

News Release

New resource highlights food uses and opportunities for Canadian soybeans

For immediate release

Guelph, Ontario, November 10, 2010 – *Food Uses and Opportunities for Canadian Soybeans*, a new brochure highlighting food market uses and opportunities for Canadian soybeans, is now available. This resource, produced by Soy 20/20, is designed to raise awareness of the many new soy-based food products and applications currently being developed, as well as some that are already commercially available.

“Food opportunities for soybeans are continuing to evolve,” said Jeff Schmalz, President of Soy 20/20, a Guelph-based organization that supports and develops new market opportunities for Canadian soybeans. “Many people are familiar with soy-based foods like tofu and soy beverages, but there are also many exciting emerging applications that use new technologies and wouldn’t be typically associated with soy.”

The brochure describes various food applications for Canadian soybeans using oil, protein, hulls and other components of the plant. This includes primary processing products like flakes, meal, flour and oil, but also secondary processing products like isoflavones, tocopherols (vitamin E), sterols, lecithins and protein isolates and concentrates.

Many leading health problems in Canada, such as obesity and cardiovascular diseases, can be mitigated or prevented by following a proper diet, improving consumer health and thereby lessening strain on the health care system. Soybeans are an excellent source of healthy protein with low or no saturated fats for human food products, including soy-based oils, soyfood products or foods containing soy-based ingredients.

“Our goal at Soy 20/20 is to encourage the ongoing development of new food uses and opportunities for Canadian soybeans that will benefit all Canadians,” said Schmalz. “We’re moving towards a new market where we’re not just selling soybeans anymore – we’re selling, for example, a specific fatty acid profile with omega-3, which is expected to generate more value for everyone along the value chain.”

The brochure complements two previously released resources, *Canada’s Soybean Value Chain* and *Industrial Uses and Opportunities for Canadian Soybeans*. Copies of all brochures are available from Soy 20/20 by calling 519-826-6559 or by visiting www.soy2020.ca.

Soy 20/20 brings together government, academic and industry partners to stimulate and seize new global bioscience opportunities for Canadian soybeans. Soy 20/20 is supported by the Grain Farmers of Ontario; the University of Guelph; and by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs under Growing Forward, a Federal-Provincial-Territorial initiative.

-30-

For more information:

Jeff Schmalz, President, 519-826-6559, jschmalz@soy2020.ca