

News release

New soy food products highlighted at Royal Agricultural Winter Fair forum

Soy 20/20 promotes benefits of eating soy to health professionals

For immediate release

Toronto, ON, November 10, 2011 – New soy-based food products were among the many innovative foods showcased at a luncheon and educational forum for health professionals at the Royal Agricultural Winter Fair yesterday. The “Food Innovations for Health” forum for dietitians, nutritionists and others who work in food and health fields was part of the fair’s Journey to Your Good Health programming, which promotes healthy eating.

“The health benefits of eating soy are undeniable and it is exciting to see many new food products on the market that use soy and soy-based ingredients,” says Jeff Schmalz, President of Soy 20/20, an organization dedicated to advancing the Canadian soybean industry. “This forum presented a great opportunity to talk to health professionals about those benefits and give them a chance to taste and experience new soy food products.”

Soy 20/20’s strategic plan for food products and ingredients for Canadian soybeans has identified key areas for growth in the snacks, sauces, desserts and frozen products categories. The food innovations buffet included soy-based chilli, dessert parfaits and fortified soy beverages.

The speaker program following the luncheon focused on issues and advances in food, aging and healthy eating, featuring presentations by numerous food and health experts, including Professor Alison Duncan, a researcher at the University of Guelph who specializes in functional food uses for soy.

“Soybeans are packed full of nutrition and have great potential to benefit human health. Multiple studies have demonstrated the ability of soybeans in various forms to protect against heart disease, osteoporosis and various forms of cancer,” says Prof. Duncan. “The role of soy in human health continues to be an exciting area of research that teaches us about the soybean’s great versatility, including its potential for incorporation into functional foods.”

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-

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