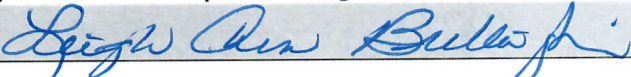




MID SOUTH SOYBEAN BOARD

ONE PAGE SUMMARY

Project Title	Expanding Potential Market Demand for and Access to Whole Soy Foods through Nutrition Education			
PI's Name	Leigh Ann Bullington	E-mail	lbullington@uada.edu	
PI's Title	Instructor- Family and Consumer Sciences Educator	Institution:	University of Arkansas Division of Agriculture	
Mailing Address	502 N 3 rd St.			
City/State/Zip	Augusta, AR 72006			
Phone number	(870)919-6109			
Additional PIs For this project	Sarah Wood - Assistant Extension Professor - State Nutrition Specialist University of Missouri			
Research locations (states involved)	Arkansas and Missouri – multiple counties in each state			
Timeline:	Multi-Year Project Information (if applicable)			
Current Year - FY24	Year 1		Year 2	Year 3
Start Date	4-1-2025	4-1-2025	4-1-2026	3-1-2027
End Date	3-31-2026	3-31-2026	3-31-2027	3-1-2028
Funds Requested	\$33,245	\$ 33,245	\$ 46,245	\$ 59,245
Program Area: Food Grade Soybeans, Research Validation and Demonstration, Producer Communications, Nutrition Education and Curriculum development				
Other related funding:	Currently both states are participating in the 2024 Soy Chef sub grant from B & B Legacy Farms			
Objectives:	1. Increase awareness about soy foods in school and early childcare centers through an intervention involving taste tests and work with educational influencers. 2. Improve access to soy milk and whole/minimally processed soy foods in school and early childcare centers. 3. Increase the availability of soy foods in local food systems while exploring viable connections between producers and consumers. 4. Increase appeal and demand for soy foods through education that includes local demonstrations for consumers and producers.			
Justification:	Consumers lack the nutritional knowledge of the value of including whole and minimally processed soy foods in a healthy diet.			
Exp Setup:	April 1, 2025			
Summary:	Cooperative Extension has the outreach expertise and experience to provide nutritional education on the benefits of including whole soy foods in the diet to a variety of consumers and to link producers with the market. Nutrition education is essential to increase the market demand for the inclusion of food-grade soybeans in food systems.			
Benefit to midsouth farmers:	This project will potentially increase the use of soy as a staple of a healthy diet and in so doing increase the demand and income for food-grade soybean farmers.			
Progress Made:	Nutrition education on the inclusion of whole minimally processed soy foods in consumer diets is currently being designed and used through the Soy Chef sub grant.			
Signature of Principle Investigator 			Date: 8-5-2024	