

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:	June 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):

High quality, plant-based protein is a rapidly growing domestic market. Use of whole, minimally processed vegetable soybeans prepared for an American palate has been largely unexplored. Soy is the gold standard for plant-based protein. Year two of this study builds on a growing body of knowledge collected through meta-analysis of third-party market and nutritional research, whole soy recipe development (used for consumer testing and outreach), key informant interviews with food industry influencers and stakeholders, and consumer sensory testing across the lifespan. Between July 2022 – June 2023 a total of 4,250 food samples were prepared and distributed to diverse consumer and industry groups across nine states. Over 1,280 consumers have participated in taste tests and 237 sensory evaluation surveys have been completed by youth and adult study volunteers (89 in the past quarter). Planning discussions were initiated and are ongoing for the 2023 Soy Chef student competition, to be held November 3, 2023, in collaboration with the University of Arkansas Pulaski Technical College, Culinary Arts and Hospitality Management Institute. Progress occurred this quarter through discussions with diverse influencers, including a request to Senator John Boozman for assistance with identification of USDA market entry requirements for inclusion of whole soy foods into USDA nutrition programs. Educational outreach conducted through this study, informed by consumer research, looks to expand the American food culture, supporting better health outcomes and a new domestic market for American soybean farmers.

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 informant interviews and meetings continued to be conducted monthly with industry gate keepers, including farmers, processing, distribution, governmental, and educational leaders. Third party data collection is ongoing across food system segments, including: USDA representatives (national nutrition program leaders), the International Fresh Produce Association (IFPA), registered dietitians, school nutrition directors, multi-state Farm to School officials, farmers, processing officials, culinary faculty/chefs, and the US Senate Agriculture, Nutrition and Forestry Committee.

Methods for identifying needs and opportunities continue to include consumer acceptability interviews and sensory testing of whole soy food products. Monthly development of recipe formulations supporting this study has produced testing opportunities for: whole soy snacks/appetizers, center of the plate protein entrees, vegetable sides, and dairy substitutes for home chefs and institutional (school) settings.

Dissemination of preliminary study results this quarter included targeted discussions with influencers to assist in gaining access to the USDA market sector. Correspondence and discussions with Senator John Boozman's staff were initiated during May and June (2023). A letter was submitted to Senator John Boozman (ranking member of the Senate Agriculture, Nutrition and Forestry Committee) requesting technical assistance for identification of path-to-market requirements for inclusion of vegetable soybeans on the USDA Foods list and for access to USDA processing facilities (for distribution by USDA Foods) for soy farmers. The senator's staff reported that this request has been shared with the Agriculture Committee.

Outreach activities this quarter have included development of a formal agreement with the University of Arkansas, Pulaski Technical College, Culinary Arts and Hospitality Management Institute. Collaborative planning is underway for inclusion of Fall 23 classroom instruction regarding the nutritional value of whole soy foods, the economic challenges driven by the increasing rate of diet-related disease in our country, and the current national discussion surrounding food as medicine. During summer 2023, two UA-PTC Culinary Institute faculty chefs are utilizing three vegetable soybean varieties for experimentation and research. The November 3, 2023 Soy Chef competition will be broadcast and will include 75 on-site invitees, comprised of representatives from across the regional food system.

A final tier of this research includes a profitability analysis for vegetable soybean production which will be informed through regional market and agronomic research data. Third-party data will be compiled and analyzed in year three of this project.