

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:	Dr. Karen Ballard
Report Date:	Sept 15, 2023

In the Progress Summary section below, please provide a brief summary of project progress in lay language that will be shared publicly in the [National Soybean Checkoff Research Database](#). Do not include any confidential or proprietary information. If no lay language is provided, the contents of this entire report will be published in the [National Soybean Checkoff Research Database](#).

Progress Summary (in non-proprietary lay language suitable to be shared publicly):

Between July-August 2023 a planning team was formed and monthly meetings conducted in support of the 2023 Soy Chef student competition, in collaboration with the University of Arkansas Pulaski Technical College, Culinary Arts and Hospitality Management Institute. Team members include Jan Lewandowski, Chef Catherine McCormack, Chef Regina Cornish, Mandie Blake, Paul Woods (IT), Greg Kaffka (IT), Kerry Rodtnick (Videographer), Mary Poling (Zoom Producer) and Ginger Ellison. The Soy Chef Planning Team developed instructional goals and a project management plan, including educational goals for competitors, competition guidelines, on-site event management, broadcast planning, educational outreach, and judge and volunteer recruitment. The Soy Chef Competition will be held November 3, 2023, with 75 on-site guests, including identified influencers across the food system. The Soy Chef event will be recorded, with a delayed broadcast following the competition. Student chef recruitment began this month, which included on-site whole soy food taste tests for all culinary students. Progress continued this quarter supporting identification of a USDA supported path to market for soybean producers who desire to explore regional food markets for minimally processed whole soy foods.

Detailed Progress Status – Expand upon the above section. What key activities were undertaken and what were the key accomplishments during this reporting period? List each key deliverable from the proposal and describe progress made (or not made) toward achieving it, including metrics were appropriate.

Key Activities & Accomplishments:

Soy Chef Competition project development this quarter included identification of products and processes critical for support of overall instructional goals. Educational outreach goals are two-fold and extend beyond the on-site event.

The planning team was expanded to include the institute IT department, a videographer, and Zoom producer. A decision was made this quarter to conduct a hybrid broadcast; recording the event live,

editing the content, then broadcasting later in November through a Zoom webinar format. This approach will allow faculty chefs and winning student chefs to participate live, answering participant questions, and discussing what they learned regarding the value of soy in our food culture. This webinar will be recorded, edited, and available for educational outreach through YouTube for additional audiences.

Soy Chef education and outreach products produced this quarter included: Soy Chef branding/logo, competition guidelines, *Let's Talk Soy* student chef education hand-out, a video production schedule, and *Soy Foods 101* instructional module and PowerPoint presentation for the Healthy Foods class at the Institute.



Work continued with Katherine Thomas, with the U.S. Senate Agriculture, Nutrition and Forestry Committee. Additional Ag Committee technical assistance was provided by Kate Covington. Progress this quarter included obtaining the 2023/2024 USDA Processor list, which we have reviewed and are in the process of categorizing by geographic location and food processing types. There are currently 66 USDA contract processors which we will evaluate based on applicability to soy farmers.

Katherine Thomas likewise provided contact information for Mitch Adams, legislative advisor with the USDA Marketing and Regulatory Programs. I have contacted Mitch to schedule an interview and receive guidance for soybean farmers.

We are conducting a systematic review of additional USDA programs and resources for indexing and compiling for support of path to market for a regional soy food system.

- School Food Procurement – This is a broader study of the school procurement practices and how the school food authorities make purchasing decisions. It will be helpful to identify and prevent obstacles by identifying the whole soybean as a vegetable, is support of procurement.

- DOD Fresh – The USDA Department of Defense (DoD) Fresh Fruit and Vegetable Program (USDA DoD Fresh) allows schools to use USDA Foods entitlement dollars to buy fresh produce. USDA DoD Fresh operates through a partnership between the USDA and the DoD Defense Logistics Agency (DLA), as well as the state distributing agencies in each participating state.
- Pilot Project for Procurement of Unprocessed Fruits and Vegetables – Following the 2014 Farm Bill, USDA conducted a pilot that allowed eight states to use a portion of their commodity assistance dollars to purchase unprocessed fruits and vegetables from suppliers outside of the federal USDA Foods supply chain. This pilot was conducted from 2015-16 but still has valuable information about how states set up local processing/procurement.

For schools:

- Procuring Local Foods for Child Nutrition Programs Guide

For producers:

- Selling Local Food to Schools: A Resource for Producers

Dissemination of project results: On August 29, 2023, a project progress report was presented to the MSSB in Arlington, Texas.

Key deliverables for this project include:

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.

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