



The premier organization focused on soy and health research, communications and outreach, and government and regulatory affairs.



Soy Nutrition Institute

- Latest Research
- In-depth Analysis
- Expert Commentaries
- Free Soy Nutrition Resources

TheSoyNutritionInstitute.com



Soy Nutrition Institute

The premier soy nutrition resource for information on soy and health

nutritioninstitute.com



OUR MISSION

SNI Global aims to provide unmatched value to members and the industry as the scientific organization leading the way in soy and health research, communication, outreach and advocacy. SNI Global strives to be a leader in plant protein research and outreach, with an added focus on soybean oil.

SNI Global leverages member funds, magnifies collaborations, and champions soy at every turn. Members include domestic and international soyfood companies, ingredient companies, processors, soybean farmers, scientists and researchers, non-profit organizations, and more.

SNI Global works to identify, develop, and fund soy-related research priorities and provide evidence of the impact of soy on human health.

But that's just the tip of the iceberg. SNI Global also works to remove barriers and build bridges among stakeholders, all who share the goal of better understanding the role of soy in human consumption. Findings are then communicated to members, targeted audiences and the soy industry at large.

SNI Global also focuses on respected and reputable influencers in food and nutrition, connecting with health professionals and researchers to deliver the latest research directly to those who need it.

The Soy Nutrition Institute was founded in 2004. In 2021, it was reorganized with a new name – SNI Global – and more robust mission. For the soyfoods industry, SNI Global is the leader in health and nutrition research, education and advocacy.

MEMBER BENEFITS

A compelling value

An organization that brings value and third-party credibility, SNI Global offers members a wide range of benefits that fall into three main categories:

- **Research and Scientific Affairs**
- **Government and Regulatory Affairs**
- **Communications and Outreach**

Members help guide the future of the soy industry. Membership benefits include access to scientific experts, a consistent and cohesive industry voice, collaboration with soy industry stakeholders, international access and perspective, and much more.



RESEARCH AND SCIENTIFIC AFFAIRS

Since its inception in 2004, research on soy and health has been the focus for the Soy Nutrition Institute - and now SNI Global. The organization has worked on identifying research priorities and developing and funding targeted projects to advance the scientific literature and continue to build on the existing body

of evidence related to soy's impact on human health.

SNI Global members help to shape and prioritize research initiatives. This allows SNI Global members to benefit from research that discovers, substantiates, or corroborates findings of important soy-related interests from key areas of soy-related research minimizing the financial burden for member companies and organizations.

SNI Global tracks soy-related trends and provides the scientific expertise needed to navigate the current and future landscape. SNI Global is at the forefront of the latest soy-related research findings and shares those insights with members, allowing them to better advance their own business and organization goals. Members receive early access to research studies and results.

Members help guide the future of the soyfoods industry. Membership benefits include access to scientific experts, a consistent and cohesive industry voice, collaboration with soy industry stakeholders, international access and perspective, and much more.

SNI Global is the trusted source for scientific research on soy and human health. Independent and collaborative, SNI Global is the epicenter for information related to soy consumption and use by people of all ages and states of health.

SNI Global In Action

Establishing a Research Pipeline to Promote and Defend Soy

In 2020, SNI Global received funding from the United Soybean Board to initiate a soy health and nutrition research plan, a robust pipeline of research on consumer-relevant health outcomes that will promote the benefits of consuming soy and provide defense against unfounded claims about adverse health effects. This project was initiated with investments in skin health and heart health.

SNI Global members developed and prioritized health outcomes and topics in research investments focused on:

- Skin health
- Soybean oil and cardiometabolic health
- Soy protein and the metabolic syndrome
- Soy and children's health
- Endocrine function
- Ultra-processed foods

Research in these areas provide substantiation of the health benefits of soy and the data needed when the health effects of soy are challenged.

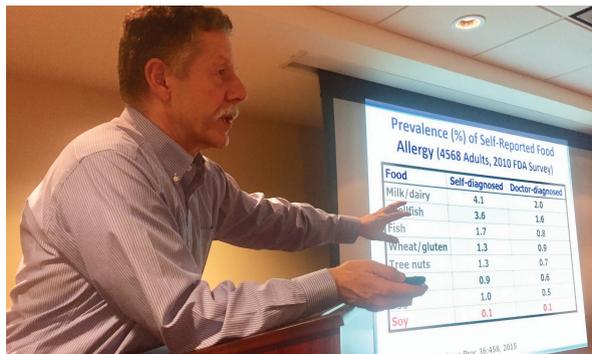
Conducting Research to Place Soy Allergenicity in Context

The question of soy allergenicity seems to be of growing concern not only as it pertains to soy protein, but to soybean oil, as well. Consequently, more and more consumers are eliminating certain foods from their diet; however, they may be doing so unnecessarily. To more closely examine the prevalence of soy allergenicity, the Soy Nutrition Institute commissioned a study done by Carina Venter, PhD, RD, and Mark Messina, PhD, MS. The findings were published in *Nutrition Today* in 2020. Dr. Messina and Dr. Venter examined the data on the prevalence of IgE-mediated food allergy among U.S. and Canadian adults by focusing on four surveys. All four surveys showed the prevalence of soy allergy is lower than the other foods in the Big 8 (foods designated as “major food allergens” by the U.S. Food Allergen Labeling and Consumer Protection Act of 2004). The surveys show that, on average, about three out of every 1,000 adults is allergic to soy.

Responding to European Challenges to Isoflavones

In 2019, the French Food Safety Authority (ANSES) and the UK Committee on Toxicity (COT) announced an investigation into the safety of isoflavones in food products, either on its own, or as part of greater strategy on all endocrine disruptors. The European Union (European Commission, DG SANTE) indicated it will discuss the issue of naturally occurring isoflavones with national authorities after ANSES has concluded its report.

To combat this development, SNI Global commissioned Mark Messina, PhD, MS, to write a comprehensive manuscript suitable for publication in a peer-reviewed journal that addresses most of the concerns raised about isoflavones over the years and that deals specifically with the classification of isoflavones as endocrine disruptors. The manuscript provides a comprehensive tool for industry, researchers and health professionals to defend the reputation of soy and to set the record straight on the topic of isoflavones. The topics addressed in the manuscript include male hormones, female hormones, puberty onset, breast cancer, male fertility, female fertility, thyroid function, cognitive function, infant exposure via breast milk, and in utero exposure via maternal soy consumption. By covering the broad scope of evidence, a strong case is made for the safety of isoflavones. The manuscript was published in *Critical Reviews in Food Science and Nutrition* in March 2021.



COMMUNICATIONS AND OUTREACH

SNI Global is the leading organization for addressing the barriers and misconceptions related to soy consumption and use, as well as promoting the nutritional and health benefits of soy.

SNI Global disseminates scientific data, creates consumer-friendly evidence-based blogs, and leverages social media platforms. Additionally, SNI Global performs a variety of targeted face-to-face outreach, providing a forum for discussions and educational opportunities among SNI Global's target audiences: health, food, and fitness professionals; industry, and academia.

SNI Global In Action

Researchers at American Society of Nutrition (ASN) Annual Meeting

SNI Global has interacted with researchers at the annual ASN meeting by presenting an educational session and/or staffing a booth for the past couple of years. Connecting with researchers about soy

has provided benefits including the opportunity to reach out to academics who may be interested in submitting applications for future soy research.

Food and Nutrition Influencers at FoodFluence

FoodFluence is an invitation-only food and nutrition thought-leadership conference for registered dietitians (RDs). Thirty RDs are selected to attend each year because of their broad reach to consumers through traditional publications and social media channels. Many of the invited professionals appear on major television networks or host their own television shows, podcasts or blogs. These RDs are influential, trusted thought-leaders who have thousands of followers across the country. Their messages shape the conversation around food. SNI Global has sponsored and presented to these influencers at the annual event, but even more, has built relationships with them which has resulted in robust coverage of soy in outlets like Women's Health, WebMD, Reader's Digest and Yahoo Lifestyle.

Blog Posts

The SNI Global blog, "Science Perspectives," highlights research, trending topics, and health matters, drawing attention to soy's benefits and defending soy, when necessary. Mark Messina, PhD, MS, authors the majority of the blog posts which are available at www.TheSoyNutritionInstitute.com and are promoted through social media platforms and e-newsletters to influential health professionals.

Strategic Social Media Campaigns

A comprehensive social media campaign entitled Soy Real Talk has been developed and disseminated to health professionals to address the common concerns/ misconceptions about the health implications of soyfoods. By disseminating science-based facts in a visually compelling, shareable way, SNI Global is able to effectively defend soy's reputation and help overcome misperceptions of soy across an array of social media platforms. This project was shared across Soy Connection and Soy Nutrition Institute social media platforms. Subsequent phases of the campaign have highlighted practical ways to include soy in the diet and outlined how soy can contribute to health throughout the lifespan. Soy Real Talk content has generated millions of impressions, hundreds of thousands of video views and thousands of engagements.





GOVERNMENT AND REGULATORY AFFAIRS

Government and Regulatory Affairs is essential for shaping public policies that influence the use and reputation of soyfoods. Built on a foundational knowledge and grounded in evidence, SNI Global gives the soyfoods industry a voice in the regulatory process. Our efforts are a combination of determining how soy fits in, promoting soy, and defending soy in the regulatory and legislative environments.

Through SNI Global, the soyfoods industry can speak with a consistent and cohesive message while harnessing the power of the collective. SNI Global keeps watch on key soy-related issues, advances the soy industry platform domestically and internationally, and takes action when appropriate. Members receive updates on relevant policy and regulatory changes being considered or occurring, which enables the industry to proactively plan and appropriately respond when issues arise.

SNI Global In Action

Military Ban of Soy Additives

In the fall of 2017, the Defense Logistics Agency (DLA) issued a directive banning soy protein additives in food for military use. After much industry protest, the directive was rescinded, but the issue did not go away. Some health professionals

within the military still seem to harbor “clean label” intentions - idealistic in nature, but impractical, and detrimental to the soy industry. It seems that the industry push back on the proposed ban on soy protein additives has halted the movement for a ban, other than in the area of meat products. This is one area where the DLA suggests the goal of “purity,” desiring not to mix meat protein and plant protein. But even this could cause widespread disruption in the soy industry and vigorous opposition to this continues with pushback from the Consumer Brands Association. SNI Global continues to defend soy protein products such as soy protein isolate, soy protein concentrate and soy flour.

FDA Soy Protein Health Claim

In October of 2017, the FDA published a proposed rule to revoke or downgrade the “unqualified (or authorized)” current health claim for soy protein that was originally approved in 1999. FDA’s final decision is pending. SNI Global activated its response to the FDA’s proposal by providing input and official comments, gathering information, and issuing public statements. In addition, at the urging of SNI Global, Dr. David Jenkins, University of Toronto, and colleagues, meta-analyzed the data from the 46 studies upon which the FDA is basing its decision. They found soy protein lowered LDL-cholesterol 3-4%, which is statistically significant. Further, they have shown that the results of studies published prior to the 1999 health claim approval are similar to the results of studies published subsequent to the claim. The findings of these studies were provided to the FDA for consideration in its decision regarding the soy protein health claim.

DELIVERING RESULTS

With collaboration at the core, members help guide SNI Global and the soy industry.

The organization has grown – both in numbers and impact. Since the inception of the organization in 2004, the growing number of members has furthered the mission of restoring soy’s “health halo.” Progress is being made. As there is an ever-increasing interest in plant protein, the time is right for soyfoods to make greater inroads into the mainstream.

SNI Global members are connected to the pulse of the food and beverage industry, hold a competitive advantage, and have unparalleled access to the latest soy and health related research.

“We value our SNI membership in numerous areas of outreach, communications, and research. SNI continues to provide credibility on issues related to soy and human health, such as contributions to the recent publication refuting soy as an endocrine disruptor.”
- Jody Mason, Danone North America

“The industry members’ perspectives on the importance of soy as a food and beverage ingredient, coupled with ready access to all the human health and wellness related soy research results, assists our organization in more effectively positioning U.S. soy in our global efforts to find and establish new overseas markets for U.S. soybean farmers.”
- Marypat Corbett, American Soybean Association World Initiative for Soy in Human Health (ASA/WISHH)



BECOME A MEMBER

There is no other organization fulfilling SNI Global's outlined mission, bringing members one-of-a-kind value.

Membership is open to food companies, organizations, and associations worldwide looking to promote the advancement of soy. Want to know more? Contact Sarah Alsager, director of communications and outreach, with any questions. Sarah may be reached at: sarah.alsager@SNIGlobal.org or (573) 635-3265.

MEMBERSHIP CATEGORY	DESCRIPTION
Strategic Partners	<p>Who: Companies, including producers, suppliers and users up and down the soy value chain involved with soybeans or soy ingredients intended for human use or consumption.</p> <p>What: Strategic partners participate in strategic planning and development of tactical activities related to research, communications and outreach, and government and regulatory affairs. Members in this category have four seats on the Board of Directors and have the ability to collaborate on a customized partnership with SNI Global.</p>
Corporate Members	<p>Who: Companies, including producers, suppliers and users up and down the soy value chain involved with soybeans or soy ingredients intended for human use or consumption.</p> <p>What: Corporate members participate in strategic planning and development of tactical activities related to research, communications and outreach, and government and regulatory affairs. Members in this category have three seats on the Board of Directors.</p>
Allied Associates	<p>Who: Associations, nonprofits, pre-revenue start-up companies, domestic and international auditing members, as well as partners and organizations who cannot engage in government and regulatory affairs (e.g., Qualified State Soybean Boards)</p> <p>What: Allied associates participate in strategic planning and development of tactical activities related to research, communications and outreach, and government and regulatory affairs (if applicable). Members in this category have two seats on the Board of Directors.</p>





For more information contact:

SNI Global
P.O. Box 237
Jefferson City, MO 65109
www.SNIGlobal.org
info@SNIGlobal.org

