

SOY

FOR THE

**BABY
BOOMER****UNITED SOYBEAN BOARD****CONTACT:**

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FOR IMMEDIATE RELEASE

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BABY BOOMERS PLACE SOY AT THE TABLE*Soyfoods recognized for healthy nutritional profile and possible disease-prevention benefits*

ST. LOUIS, MO - Americans are living longer than at any other time in history. As a result, more and more consumers in their 40s, 50s and 60s look for ways to improve their overall health to ensure a smooth transition into their golden years. According to the Natural Marketing Institute, 58 percent of baby boomers seek foods with zero grams of trans fats and low amounts of fat, cholesterol, sugar, sodium and calories. Market research also indicates this is the generation most concerned about the healthfulness of restaurant food as well. As the source of one of the healthiest cooking oils and heart healthy protein, soy takes its rightful place in baby boomers' diets.

For an increasing number of aging consumers who are looking to add functional foods to their diet, soyfoods provide multiple benefits that may help to alleviate common menopause symptoms and prevent diseases such as heart disease, osteoporosis and breast, prostate and colon cancers. While soy is not a magic bullet against disease, it is still an essential component to a well-balanced diet, and has been shown to promote overall health. Many soyfoods are high in polyunsaturated ("good") fat, low in harmful saturated fat, and cholesterol free.

Soy and nutrition expert Mark Messina, PhD, explains, "As baby boomers age, their risk of a variety of chronic diseases like heart disease and cancer increases, but their energy needs decrease. For this reason, it is particularly important for them to eat nutrient-dense foods like soyfoods that are rich sources of high-quality protein but low in saturated fat."

Dr. Messina adds, "soyfoods may provide health benefits beyond their nutrient content alone," citing several recent research studies:

- A large, four-and-a half-year study of 24,400 postmenopausal women in Shanghai, **associated soyfood consumption with a 1/3 reduction in bone fracture risk**, particularly among those in the early years following menopause.
- A study of more than 65,000 postmenopausal women, published in the *Journal of Nutrition*, found **soyfood consumption to be associated with an 86 percent reduction in the risk of heart attack**. "Soyfoods, in part because they contain isoflavones, may favorably affect multiple coronary heart disease risk factors," says Messina.
- As many as 85 percent of women in menopause suffer from hot flashes. Many women seek an alternative to traditional hormone replacement therapy (HRT) for relieving menopause symptoms. Soy isoflavones may provide benefits for hot flashes similar to HRT, while also protecting the heart and bones. A new study published in *Journal of the North American Menopause Society* reported that the soy isoflavone genistein reduced the frequency of hot flashes. A 2003 study also found that women with the highest frequency of hot flashes benefited most from soy isoflavones.

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According to the United Soybean Board's 13th Annual Consumer Attitudes about Nutrition study, 72 percent of consumers aged 45 to 64 rate soy and soy products as "very healthy" or "healthy."

In order to start getting the full benefits of soy, experts suggest consuming one to two servings per day, which translates to 25 to 50 mg of isoflavones. And, with a variety of forms such as soymilk, tofu, edamame (whole soybeans), soy yogurt, soy nuts, soy flour, and soy supplements, it has never been easier to reap the health benefits of soy.

About the United Soybean Board:

The United Soybean Board is a farmer-led organization comprised of 64 farmer-directors. USB oversees the investments of the soybean checkoff on behalf of all U.S. soybean farmers. For more soy and health information, please visit www.talksoy.com.

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SOY FOR THE BABY BOOMER*A practical tip sheet*

In an unusual contrast to the overall public, baby boomers place taste second to health benefits when selecting produce, according to the Produce Marketing Association. But baby boomers needn't sacrifice taste for health.

Not only is soy a versatile ingredient in many delicious meals, but studies show there are many possible health benefits to a soy-enriched diet. Soy may help prevent heart disease,* osteoporosis and breast, prostate and colon cancers, as well as alleviate some of the symptoms of menopause.

Now, it's never been easier to get the health benefits of soy. From soy nuts to soymilk, soyfoods add a powerful dose of protein without sacrificing taste. Here are some easy-to-follow tips for ways to boost your soy intake throughout the day.

- **Jump start your day with a boost of healthful protein**

Ask for soymilk as a soy protein-rich, cholesterol-free alternative when ordering your daily latte. Look for whole grain breakfast cereals containing heart healthy soy protein. When paired with soymilk, these cereals are an easy way to boost the nutrient quality of your breakfast. Or, as an alternative, blend fortified soymilk with your favorite fresh fruit for a nutritious smoothie.

- **Snack smarter**

Look for soy-based crackers, chips, yogurt and snacks. Are you a fan of nuts? Try soy nuts in a variety of flavors to get the benefits of soy in a crunchy snack.

- **Slip soy into your favorite dishes**

Add edamame to your favorite salad. The beneficial soy protein and added fiber will help you feel full and satisfied until your next meal. Or, try soy-based products such as soy bacon, soy sausages, soy burgers and soy hot dogs for cholesterol-free, low saturated fat heat-and-eat meal solutions. They're a great addition to lean meat and dairy for your healthy meal repertoire!

**The FDA's health claim on soy protein states 25 grams of soy protein a day, as a part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.*

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SOUTHWESTERN PORK TENDERLOIN*With Soy Succotash*

Prep time: 10 minutes | Cooking time: 15 to 20 minutes
 Makes: 4 servings

Southwestern Pork Tenderloin

2 tablespoons	Brown sugar
1 teaspoon	Paprika, ground
½ teaspoon	Cumin, ground
½ teaspoon	Cayenne pepper, ground
½ teaspoon	Salt
1 lb	Pork tenderloin
1 tablespoon	Soybean oil

Preheat oven to 350°F.

Mix brown sugar, paprika, cumin, cayenne pepper and salt. Sprinkle mixture over pork tenderloin.

Heat oil in large ovenproof frying pan over medium high heat. Add pork; cook for 1 minute on each side, until brown.

Place frying pan in oven and bake 10 to 15 minutes until pork reaches an internal temperature of 155°F. Remove from oven and cool 5 minutes before slicing into medallions.

Soy Succotash

2 cups	Edamame, cooked, drained
2 cups	Cherry tomatoes, cut in half
1 cup	Corn, frozen, thawed, drained
¼ cup	Red onion, diced
2 teaspoons	Garlic, minced
1 teaspoon	Cumin, ground
½ teaspoon	Salt
¼ teaspoon	Cayenne pepper, ground
2 teaspoons	Soybean oil

Mix edamame, tomatoes, corn, onion, garlic, cumin, salt and cayenne pepper in medium bowl.

Heat oil in medium frying pan over medium heat. Add edamame mixture and cook, stirring constantly, for 1 to 2 minutes or until warm. Makes 4 cups succotash.

Nutritional Analysis per Serving: Calories 380 (33% Calories from Fat), 34g Protein, 29g Carbohydrate, 7g Fiber, 14g Fat, 2.5g Sat. Fat, 0g Trans Fat, 75mg Cholesterol, 680mg Sodium

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SHRIMP AND TOFU PAD THAI



Prep time: 30 minutes | Cooking time: 10 minutes

Makes: 6 servings

8oz	Rice noodles, dried
½ cup	Sugar
⅓ cup	Ketchup
¼ cup	Water
1 ½ tablespoons	Soy sauce
2 teaspoons	Worcestershire sauce
⅛ – ¼ teaspoon	Cayenne pepper, ground
2 tablespoons	Vegetable oil
1 ½ cups (8oz)	Tofu, firm, drained and diced into ½ inch cubes
1 ½ cups (8oz)	Shrimp, small, cooked
2 teaspoons	Garlic, fresh, chopped
1	Egg, beaten
3 cups	Bean sprouts, fresh
½ cup	Edamame, cooked and drained
½ cup	Green onions, chopped, divided
½ cup	Peanuts, chopped, divided

Soak noodles for 30 minutes in hot tap water; drain and set aside. (Noodles will be flexible, but not soft.)

Mix sugar, ketchup, water, soy sauce, worcestershire sauce and cayenne pepper in small bowl; set aside.

Heat oil in wok or large frying pan over high heat. Add tofu, shrimp and garlic, stirring constantly, for 3 minutes. Stir in noodles, stirring constantly to keep from sticking. Add ketchup mixture, stirring constantly, for 2 minutes or until sauce is absorbed.

Push noodles to side of pan. Add egg and stir until cooked. Add bean sprouts, edamame, ¼ cup green onions and ¼ cup peanuts, stirring until mixed with egg and noodles.

Mound mixture on large serving plate. Sprinkle remaining green onions and peanuts over top. Serve immediately.

Nutritional Analysis per Serving: Calories 430 (31% Calories from Fat), 20g Protein, 57g Carbohydrate, 4g Fiber, 15g Fat, 2.5g Sat. Fat, 0g Trans Fat, 110mg Cholesterol, 670mg Sodium