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|---------------------------|---------------------------------------------------------|
| <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> | Dr. Karen Ballard                                       |
| <b>Report Date:</b>       | December 15, 2023                                       |

**Progress Summary:**

The **2023 Soy Chef** event, held November 3, 2023, was the first American culinary competition promoting healthier American cuisine using minimally processed whole soybeans. A delayed broadcast of the event, the *Soy Chef Virtual Field Trip (VFT)*, was co-hosted live by Dr. Karen Ballard and Chef Catherine McCormack on November 17<sup>th</sup>. Diverse participants from 20 states attended the VFT. The 2023 *Soy Chef* competition was the culmination of an education and research project with the culinary institute, including planting three varieties of vegetable soybeans in the Chef’s Garden by the Healthy Foods class and their instructor earlier in the year. Student education on the history and potential future of whole soy foods was provided to students by licensed dietician Mandie Smith and Dr. Karen Ballard. The 2023 Soy Chef Competition was produced through a partnership between B & B Legacy Farms, the Mid-South Soybean Board, and the University of Arkansas Pulaski Technical College - Culinary Arts and Hospitality Management Institute (CAHMI). Nine culinary student competitors served up appetizers, entrees, and desserts using whole soy ingredients. Silver medal student winners included: Appetizer-Cassidy Perry, Entrée – Dylan Cruz, and Dessert – Creighton Ward. Dylan Cruz was named the 2023 Soy Chef gold medal (overall) winner. During the competition a video crew followed and talked with students during the heat of the competition in the kitchen. The unscripted discussions with students provided a unique understanding of the student research leading up to the competition, as well as unexpected dishes produced using multiple whole soy products in the ingredient list. Two videos and student recipes were produced from the event to support dissemination of student research and expand consumer education this quarter.

**Detailed Progress Status**

**Key Activities & Accomplishments:**

**Outreach and Engagement.**

A national data base was created to support the Soy Chef national educational outreach goal and communications management. Web-based contact development was utilized to collect regional and national contact information. Over 500 addresses were collected from targeted national stakeholder groups representing soybean boards and councils, higher education, federal and state government, the agriculture industry, the food industry, K-12 and Department of Education nutrition directors, and media contacts. Constant Contact (CC) was utilized to host the 1228 contact data base supporting communication across project partner groups and with eternal target audiences. Seventeen targeted CC emails were created and sent to target groups from October 23<sup>rd</sup> through November 30<sup>th</sup> in support of educational events. Communication was likewise supported through social posts across Facebook, LinkedIn, X (formerly Twitter), and Instagram. Zoom was utilized for large webinar management in support of the registration, broadcast, and evaluation of the *Soy Chef Virtual Field Trip*. Soy Chef team

meetings were conducted with key partners to manage student education, communications, judge recruitment, marketing, and event coordination.

### November-December 2023 Soy Chef Educational Outreach outcomes.

#### Key deliverables this quarter included:

- Soy Chef Competition hosted November 3, 2023. (74 participants)
- Soy Chef Virtual Field Trip broadcast, November 17, 2023 (77 participants)
- Soy Chef Videos produced and posted online on November 24, 2023. Videos include: ***Soy Chef Virtual Field Trip*** and ***Why Eat Whole Soy Foods?*** (77 views)
- Soy Chef winning recipes published online November 28, 2023 and December 13, 2023.

**B & B Legacy Farms**  
Nov 14 · 🌐  
Watch history being made!  
Join us this Friday, Novem... See more  
**SOY CHEF WEBINAR**  
us06web.zoom.us  
**Welcome! You are invited to join a webinar: 2023...** **Sign up**  
5 shares  
167 views 1 month ago

**Soy Chef Virtual Field Trip (2023)** × ⋮  
Karen Ballard · 64 views  
Get the skinny on cooking with whole soybeans. Discover the diverse options you have for this center-of-the-plate, plant-based protein. G...

**2023 Soy Chef Competition** × ⋮  
Arkansas Farm Bureau · 167 views  
Soybean Soup, Mexican Chicken with soybeans, Soybean Amuse, Soy Milk Pudding and more wowed taste testers and judges Nov. 3...

**Why eat whole soy foods?** × ⋮  
Karen Ballard · 13 views  
Get answers to your questions about adding whole soy foods to your diet. Learn the facts from a clinical dietician who helped start the...



12/13/23  
**December Recipe: Soy Chef Appetizer & Dessert Winners**  
Ramp up your culinary game at holiday parties!



11/28/23  
**November Recipe: Crispy Fried Tofu Sandwich with Sauce**  
Best tofu sandwich ever!

**Benefit to farmers:** Expanded regional markets through minimally processed whole soy foods purchased through USDA Foods, DoD Fresh, Farm to School programs and local schools.

Update: Roasted soy nuts were distributed (100) in individual serve packages for Soy Chef guest samples and for student testing at McCrory High School during the December Good Foods taste tests managed by the McCrory school nutrition staff.

**Baseline data** on Mid-South vegetable soy production and current market. **Consumer acceptability and regional market research with diverse stakeholder groups.**



The University of Arkansas System, Division of Agriculture, Cooperative Extension Service was a key collaborator for both Soy Chef educational events. UADA Extension is also a key stakeholder group. The Cooperative Extension Service has unparalleled linkages with school nutrition directors across the U.S. The Extension Service nutrition professionals manage nutrition education for two large child nutrition programs, EFNEP and SNAP-Ed. The Supplemental Nutrition Assistance Program (SNAP, formerly the Food Stamp Program) is the nation’s largest domestic food and nutrition assistance program for low-income Americans (source: USDA ERS). The Expanded Food and Nutrition Education Program (EFNEP) is the nation’s first nutrition education program for low-income populations and remains at the forefront of nutrition education efforts to reduce nutrition insecurity of low-income families and youth today. (Source: NIFA.usda.gov)


UA Division of Agriculture (UADA) faculty and staff assisted with onsite soy food education at the Soy Chef competition and hosted the *Virtual Field Trip* which was broadcast from the Little Rock state office studio. UADA and other Extension faculty from across the country also participated in the Virtual Field Trip event. An initial review of the evaluation feedback is encouraging. Soon after the event, two faculty members contacted me to share steps they are taking to incorporate soy food information into the curriculum they manage. The UADA Soybean Science Challenge project coordinator requested links to the Soy Chef videos to add to their on-line high-school curriculum, targeting 7-12 grade science and agricultural students and faculty. Faculty actions to expand and include whole soy in the nutrition curriculum is a tangible step in the right direction towards consumer acceptability and market development. Another faculty member wrote:

*You’ve inspired me to include a soybean lesson in our new Arkansas Foods curriculum. It sounds like a terrific way for our low-income audience to get affordable high-quality protein in their daily diet. I am excited to try one of your recipes this week. Thanks a million for sticking with your passion while the rest of us slowly but surely catch up.*


Lindsey Sexton  
UA Division of Agriculture, Project/Program Specialist  
Human Nutrition

**Dissemination of project results:** Dissemination of whole soy food information has been supported through media broadcast, print news, and digital platforms.


## Educational Reach: Dissemination through Media Outlets & Platforms



The **Arkansas Democrat Gazette** provided amazing coverage with a post-event photo in Saturday's paper and a full feature article the next week with 11 pictures in the article and 26 pictures available through the gallery. Thanks to **Janet Carson, Celia Storey, Staton Breidenthal.**



**Chad Hooten with Arkansas Farm Bureau** produced a video news article about the competition and helped advertise the Soy Chef Virtual Field Trip through social media.



The **Stuttgart Daily Leader** published pre- and post-event stories carrying the soy food message to an area of the state with a large farming readership. A shout out and thanks to Managing Editor **Kristen Siler** for thoughtful coverage of our culinary research and event.

**AR Farm Bureau News Video Segment**

## Educational Reach: Media Outlets & Platforms

| Media Outlet/Platform                             | Pub Date             | Pub Date | Subscribers/Reach   | Potential TOTAL Reach |
|---------------------------------------------------|----------------------|----------|---------------------|-----------------------|
| RFD-TV<br>(live broadcast during market day news) | Broadcast<br>11/1/23 |          | 92,000              | 92,000                |
| Stuttgart Daily Leader                            | 11/1/23              | 11/9/23  | 2,938               | 6,876                 |
| Arkansas Democrat Gazette                         | 11/4/23              | 11/10/23 | 179,134**           | 358,536               |
| Arkansas Farm Bureau News (Digital)               | 11/6/23              |          | 167 (views)         | 167                   |
| Delta Farm Press                                  | 11/29/23***          | 12/1/23  | 25,100              | 25,100                |
| B&B YouTube Soy Chef Videos                       | 11/24/23             |          | 77 (views)          | 77                    |
|                                                   |                      |          | <b>TOTAL Reach=</b> | <b>482,488 Views</b>  |

\*Also published to Stuttgart Daily Leader and County 97.3's Facebook pages with 500 average click-throughs each day. Reach is 500 persons beyond the subscriber number listed above.

\*\*Does not include online views by non-subscribers.

\*\*\*Digital release views not calculated in total. (This was a single article).

Pre- and post-event news coverage was supported through two formal news releases distributed by a (media) volunteer collaborator. Pre-event collaboration with multiple editors supported in-depth feature articles, extensive use of photos (beginning in the Chef's Garden), and the opportunity for content contribution to the articles.

**The prominent placement of page one stories, multiple pictures, and length of feature articles was unexpected and appreciated. Links to dissemination products below.**

Farm Bureau News (YouTube video link)

<https://www.arfb.com/news/2023/nov/06/2023-soy-chef-competition/>

Soy Chef Virtual Field Trip. (YouTube video link)

<https://youtu.be/JVM5chTpOdU>

Why eat whole soy foods? (YouTube video link)

[https://youtu.be/O\\_L8gmKkObk](https://youtu.be/O_L8gmKkObk)

November Soy Chef Recipe Link (entrée)

<https://www.bandblegacyfarms.com/soy-kitchen/november-recipe-crispy-fried-tofu-sandwich>

December Soy Chef Recipe Link (appetizer and dessert)

<https://www.bandblegacyfarms.com/soy-kitchen/holiday-appetizers>