

## Subcontractor Quarterly Report

Please use this form to report on project progress clearly and concisely. The information included should reflect quantifiable results and measure project success. Comments should be limited to the designated boxes. Technical reports, no longer than 4 pages, must be submitted with the report.

<b>Project Title:</b>	Whole Soy Food Acceptability and Market Viability Study
<b>Organization:</b>	B & B Legacy Farms
<b>Principal Investigator Name:</b>	Dr. Karen Ballard
<b>Report Period:</b>	December 16, 2023 - March 15, 2024

### Project Status: Year 2 - 4<sup>th</sup> Quarter Report

The Soy Chef™ culinary event produced unanticipated outcomes related to public interest and unpaid media coverage. Education and outreach products developed a life of their own and continue to be disseminated. The Soy Chef message and educational outreach products developed a life of their own and continue to be disseminated. “take aways” compiled in late December led to a shift from a 2024 Soy Chef™ competitive event in Year 3 to a broader scope of addressing the needs and opportunities for a regional, collaborative, whole soy food system can be well served through a collaborative team approach in the research. Engagement of these statewide influencer groups will build on the foundational work completed through this project.

This project has collected ample data to verify proof of consumer acceptability of whole soy foods (when prepared for an American audience) with the Arkansas Cooperative Extension faculty and staff was invaluable due to their expertise and outreach capabilities. A regional research and education partnerships can inform future steps and support capacity building. Collaborative partnerships supported the MSSB member state Extension systems can optimally leverage MSSB funds, with the potential to produce expanded outcomes.

During January and February resources were developed to support a 2024 multi-state Soy Chef™ collaborative team. MSSB member state nutrition educators were identified along with a training plan. A call for mini-grant proposals was sent February 23, 2024 to a target audience of education specialists and agents. **Soy Chef™ Invitees included: University of Arkansas System, Division of Agriculture, Extension Services, Family and Consumer Sciences; Leigh Ann Bullington, FCS Educator; Dr. Bryan Mader, Assistant Professor-Health; Keith Statham-Cox, Nutrition Program Specialist. LSU Ag Center: Dr. Gina Eubanks, Associate Vice President; Quincy Vidrine, Extension Agent-Central Region, Nutrition & Community Health (SNAP ED); Jennifer Duhon, FCS Regional Coordinator-Central Region; and Cindy Upton, Assistant Professor, Extension Health and Human Services, Associate Professor, Department of Public Health, College of Health Sciences, University of Missouri, Extension Professor, State Nutrition Specialist, College of Health Sciences, MU Extension Health and Human Sciences. Texas, Extension Services, Associate Director, Health, Families, & Youth, Texas A&M AgriLife Extension Service; and Dr. Jacquelyn White, Program Leader, Family and Consumer Sciences, Texas A&M University. The deadline for state applications for training and participation in the initial planning meeting is March 15, 2024, awarded by state. Face-to-face training for grantees will be conducted in May 2024. Each state team will include a state Extension agent. The Training of Trainers curriculum plan is being developed in collaboration with clinical dietitian Mandy Smith.**

A 2024 Soy Chef™ collaborative Plan of Work for the year will be completed during the face-to-face training and planning meeting. Training materials will be administered for the term of July 1-Feb 15, 2024. Deliverables for each soy food mini grant will include unique training materials in strategy areas: Curriculum Development and Dissemination (within existing programs), Outreach with Strategic Partners, Experiential Learning (taste tests, food demos, school and community gardens, cooking competitions, etc.), and Content Creation and Communications (social media and mass media).

Public education and outreach opportunities during this quarter have included hosting the MSSB booth at the 2024 Conservation Conference on January 30<sup>th</sup>-31<sup>st</sup>, a presentation to producers at the Jackson and Independence County UADA Cooperative Extension Service Production Conference in Arkansas on February 26<sup>th</sup>, and preparation for an invited education booth at the Arkansas Plantation Agricultural Museum on March 15<sup>th</sup> festival celebrating the Japanese American culture and the opening of the museum exhibit, “Muttsu no Kazoku: Six Families’ Journey”.