Please use this form to clearly and concisely report on project progress. The information included should reflect quantifiable results that can be used to evaluate and measure project success. Comments should be limited to the designated boxes. Technical reports, no longer than 4 pages, may be attached to this summary report.

Project Number:	
Project Title:	Whole Soy Food Acceptability and Market Viability Study
Organization:	B & B Legacy Farms, LLC
Project Lead Name:	Karen Ballard
Report Date:	December 15, 2022.

National Soybean Checkoff Research Database https://www.soybeanresearchdata.com/ (public website funded by USB). Please include a non-technical project status along with your project status. The non-technical project status will be published to the website. If a non-technical project status is not provided, the contents of this entire report will be published.

Project Status:

Ongoing. 3rd quarter report (October-December)

Project Period: April 1, 2022-March 31, 2023.

This project will produce a feasibility study for the potential development of a collaborative, whole, vegetable soy food system.

Objectives of the project include:

1. Evaluation of the agronomic viability and profitability of food-grade soy cultivars that can be conventionally harvested through a meta-analysis of data from Arkansas, Mississippi, Louisiana, Missouri, and Texas.
2. Evaluation of direct product acceptability of whole soy products through key informant interviews, surveys, and focus groups.
3. Evaluation of regional market opportunities through key informant interviews with school nutrition program directors and USDA food and nutrition officials.
4. Dissemination of study results to increase knowledge of producers and consumers regarding the value and sustainability benefits of regional soy food production and consumption.

Progress Milestones: Foundational Research & Development

a. Interviews with key influencer groups
b. Development of educational materials and survey instruments
c. Customer Discovery Interviews
d. Sensory testing in Arkansas and Louisiana
e. Analysis of market research and identification of consumer profiles
f. Multi-State co-packer identification

Non-technical project status:

Key performance results by objective during the third quarter:

1. **Evaluation of the agronomic viability and profitability of food-grade soy cultivars that can be conventionally harvested through a meta-analysis of data from Arkansas, Mississippi, Louisiana, Missouri, and Texas.**

    - Collection of 2022 yield data for non-GMO vegetable soybean field trials in southern states to begin this winter.

2. **Evaluation of direct product acceptability of whole soy products through key informant interviews, surveys, and focus groups.**

    - Over 2,200 food samples were prepared and distributed between October-December in support of consumer testing including: soy hummus, black soybean salsa, soybeans and rice (entrée), soy bread pudding, and roasted soybeans.

    - Sensory testing data was collected using the Qualtrics online survey system. Allergy screening and parental permission forms were collected prior to student testing. Analysis of the data will be conducted next quarter.

    - October 7, 2022. Coordination with LSU Ag Center Extension faculty and staff for the whole **soy food sensory testing session** conducted at the M.E.R.I.T. center in **Winnsboro, Louisiana**. Soy samples tested included soybeans and rice, black soybean salsa, soy hummus, and roasted soy nuts.

Kids love roasted soy nuts. Who knew?

- October 11, 2022. **Poinsett County AG Day** was attended by 231 students, 19 adults/teachers and 35 volunteers at Harrisburg, Arkansas. A brief soy foods educational presentation was made to each small group of elementary students. Following the educational presentation, students were provided with roasted soybean samples. A semi-structured group discussion was facilitated and product acceptability feedback was collected following the student taste test.

- October 22, 2022. **Consumer Taste Tests.** Harvest Fest in Hillcrest. Little Rock, AR. Taste Tests and consumer discover interviews with whole soy foods. Soy samples tested included soy hummus and roasted soy nuts. Over 400 attendees participated in the taste tests and provided consumer feedback.

- October 15-16, 2022. **McCrory High School sensory testing sessions**. Eight sensory test sessions were conducted with small groups over two days. Soy food sensory testing included: soybeans and rice, black soybean salsa, soy hummus, roasted soy nuts, and soy bread pudding. Data was collected using the Qualtrics online survey system. Data will be analyzed next quarter.

3. **Evaluation of regional market opportunities through key informant interviews with school nutrition program directors and USDA food and nutrition officials.**

   Email discussions and Zoom meetings were conducted with market influencers regarding expansion of whole soy food distribution through USDA foods and DOD Fresh.

   Email discussion and Zoom meeting (10/6/22) with:
   Dr. Lydia Kaume, PhD. RDN
   National Program Leader
   Division of Nutrition
   USDA, National Institute of Food and Agriculture

   Email discussions with:
   Dr. Max Teplitski, Chief Science Officer
   International Fresh Produce Association (IFPA)

   Email discussion and Zoom meeting (10/17/22) with:
   Andrew Marshall
   Wholesaler-Distributor Relations and External Partnerships
   International Fresh Produce Association (IFPA)

   - Completed regional co-packer resource evaluation for regional food system development.

4. Dissemination of study results to increase knowledge of producers and consumers regarding the value and sustainability benefits of regional soy food production and consumption.

   - Presentation scheduled for the 26th Annual National Conservation Systems Cotton and Rice Conference in Baton Rouge, Louisiana on Tuesday, January 31, 2023.