

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.

<b>Project Number:</b>	
<b>Project Title:</b>	Whole Soy Food Acceptability and Market Viability Study
<b>Organization:</b>	B & B Legacy Farms, LLC
<b>Project Lead Name:</b>	Karen Ballard
<b>Report Date:</b>	September 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. 2<sup>nd</sup> quarter report.**

**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. Analysis of market research and identification of consumer profiles
- e. Multi-State contacts and pilot site identification
- f. Multi-State co-packer identification
- g. Wellness Committee & School Board approval to conduct student sensory testing

**Non-technical project status:**

**Key performance results by objective during the second quarter:**

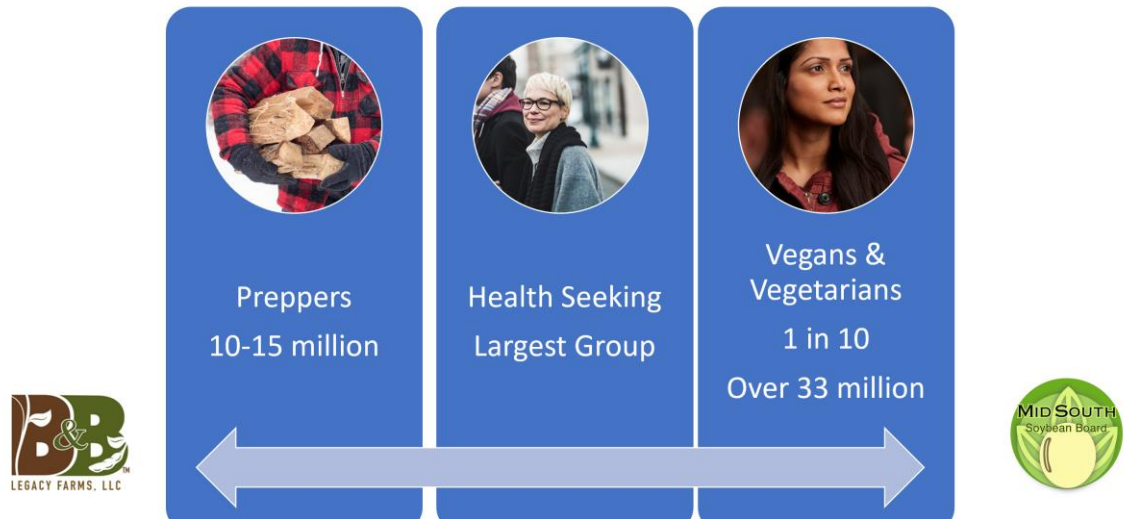
**1. Evaluation of the agronomic viability and profitability of food-grade soy cultivars that can be conventionally harvested through a meta-analysis of data from Arkansas, Mississippi, Louisiana, Missouri, and Texas.**

- Preparing database for collection of 2022 yield data for non-GMO vegetable soybean field trials in southern states this winter.

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

- Whole soy food samples were prepared and distributed to 350+ participants in July and August 2022. Food samples prepared and distributed in support of consumer discovery interviews included soy hummus, black soybean salsa, and roasted soybeans.
- July 10, 2022. **Bernice Gardens Farmers Market**. Little Rock, Arkansas. 10 a.m. – 2:00 p.m.
- August 13, 2022. **Ascend Market** at Arkansas Regional Innovation Hub, North Little Rock, Arkansas. 10:00 a.m. – 3:00 p.m.
- Consumer discovery interviews informed development of key customer profiles and corresponding motivations, values, and preferences.

## Market Analysis. Data from Discovery Interviews



- Planning and Development work conducted during June – September included contacts, communication and coordination with Louisiana Department of Education staff, Louisiana Farm to School managers, and LSU Ag Center Extension faculty and staff for support of whole soy food professional education, targeted outreach and sensory testing to be conducted in Louisiana during next quarter.
- Communication materials were produced this quarter including flyers, radio/print media information, and scripted social media posts for recruitment of study subjects.
- September 28, 2022. **Louisiana Farm to School Annual Conference. Baton Rouge, LA.** Staffed exhibit with whole vegetable soybean taste tests for 120+ attendees including Department of Education representatives, school nutrition directors, LSU AgriLife Extension agents, and other state agency representatives.
- October 7, 2022. **Consumer Sensory Testing. Winnsboro, LA.** Co-hosted by the LSU AG Center. Community-based structured sensory testing with whole soy foods.
- October 22, 2022. **Consumer Taste Tests.** Harvest Fest in Hillcrest. Little Rock, AR. Taste Tests and consumer discover interviews with whole soy foods.



## You are Invited! Take the Soy Food Taste Test.



Friday, October 7, 2022 – Time: 11 a.m. – 2:00 p.m.  
M.E.R.I.T. building - 6963 Prairie Street Winnsboro, LA Questions? Contact: [qvidrine@agcenter.lsu.edu](mailto:qvidrine@agcenter.lsu.edu)



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

- Discussed regional whole soy food distribution model with state and national officials including Dr. Jodi Williams, National Program Leader, Food Safety. USDA, National Institute for Food and Agriculture.
- Worked with **McCrary School System** school nutrition director Donna Kruse (McCrary, Arkansas) to develop formal soy food sensory testing proposal. The school-based sensory testing proposal was approved at the July 21<sup>st</sup> school board meeting. Testing dates targeted for November for structured taste tests with students.



- Evaluated and updated market information related to USDA foods programs.
- Market research sources reviewed this quarter included Mintel, the Good Food Institute, the Soy Nutrition Institute Global, and the Hartman Group (among others).

Market size, drivers, segmentation, and market forecasts were compiled to inform the market opportunities report for this study.



- Communication initiated this quarter with **Sarah Alsager, SNI Director of Communications**. A **September 23<sup>rd</sup> meeting** is scheduled to identify collaboration opportunities with the Soy Nutrition Institute in support of this project.
  - In collaboration with the University of Wisconsin, Food Finance Institute, Value-Added AG program, initiated regional co-packer 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.
- Progress report compiled and presented to Mid-South Soybean Board August 26, 2022.