

F-04

Making soy the preferred source of plant protein

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As consumer interest in plant-based food continues to grow, concern about personal nutrition and environmental impact have combined to move consumer and health professional interest in soyfoods toward a tipping point. Consumers and product developers have been experimenting with plant proteins that are inferior to soybeans in every way. When the “other than soy” plant protein phase winds down, consumers, health professionals, and food manufacturers will return to soy as the preferred source of plant-based protein.

Representing soybean farmers, processors, manufacturers, and technical experts from the U.S., Mexico, and Canada, SANA has been promoting soy-based foods and beverages since 1978.

Part of a network of non-profits that promote soy consumption around the world, SANA promotes the unique aspects of soy protein and encourages broader recognition within government sponsored food programs. SANA’s communication efforts reinforce the value of the U.S. Food and Drug Administration’s health claim for soy protein. While working to further consumer education about the many health benefits of soy, SANA also promotes innovation in soyfoods research and development, highlighting recent product advancements.

At SANA, a particular focus is devoted to soyfoods’ policy and advocacy. Working through government agencies and legislative bodies, SANA advocates for greater access to soyfoods in government programs around the world.

Remaining unmatched among vegetable proteins, it’s not surprising that soy’s flavor, function, and nutritional value make it the preferred source of plant-based protein.