



SOYFOODS CANADA

Our Mission: to encourage growth, integrity, and sustainability in the Canadian soyfoods industry by promoting soyfoods, including soy-based foods and ingredients, to consumers.

Who we are: Member organizations represent all sectors of the soyfood industry, including soybean growers and suppliers, soyfood processors and distributors, government and research, as well as marketing firms involved with soy.

Our history: Soyfoods Canada evolved out of a national soyfoods conference held in Guelph in April 2000. Several participants acknowledged the need for an organization in Canada dedicated to the promotion of soyfoods. In October 2000, Soyfoods Canada was born.

You should become a Soyfoods Canada member if...

- You are committed to helping Canada's soyfood industry progress
- Your company is a supplier, processor, distributor, or marketer of soyfoods
- You are interested in promoting soyfoods to consumers
- You want your company's interests to be represented in lobbying, marketing, and consumer education initiatives
- You are interested in networking with other companies in the industry

Become a member:

As a Soyfoods Canada member, you'll have the opportunity to participate on the working board of directors or on committees to help promote soyfoods in Canada. You'll also receive:

- A quarterly newsletter
- Information about unique trade show and promotional opportunities for your company
- A featured link to your website and your company's contact information on www.soyfoodscanada.com
- Opportunities to network with other soyfoods companies through our annual conference

Contact us at cansoy@soybean.on.ca or 519-767-1744 for more information

Our activities:

Soyfoods Canada initiatives and operations are managed by an elected board of directors. The 'working board' is representative of many facets of Canada's soyfood industry, and members meet monthly via teleconference.

In the classroom: In partnership with Ontario Agri-Food Education Inc. (OAFE) Soyfoods Canada has developed a teaching kit to help Canadian students in grades four to six learn all about soyfoods*.

Consumer education: Soyfoods Canada has developed a recipe brochure, *Soy, Always in Good Taste: A beginner's guide to soyfoods*, which is distributed across Canada to health educators, medical support facilities, and consumers.

Food guide: Soyfoods Canada is actively lobbying for the prominent addition of soyfoods in the upcoming revised Canada's Food Guide.

Health claim: Working with the Solae Company, Soyfoods Canada is working toward a health claim that will allow soyfoods companies to claim that consuming a specified quantity of soy protein may have a role in reducing the risk of certain cancers and heart disease.

Voice of an industry: Board members of Soyfoods Canada are frequently called upon to participate in roundtables and events to represent the soyfoods industry at a national level.

Public relations: Soyfoods Canada utilizes media outlets and public relations campaigns to communicate the value of soyfoods to potential consumers.

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