

Soy & Health

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European Commission adopts strategy on obesity

The European Commission has adopted a White Paper setting out a European strategy on nutrition and obesity, including plans to review progress in three years. The White Paper, presented by health commissioner, Markos Kyprianou, builds on existing efforts to address the problem of obesity, including the European Union (EU) Platform for Action on Diet, Physical Activity and Health initiated in 2005, and a green paper on promoting healthy diets and physical activity published the same year. Its main purpose is to set out an integrated approach to reducing ill health as a result of poor nutrition and obesity across the EU. The paper sets out principles for action and advocates a partnership approach. A key element is better informed consumers, allowing them to make informed, evidence-based decisions about what foods to buy. The EU Commission will review nutrition labelling, advertising, and the Common Agricultural Policy (CAP) on ensuring healthy options are available. Visit http://ec.europa.eu/health/index_en.htm.

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EFSA publishes final guidance on submissions for health claims under article 14

In July, following public consultation, the European Food Safety Authority (EFSA) published its final guidance to applicants on the submission of health claims for authorisation under Article 14 of the Nutrition and Health Claims Regulation (1924/2006).

Comments were received from stake-holders and Member States and covered issues such as type and level of evidence needed for substantiation of a claim; information on product characteristics such as its composition and the manufacturing process; and consumer understanding of claims. Altogether some 300 comments were received and, whilst the overall principles and approach for substantiating claims initially put forward in the draft document have not changed, all comments received were considered by the Panel. As a result, changes to the text have been made which EFSA believes have resulted in a clearer, simpler and more user-friendly document. EFSA now expects to receive the first applications for disease reduction claims and claims referring to children's development and health.

The full guidance document can be found on the EFSA website at http://www.efsa.europa.eu/en/science/nda/nda_opinions/claims/ej530_guidance_health_claims.html.

Register now for the 2nd Interactive Workshop on Nutrition & Health Claims

25th September 2007, Radisson SAS Royal Hotel Brussels, Belgium

See page 3 for details. Register online at <http://www.healthclaims.eu>

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Soy milk and non-dairy drinks sales expanding

According to a report by market research company, Research and Markets, European sales of soy milk and non-dairy drinks are expanding by over 20% per year with high market growth rates due to product innovations and increasing consumer demand for health drinks. Initial demand for soy milk and related products was from consumers with lactose intolerance, however demand has broadened in recent years with non-dairy drinks increasingly bought as healthy alternatives to dairy milk. Manufacturers are focusing on new product development with new launches including soy juice mixes and fresh soy drinks.

Mainstream retailers account for most soy milk sales with over 60% market share. Dairy alternatives are a separate category in supermarkets with many retailers adding chilled soy milk and rice drinks to their product ranges. The launch of soy milk under retailer private labels is causing a large rise in sales volume in the German and British markets, e.g. supermarket private labels account for almost 60% of all soy milk sales in the UK.

The German non-dairy drinks market has overtaken the British market to become the largest in Europe. This is partly because of discount stores launching non-dairy drinks under their private labels. A number of new entrants have come into the German market since 2001, causing a large rise in domestic production. New entrants have reduced the share of non-dairy drink imports from 82% in 2001 to about a half in 2005.

The largest market for chilled soy milk is in the UK. The British market has doubled every two years due to the popularity of chilled soy milk as a fresh alternative to dairy milk. Manufacturers and retailers continue to launch new products with private labels competing with manufacturer brands on supermarket shelves.

The fastest growing non-dairy drinks market is in Spain. High growth rates have attracted large food companies to come into the Spanish market and launch soy drinks. Leche Pascual, a leading dairy company, has maintained market leadership since its entry in 2002 due to its pricing strategy. New product launches, especially soy juice mixes, characterise the Spanish market.



For more information visit <http://www.researchandmarkets.com/reports/c60465>

Soybeans offer hope in the fight against infections

Scientists from the University of Stellenbosch, South Africa, are looking at new ways to combat bacterial infections. In a project supported by Enaleni Pharmaceuticals, the scientists have developed a peptide that combats bacteria such as *Staphylococcus aureus* and *Escherichia coli*. Tests on rats have showed that the peptide works better than antibiotics in fighting these germs. The peptide is produced by a probiotic organism called *Enterococcus mutans* that occurs naturally in soybeans. Probiotics are friendly bacteria that colonise the gut and help prevent the growth of harmful pathogens. The next stage in the research is to carry out small-scale clinical trials in humans with a view to developing a probiotic that can be used daily, particularly in formulations that will appeal to children.



New look soyconference.com website

As organiser of the Soy & Health conference series and publisher of Soy & Health e-newsletter, Soy Conference THV has relaunched its website. With a new design and improved functionality the new website provides the latest conference details and access to current and past issues of the newsletter.

<http://www.soyconference.com>.



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Solae acquires Prolisse from Cargill

Solae, a joint venture between DuPont and Bunge Limited and the leading supplier of soy protein for food-based products has announced that it has completed the acquisition of Cargill's isolated soy protein (ISP) Prolisse product line including the patented membrane technology for processing ISP.

Solae will transition Cargill's products and technology into an existing plant, thus ensuring reliability of supply. Both companies are committed to a smooth transition and have said they will make every effort to ensure that all customers continue to be serviced with the current level of commitment without any interruption. Visit <http://www.solae.com>.

European meat-free category grows by 5%

New research from PROSOY shows that Europeans are increasingly opting for alternatives to meat with vegetable-protein based products, the market for meat-free and tofu products growing by 5% to 1.2bn euros in 2006. The main reasons for this are increasing consumer interest in reducing meat consumption and a greater awareness of the health benefits of vegetable-protein based products. Innovation has also played an important role with over 90 new products launched in Europe in 2006. In addition, multinational companies have become very active in this market with several acquisitions of key players.

The report covers the following 8 countries: Belgium, France, Germany, Italy, The Netherlands, Spain, Sweden, and the UK. In 2006, the European soyfoods market reached a value of 1.8 billion euros: a 7% growth in 2006 vs 2005 and the market is expected to continue growing in the period until 2009. Visit <http://www.prosoy.org>.



Health claims

REGISTER NOW!

2nd Interactive Workshop Nutrition & Health Claims Europe: An Update

Tuesday 25th September 2007
Radisson SAS Royal Hotel Brussels, Belgium

This one-day interactive workshop is directed at legal counsels, marketing and sales, food industry production and R&D staff, and companies interested in importing food products into the EU.

Programme details:

- Regulation on nutrition and health claims made on foods: update and review of introduction status
- Nutrient profiles, the concept and how it will be introduced
- Making health claims – EFSA guidelines
- Legal challenges surrounding the implementation of the Regulation: an update
- Aligning old definitions with the new nutrient profiles
- Existing health claims move to European health claims: remaining national rules and transition elements
- Opportunities and hurdles in developing foods with health claims
- Studies needed for substantiating health claims
- Nutrition and health claim impact on labelling and communication
- Soy protein label claims: where regulatory and marketing meet
- Concluding debate: industry, government and consumer representatives.

**Register online or
by mail with the
downloadable form
on the website.**

The full workshop programme and registration details can be found at
<http://www.healthclaims.eu> or contact info@healthclaims.eu



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Soy isoflavones and prostate cancer risk in Japanese men

A study from Japan suggests that increased intake of soy isoflavones may cut the risk of prostate cancer by 58%. This case-controlled study recruited 200 Japanese men with different stages of prostate cancer - one case of Stage 1, 131 cases of Stage 2, 44 cases of Stage 3, and 24 cases of Stage 4 - and compared their dietary intakes with 200 healthy male controls. The intake of 12 food items was measured: tofu (soybean curd), natto (fermented soybeans), miso soup (soybean paste soup), bean curd waste, fried bean curd, fried bean curd with vegetables, soy flour, dried bean curd, soybean milk, soy sauce, green soybeans, and bean sprouts.



The researchers reported that an increased intake of the soy isoflavones, genistein and daidzein and their aglycones, was significantly associated with a decreased risk of prostate cancer. The highest average isoflavone intake (89.9 mg/d) was associated with a 58% reduction in risk compared with the lowest average isoflavone intake (less than 30.5 mg/d).

The researchers also reported that isoflavone intake was correlated with magnesium and omega-3 and omega-6 fatty acid intake (soy products are rich sources of these nutrients) but isoflavones significantly decreased the risk of prostate cancer regardless of adjustment by PUFA, (omega-6) fatty acids or magnesium. The researchers noted that their results may not be generalised to other populations since the traditional Japanese diet is a much richer source of dietary isoflavones than that of western populations.

Y Nagata et al., Journal of Nutrition, August 2007, Volume 137, Pages 1974-1979, <<http://jn.nutrition.org/cgi/content/abstract/137/8/1974>>.

Soy nuts may help reduce blood pressure in postmenopausal women

A new study suggests that consuming soy nuts as a source of protein reduces blood pressure in postmenopausal women by up to 10%. In this eight-week crossover trial, soy nuts containing 25g of soy protein and 101mg of aglycone isoflavones lowered blood pressure in hypertensive and normotensive postmenopausal women compared with the Therapeutic Lifestyle Changes (TLC) diet without soy.

The study recruited 60 healthy post-menopausal women who were randomly assigned to eat two diets for eight weeks each. The first diet, the TLC diet, consisted of 30% of calories from fat (with 7% or less from saturated fat), 15% from protein and 55% from carbohydrates; 1,200mg of calcium per day; two meals of fatty fish (such as salmon or tuna) per week; and less than 200mg of cholesterol per day. The second diet had the same calorie, fat and protein content, but the 25g of protein was replaced with one-half cup of unsalted soy nuts. The researchers took blood samples and pressure measurements at the beginning and end of each eight-week period.

The authors reported that soy nut supplementation significantly reduced systolic and diastolic blood pressure in all 12 hypertensive women and in 40 of the 48 normotensive women. In addition, the women with high blood pressure at the start of the study also experienced beneficial changes in LDL cholesterol and apolipoprotein B levels. Levels of triglyceride were also lower but not significantly significant, although the authors suggest that their magnitude is similar to reductions in triglyceride levels observed in other soy studies and may have clinical relevance, especially since triglycerides are stronger predictors of CVD risk in women than in men. The authors conclude that substituting soy nuts for non-soy protein in a TLC diet improves BP and low-density lipoprotein cholesterol levels in hypertensive women and BP in normotensive postmenopausal women.

FK Welty et al. Effect of Soy Nuts on Blood Pressure and Lipid Levels in Hypertensive, Prehypertensive, and Normotensive Postmenopausal Women. Archives of Internal Medicine, Volume 167, pages 1060-1067, <<http://archinte.ama-assn.org/cgi/content/abstract/167/10/1060>>.



A healthy decision

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Dietary genistein increases bone density in postmenopausal Italian women

Regular dietary intake of genistein may not only stop bone loss in postmenopausal women but may actually reverse the process according to a study by Italian researchers. The study of 389 postmenopausal women who already were suffering from low bone density was conducted over 24 months as a randomised, double-blind, placebo-controlled trial in three Italian medical centres. After a four-week period of dietary stabilisation, participants were given a daily supplement containing calcium, vitamin D and either 54 mg of genistein or a placebo. The results showed that the control group continued to lose bone density over the 2 year trial but the group taking genistein supplements had lower markers of bone resorption and even began rebuilding bone density. Monitoring throughout the trial also revealed no change in the thickness of the endometrium (the lining of the uterus) in the women taking the genistein supplement, alleviating concerns that genistein may increase the risk of endometrial cancer. However, although genistein improved markers of bone metabolism and did not increase endometrial thickness, it did cause gastrointestinal side effects for some women in the genistein group. The study did not measure fractures and had limited power to evaluate adverse effects.

H Marini et al. *Annals of Internal Medicine* Vol 146, No 12 p839-847, <<http://www.annals.org/cgi/content/abstract/146/12/839>>.



Study investigates threshold doses in soy allergy

In this study, researchers sought to determine clinical characteristics of soy allergy in Europe, including a dose-response curve. Thirty patients with a history of soy allergy underwent a titrated, double-blind, placebo-controlled food challenge. A statistical model was used to calculate the risk of allergic consumers to experience an allergic reaction to soy. Sera were analysed for specific IgE to soy, peanut, Bet v 1, and Gly m 4. All patients but one responded primarily with subjective symptoms to the challenge followed by objective symptoms in 11 subjects, ranging from rhinitis up to a decrease in blood pressure. Cumulative threshold doses for allergic reactions ranged from 10mg to 50g for subjective symptoms and from 454mg to 50g for objective symptoms. The pattern of IgE reactivity against proteins with molecular weights of between approximately 10 and 70kd was highly individual among the patients and did not correlate with the severity of symptoms.

When the data are fitted by using a normal distribution statistical model, they predict that 1% of patients with soy allergy would react subjectively and objectively with 0.21 and 37.2 mg of soy protein, respectively. The researchers found that none of the patients with soy allergy reacted to the starting dose of 2 mg of soy (1mg of soy protein), and, therefore, this was the NOAEL (no effect level) for this study population. They also added that sensitivity towards soy was less than that observed with peanuts with the threshold doses more than one order of magnitude higher than observed in peanut allergy.

BK Ballmer-Weber et al, *Journal of Allergy & Clinical Immunology*, June 2007, Volume 119, Issue 6, pp1489-1496, <<http://www.jacionline.org/article/PIIS0091674907003703/abstract>>.

South Dakota research on health benefits of soy receives funding

A South Dakota State University scientist has received a federal grant of \$142,534 to explore whether soy isoflavones can offset some of the health problems of chronic inflammation and obesity. Associate professor, Elizabeth Droke, in SDSU's Department of Nutrition, Food Science and Hospitality will look at the interactions of obesity and chronic inflammation, and what effect bioactive compounds from soy may have on health. The study will use mice that are genetically predisposed to become obese. Droke is also interested in how soy isoflavones may have spin-off effects in reducing bone loss and maintaining or improving cardiovascular health in the face of chronic inflammation.

Visit <<http://agbiotvradio.sdstate.edu/radio/radio.cfm?show=2412>>.



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‘No Moo’ range of soy desserts launched in UK

Paignton-based Riviera Desserts (part of Uniq) are launching a new range of dairy-free soy desserts aimed at ‘yummy mummies’. By using new proprietary technology the company claims that the No Moo range of desserts gives a nutritional and flavour profile that compares favourably with current ‘diet’ offerings and a higher quality taste experience than other dairy-free offerings.

The company’s research with a wide range of consumers suggests that the No Moo range will appeal to mothers who want to provide a great option for their children’s lunch boxes, an indulgent moment for themselves, and a family dessert that tastes great. Available in Chocolate, Strawberry, Lemon and Vanilla Custard, No Moo desserts will be in major UK supermarkets by early autumn. Visit <http://www.uniqplc.com/>.



So Good launches first fat-free chilled soymilk

So Good is the first UK company to launch a fat-free soymilk product in the chilled and long life milk categories. So Good Fat Free contains no fat, no lactose and no cholesterol. The product contains 20% more calcium than dairy skimmed milk, but fewer calories. It is an excellent source of high quality protein and contains essential vitamins A, D, E, B2, B12, Folic Acid & Iron.

So Good Fat Free is backed by a £2m marketing campaign including press, TV and sampling. It is available in chilled and UHT one litre cartons. Visit <http://www.sogood.co.uk/>.

New range of meat-free meals

Love Foods in the UK has developed a range of vegetarian ready meals, which substitute soy for egg, fish and meat. Their Taste Range (Taste India, Taste China, Taste Thailand and Taste Mexico) of meat-free meals are made from chicken-style soy in a choice of aromatic sauces made from natural ingredients. Visit <http://www.lovefoods.co.uk/>.

Benecol launches dairy-free soy drink

Benecol has ventured into the soy and fruit drink sector with the launch of Benecol Tropical Fruit & Soy Drink. Described as “deliciously smooth-tasting exotic cholesterol-lowering blend that is totally free from dairy” the drink contains only 30kcal and is low in saturated fat. It was designed for the seven million-plus people in the UK alone who are lactose intolerant or who wish to avoid dairy products for ethical or health reasons. Benecol’s range contains the active ingredient plant stanol ester, proven to reduce bad cholesterol (LDL) by up to 14% in more than 30 scientific studies. The company claims that one bottle of the soy and fruit drink with a meal is enough to lower cholesterol and help maintain a healthy heart. Visit <http://www.benecol.net/>.

Meatless breakfast wraps from Boca

BOCA Foods in the US is introducing new BOCA® Meatless Breakfast Wraps that contain the benefits of protein, fibre, and iron but 0g of trans fat. In addition, each BOCA® Meatless Breakfast Wrap contains 55% less fat than the leading sausage breakfast wraps and is an excellent source of whole grain, containing 17g per serving.



Available in two varieties, Original and Southwestern, each whole wheat tortilla wrap is filled with a mix of egg whites, cheese and meatless sausage. Visit <http://www.bocafoods.com/>.



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Beany flavour-free soybean aimed at snack market

A roasted soybean, made from a newly available soybean variety, claims to allow snack food manufacturers to develop products with less of a beany taste. Marketed by start-up soy ingredient firm, Central Iowa Soy, the Triple Null low-lipoxygenase soybean was developed by scientists at Iowa State University's Department of Agronomy. Developed by cross-breeding Central Iowa Soys Triple Null soybean is non-GMO and is currently undergoing taste tests. It is claimed to be particularly suited for snack products targeting consumers who want the benefits of soybeans without the beany taste.

Central Iowa Soy is owned by farmer producers and land owners and has been in operation for about a year. As well as oil-roasted soybeans, it has also signed additional agreements with Iowa State University to conduct research on the taste and nutritional differences of dry-roasted, compared to oil-roasted, soybeans. Visit <http://www.centraliowasoy.com/>.



Functional smoothies with soy

Jamba Juice, a leading US company, has launched a range of functional smoothies, which include ingredients such as a ai berries, plant sterols, soy, whey protein and matcha green tea. Jamba Functional smoothies are available in 5 new varieties: Heart Defender(TM) with plant sterols and pomegranates; Fit 'n Fruitful(TM) to help reduce body fat and energise metabolism; A ai Super-Antioxidant(TM) helping to neutralise free radicals and maintain healthy cells; Protein Berry Workout(TM) to help build muscles, promote cell growth, and offer active individuals 19g of protein; and Coldbuster(TM) which aims to help bolster the immune system.

A 16oz functional smoothie averages 267 kcal, 3.3g fibre, and 2 servings of fruit. As with all Jamba smoothies, these products do not contain high-fructose corn syrup or trans fats. Visit <http://www.jambajuice.com/>.

1st International Symposium Soy & Strategic Marketing

joins up with the

5th International Conference Soy & Health 2008

2-3 June 2008, Het Pand, Ghent, Belgium

The 1st International Symposium on Soy & Strategic Marketing is designed for marketing and sales people active in, and new to, the soyfood and soy ingredient industry markets. Delegates will learn how to strengthen market position and the programme will bring new insights into ways to further develop the market.

The 5th International Conference Soy & Health 2008 is aimed at those with a nutrition or dietetic background, food research and development and marketing staff, clinical researchers, government representatives as well as senior executives from the soy food, food ingredient and supplement business. International top scientists bring the latest developments in the field of soy and health research as well as educative overview presentations,

PROGRAMME FRAMEWORK

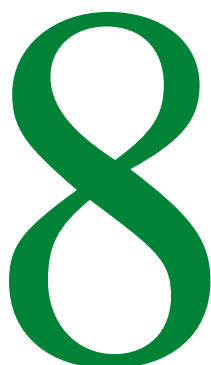
1st International Symposium Soy & Strategic Marketing

- Innovation: which new science offers new opportunities?
- Innovation: new products or upgrading existing products?
- How to brand ingredients?
- Innovative soy drinks: commercial and technical requirements
- Consumer understanding of the label
- Consumer segmentation: consequences for branding
- Do I need a health claim to raise my sales?
- Communication challenges in a health conscious environment

The 5th International Conference Soy & Health 2008

- Role of soy isoflavones & protein on cardiovascular disease
- Impact of soy on osteoporosis
- Is equol the key for the effects of isoflavones?
- Role of dietary soy protein in metabolic syndrome & obesity
- Impact of soy on diabetes
- Epigenetic changes through soy consumption: relevance for cancer prevention
- Cancer preventive components of soy
- Effects of soy on cognitive function

Visit <http://www.soyconference.com/> or e-mail info@soyconference.com for further details.



16–19 September 2007

5th Euro Fed Lipid Congress - Oils, Fats and Lipids: From Science to Applications, Innovations for a Better World, Gothenburg Sweden. Visit <http://www.eurofedlipid.org/meetings/gothenburg/index.htm>.

25 September 2007

2nd Interactive Workshop, Nutrition & Health Claims, Brussels. Visit <http://www.healthclaims.eu> or e-mail: info@healthclaims.eu.

3–4 October 2007

Current & Innovative Approaches to Microbiological Food Safety Management, Singapore. Contact secretariat@icmsf-ilsy-symposium2007.com or visit <http://www.icmsf-ilsy-symposium2007.com>.

11–12 October 2007

1st International Meat-Free Conference, Cologne, Germany. Visit PROSOY at <http://www.prosoy.org>.

13–17 October 2007

ANUGA 2007, Cologne, Germany. Visit <http://www.anuga.com/>.

23–24 October 2007

Healthy Foods European Summit, London, UK. Contact: jpetersen@newhope.com or visit <http://www.healthyfoodssummit.com/>.

30 October - 1 November 2007

Food Ingredients Europe (FIE) and the Natural Ingredients Exhibition and Conference, London, UK. Visit <http://www.ni-events.com>.

1–2 November 2007

4th International Dairy-Free Conference, London, UK. Contact PROSOY at info@prosoy.org or visit <http://www.prosoy.org>.

9–10 November 2007

10th Congress on Nutrition & Health, Brussels, Belgium. Visit <http://www.congresnutrition.be>.

11–13 November 2007

Soy & Oilseed Summit 2007, Chicago, USA. Contact: customerservice@soyatech.com or visit <http://www.soyasummit.com>.

14–16 November 2007

4th Int I Conference Polyphenols Applications: From Source to Optimal Industrial Uses - State-of-the-art and Future Trends, Malta. Satellite Symposium (14 Nov) Functional Drinks & Smart Water: Solutions for a New Revolution. Visit <http://www.isanh.com/polyphenols/2007/>.

16–17 November 2007

2nd Congress on Nutrition & Health, RAI, Amsterdam, The Netherlands. Visit <http://www.voedingscongres.nl>.

20–22 November 2007

International Trade Fair for Oils and Fats made from Renewable Resources, Munich, Germany. Contact Ms. Bettina Albrecht, Messe Muenchen, GmbH at news@oils-and-fats.com or visit <http://www.oils-and-fats.com>.

20–21 November 2007

Practical Short Course - Advanced Edible Oil Refining & Processing: Case Studies and Trouble Shooting. MOC Munich, Germany. Contact oilprocess@scarlet.be or visit <http://www.membraneworld.com/munich2007>.

4–6 March 2008

International Congress on Vegetarian Nutrition, Loma Linda University, California, USA. Contact vbrown@llu.edu (registration) and srajam@llu.edu (programme). Visit <http://www.vegetariannutrition.org> for online registration and abstract submission.

2–3 June 2008

5th International Conference Soy & Health 2008 in conjunction with 1st International Symposium on Soy & Strategic Marketing, Ghent, Belgium. Visit <http://www.soyconference.com/> or e-mail info@soyconference.com.