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| Project Title | Whole Soy Food Acceptability and Market Viability Study |
| PI’s Name | Dr. Karen Ballard | E-mail | karen@bandblegacyfarms.com |
| PI’s Title | CEO | Institution: | B & B Legacy Farms, LLC |
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| Additional PIsFor this project |  |
| Research Locations (and states involved) | Arkansas, Missouri, Mississippi, Louisiana, and Texas |
| **Timeline:** **Current Year - FY22** | **Multi-Year Project Information** (if applicable) |
| Year 1 | Year 2 | Year 3 |
| Start Date | 3/2022 | 3/2022 | 3/2023 | 3/2024 |
| End Date | 2/2023 | 2/2023 | 2/2024 | 2/2025 |
| Funds Requested | $22,481. | $22,481. | $25,000 | $25,000 |
| **Program Area (e.g., breeding, mngt.): Research Validation/Demonstration, Producer Communications, Economics and Other: Consumer Research** |
| Objectives | 1.Evaluate 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. Evaluate direct product acceptability of whole soy products through key informant interviews, surveys, and focus groups.3. Evaluate regional market opportunities through key informant interviews with school nutrition program directors and USDA food and nutrition officials.4. Disseminate study results and increase knowledge of producers and consumers regarding the value and sustainability benefits of regional soy food production and consumption. |
| Justification | Whole soy foods are not currently accessible through key USDA child nutrition programs. USDA MyPlate includes whole soy foods as a key, reimbursable meal item, but schools have limited access for purchasing. Plant-base protein is a significant market opportunity. |
| Exp Setup | January 2022. |
| Summary  | Feasibility study for collaborative, regional, soy food system. |
| Key Metrics | USDA child nutrition program market analysis. Consumer acceptability testing. Producer market opportunities report. Profitability analysis for vegetable soybean production.  |
| Expected Deliverables | Baseline data on Mid-South vegetable soy production and current market. Consumer acceptability and regional market research with diverse stakeholder groups.  |
| Benefit to midsouth farmers | Expanded regional markets through minimally processed whole soy foods purchased through USDA Foods, DoD Fresh, Farm to School programs and local schools.  |
| Progress Made | This project is informed through three years of foundational research completed with key stakeholders across production, processing, consumer, and governmental sectors.  |
| Signature of Principle Investigator | Date: |
|  | 8/3/21 |