshortcourses.com/>.

**17–20 October**

American Dietetics Association's Food & Nutrition Conference & Expo, Denver, Colorado, USA.  
Visit: [http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/7539\\_ENU\\_HTML.htm](http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/7539_ENU_HTML.htm).

**18–21 October**

7th Euro Fed Lipid Congress, Lipids, Fats and Oils: From Knowledge to Application, Graz, Austria.  
Visit: <http://www.eurofedlipid.org/meetings/graz/index.htm>.

**18–22 October**

Practical Short Course on Processing and Products of Vegetable Oils. Texas A&M University, Food Protein R&D Center, TX USA. Visit: <http://tamu.edu/foodprotein>.

**2–5 November**

4th Annual Soy and Oilseed Summit 2009/Global Soybean and Grain Transport 2009 Conference, New Orleans, Louisiana, USA. Visit: <http://events.soyatech.com/conference.php?cid=10>.

**3–4 November**

Dutch Food Market Opportunities - Connecting Manufacturers, Business Partner & Retail in FMCG, Amsterdam, Netherlands.  
Visit: <http://bridge2food.com/dutchfoodmarketmeeting.asp>.

**5 November**

Marketing Nutrition: 3rd Interactive Engaging Training Session, Barcelona, Spain. Visit: <http://www.marketingnutrition.eu>.

**5–6 November**

2nd International Symposium Soy & Strategic Marketing, Barcelona, Spain. Visit: <http://www.soyconference.com>.

**8–12 November**

Vegetable Oil Extraction, Texas A&M University, Food Protein R&D Center, TX USA. Visit: <http://tamu.edu/foodprotein>.

**12–13 November**

10th National Nutrition & Health Conference, Olympia Conference Centre, London, UK.  
Visit: [www.nutritionandhealth.co.uk](http://www.nutritionandhealth.co.uk).

**19–20 November**

Sport & Performance Nutrition Conference, Frankfurt, Germany.  
Visit: [www.bridge2food.com/sportperformancenutrition.asp](http://www.bridge2food.com/sportperformancenutrition.asp).

**17–19 November**

Food Ingredients/Natural Ingredients Exhibition 2009, Frankfurt, Germany. Visit: <http://www.fi-events.com>.

**18–19 November**

Food Protein Innovation Conference, Chicago, Illinois, USA. Visit: <http://bridge2food.com/FPi2009.asp#programme>.

**3 December**

Supplement Claims: 2nd Interactive Workshop Nutrition and Food Supplements Series.  
Visit: <http://www.supplementclaims.eu>.