

News release

Canadian Soy Food Marketing Council Founded

New industry partnership to promote development and marketing of Canadian soy food products

For immediate release

Guelph, ON, November 21, 2011 – A newly established Canadian marketing council, led by Guelph-based Soy 20/20, will focus its efforts on the development and marketing of Canadian soy food products.

The Canadian Soy Food Marketing Council, whose growing membership includes seed researchers and developers, seed companies, farmers, grain handlers, food and ingredient processors and soy food manufacturers, was established to help position the Canadian soybean industry as a global leader in soy food innovation.

“The soy food category is underdeveloped in Canada and there are many opportunities to grow the soy industry in this country,” says Jeff Schmalz, President of Soy 20/20. “The Council is a unique partnership between members from across the entire soy value chain, working collectively to move the industry forward.”

The primary goal of the Council is to grow demand for Canadian manufactured soy food products by advocating for the health benefits and nutritional advantages of soy foods, developing education and awareness initiatives, facilitating the flow of information amongst value chain partners and promoting the use of Canadian soybeans and soy protein as an ingredient in food products.

The Canadian Soy Food Marketing Council was created by Soy 20/20, Grain Farmers of Ontario and Canadian soy food companies following the integration of the former Soy Foods Canada organization into Soy 20/20. Its first meeting was held in October. Council members share Soy 20/20’s vision of incorporating healthy soy protein options into the Canadian diet.

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 Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs under Growing Forward, a federal, provincial, territorial initiative. Visit www.soy2020.ca for more information.

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