



Nebraska Soybean Board Consumer Linkage Program Enters 14th Year

— by Drew Guiney

The Nebraska Soybean Board (NSB) promotes the amazing health benefits of soyfoods through the use of its consumer linkage program. The program, which is entering its 14th year, began as a grassroots marketing program designed to increase soyfood awareness and utilization at the retail level. The program aims to educate consumers on the incredible health benefits of a high soy protein diet and encourages consumers to ask for soy foods at their local grocery stores. The success of this program is achieved through the use of the “Bean Team,” limited mass media advertising and special events.

The Bean Team is a trained group of young adults who provide consumers with information about the health benefits of soy in grocery stores across Nebraska. The Bean Team’s in-store demonstrations are a great way to reach consumers where they are making their food purchasing decisions. These demonstrations give the team the ability to educate consumers about the health benefits of soy by utilizing samples of soyfoods and sharing healthy, great tasting recipes. These in-store demonstrations are

conducted from January through April and provide consumers with practical examples of how to introduce soy into their diets.

Soyfoods are an important part of a healthy diet and fit into the USDA’s food pyramid. Most soyfoods contain no cholesterol, little or no saturated fat, high quality protein and dietary fiber. Many soyfoods also provide essential vitamins and minerals; including vitamins A, B and D, calcium, iron and potassium.

The United States Department of Agriculture (USDA) and Health and Human Services (HHS)’s 2010 Dietary Guidelines for Americans recommend the increased consumption of soyfoods. The 2010 Dietary Guidelines for Americans cites soy products twice in the executive summary of the report, which recommends increasing the intake of soy products and fortified soy beverages.

Nancy Chapman, director of Soyfoods Association of North America (SANA), highlighted the importance of the dietary guidelines saying, “It’s clear that now more than ever the Dietary Guidelines are relevant for all Americans. Regardless of age or cultural differences, the 2010 Guidelines take a big step in helping all Americans understand what the science-based recommendations mean when it comes to sitting down at the dinner table with your family.”

Soyfoods are able to play a part in any healthy, well-balanced diet because they nourish the body with high quality protein that is low in saturated fat, full of nutrients and cholesterol-free. SANA encourages individuals and families to make the healthy, proactive choice to incorporate soyfoods as they seek a variety of lean proteins.

For more information about soyfoods and for great soyfoods recipes, check out www.nebrasasoybeans.org.

Bean Teams educate consumers about the health benefits of soy

