

Soyfoods

CANADA



Spring 2010

E-letter

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Soyfoods & Consumer Trends

By Peter Joe, Sunrise Soya Foods,
Soyfoods Canada President

At the recent soyfoods industry meetings in California, there was much discussion of the latest trends for consumer behavior and buying habits. What will be the hot items for food and ingredients? How will soy foods and beverages align with consumer trends for 2010?

Here are a few trends to consider:
Grocery store growth, especially private label - grocery stores are competing hard with each other and improving their marketing to shoppers. Stores are changing and the grocery store will be catering to the aging population, upgrading delis and fresh take outs. Private label continues to

be a big opportunity for food manufacturers.

Keeping it real- there will be a shift towards scratch cooking and towards pure and simple, basic ingredients. Can soyfoods take advantage of the move to simple home cooking?
Mainstreaming sustainability- the movement will continue for companies to go green. Is soy perceived as green?

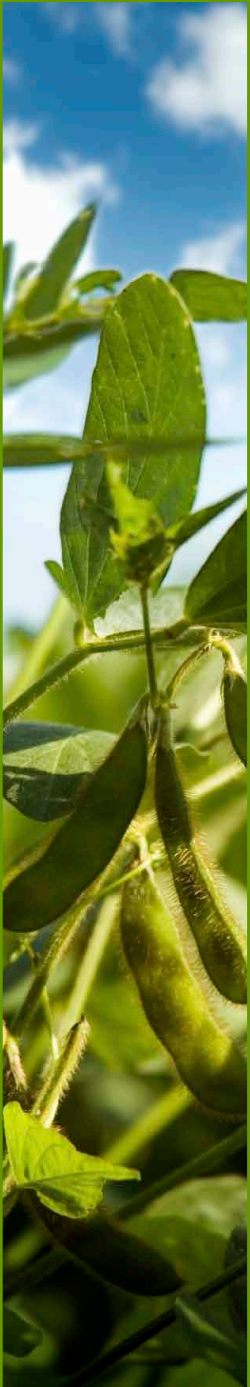
Food with benefits- functional foods will continue to grow and mature.

I believe soyfoods fit well with these trends and can be positioned to be part of one's

PRESIDENT'S REMARKS

everyday diet and lifestyle. Canadian soyfoods companies can promote their products with these trends in mind to maximize sales.

This year, Soyfoods Canada's Soy for Life campaign will be our largest effort ever to reach out to consumers to educate them about the important role soy plays in a balanced diet and healthy lifestyle for Canadians. I thank everyone on the Soyfoods Canada team for your support; we will keep you posted on progress and results.



News Report on Soy and Human Health

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Consumption of Soy Foods is Associated with Reduced Risk of Death and Recurrence in Breast Cancer Survivors

HEALTH

The topic of soy and breast cancer remains controversial. Despite epidemiological data that have related soy intake to reduced breast cancer risk (Trock et al., 2006; Qin et al., 2006; Wu et al., 2008), cell culture (deLemos, 2001) and animal (Allred et al., 2001a; Allred et al., 2001b; Ju et al., 2001) experiments have raised concern. Since there are obvious limitations in extrapolating cell culture and animal data to humans, there is a need for human studies that focus on how soy consumption affects women who have had or have breast cancer. Two recent studies, published in November and December 2009, have done just this through reporting on how soy intake relates to breast cancer recurrence and overall survival.

The November 2009 study was published in a journal called *Breast Cancer Research and Treatment* (Guha et al., 2009). This study followed a group of 1,954 women who had survived their breast cancer that was diagnosed between 1997 and 2000. Soy isoflavone intake was quantified using a food frequency questionnaire and the recurrence of breast cancer was tracked. The results showed that there was a 52% reduction in the recurrence of breast cancer among postmenopausal women who were treated with tamoxifen and had the highest intake of the soy isoflavone daidzein (>1,453 µg/day) compared to those that had the lowest intake of daidzein (<7.7 µg/day). Overall, this study demonstrated that soy

isoflavone intake was not associated with interference in tamoxifen therapy and was related to a reduced recurrence of breast cancer in postmenopausal women receiving tamoxifen.

The results of the November 2009 study were expanded in a December 2009 study that was published in the *Journal of the American Medical Association* (Shu et al., 2009). This study was a large, population-based cohort study of 5,042 women diagnosed with breast cancer in Shanghai called the Shanghai Breast Cancer Survival Study. Of note is that this study is the largest population-based study of breast cancer survival to date and it was specifically designed to evaluate the influence of soy food intake on breast cancer outcomes. In this study, soy food intake (quantified as soy protein or isoflavones) was evaluated in these women at 6, 18, 36 and 60 months after their breast cancer diagnosis and their breast cancer outcomes were tracked. The results demonstrated that those women who consumed the highest amounts of soy (>15.31 g soy protein/day, >62.68 mg soy isoflavones/day) had a 32% reduced risk for breast cancer recurrence and a 29% reduced risk for death, when compared to women who consumed the lowest amount of soy (<5.31 g soy protein/day, <20 mg soy isoflavones/day). These results were consistent regardless of type of breast cancer (estrogen receptor positive or negative) or use of tamoxifen. The protective association of soy food intake



with breast cancer recurrence and death appeared to plateau around 11 g of soy protein/day, which is moderate and equates to approximately 1 serving of soy foods (e.g. ½ cup of tofu; 1 soy burger; 12 oz soy beverage). Overall, the results of this study suggest that moderate soy consumption is safe for women with breast cancer and may even reduce their risk of cancer recurrence and death.

Overall, both of these studies add to a limited literature exploring the effects of soy consumption in women who have had or have breast cancer. Although it is important to note that neither of these studies prove cause and effect, they do provide a basis of strong evidence to ameliorate safety concerns of moderate soy food consumption among women with breast cancer and to continue study in this area.

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Soy for Life Campaign Underway

Companies of all sizes in Canada's soyfoods industry have joined together to create Soy for Life. We want to introduce consumers to today's soy foods and beverages – they are nutritious, delicious, easy to use, and are available in grocery stores from coast to coast! Canada's soyfood processors and soybean growers want to join with people across the country to share ideas for great-tasting ways to include soy in everyday family meals. The first leg of Soy for Life runs April – June, 2010.

Ingredients for Success

Soyforlife.ca

This interactive website will be the hub for this and on-going soy promotion. The site is designed for consumers to easily get all they need to know about including soy in their diet. A robust recipe section specially designed for interaction, detailed nutrition facts, where to find soy in grocery stores, contests, and a lot more. Watch for it in late April.

Soy For Life Webinar

On May 6, at 12:00 noon EST, join us for this online information event featuring soy nutrition guru, dietitian Dr. Alison Duncan of the University of Guelph. Consumers, food and nutrition professionals and industry stakeholders alike can attend this unlimited attendance free-of-charge event that will show them how easy and delicious it can be to include soy in a healthy diet! Go to www.soyforlife.ca to register for the Webinar.

Media Outreach

Soy for Life has teamed up with Toronto chef Brad Long for a special "Soyfoods 101" media event in April. Food and lifestyle media will be able to taste chef Long's soy creations and discover what Soy for Life is really all about. Video clips from the event will be posted on soyforlife.ca so they're available to everyone, anytime. Follow-up targeted newspaper and broadcast PR outreach will reinforce the Soy for Life message, and encourage consumers to join the campaign Facebook page, blogs and other social media opportunities.

Retail Partners

Links to retailer websites will be included on soyforlife.ca along with materials for flyer use. Retailers are welcome to submit recipes, articles or other materials for publication through soyforlife.ca, Facebook, and email updates to consumers.

More Information

If you'd like to find out more about Soy for Life, contact Soyfoods Canada Manager Mary Wiley: mary.wiley@sympatico.ca

The Soy for Life campaign is supported by:

Gardein Protein International Inc.
Grain Farmers of Ontario
Hain-Celestial
Hilton Soy Foods/Soybutter
N2 Ingredients
Ontario Market Investment Fund
(OMAFRA)

Pristine Gourmet
Sol Cuisine
Soy 20/20 Project
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