



≡SOY

Dietitian Toolkit

2025-2026



TABLE OF CONTENTS

Quarter 1: January–March

Introduction	3
Social Media Posts	4
Newsletter Blurbs	5
TV Talking Points	6
In-Store Demo Outline	8
Handout	11

Quarter 3: July–September

Introduction	23
Social Media Posts	24
Newsletter Blurbs	25
TV Talking Points	26
In-Store Demo Outline	27
Handout	32

Quarter 2: April–June

Introduction	12
Social Media Posts	13
Newsletter Blurbs	14
TV Talking Points	15
In-Store Demo Outline	17
Handout	21

Quarter 4: October–December

Introduction	35
Social Media Posts	36
Newsletter Blurbs	37
TV Talking Points	38
In-Store Demo Outline	40
Handout	44



Did you know that U.S. Soy is a powerhouse for heart health, sustainability, and overall well-being? **Soy protein foods like edamame, tofu, soymilk, and tempeh provide high-quality protein^{1,2}** that may reduce the risk of heart disease by lowering blood cholesterol levels.^{3–5} The quality of soy protein is similar to animal protein and higher than the quality of nearly all other plant proteins.^{1,2} Fun fact, soy is the only plant-based protein with an FDA-authorized health claim stating that “25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease”.³

Our **Dietitian Toolkit**, created by a registered dietitian, is designed to help you share the many benefits of U.S. Soy with your community throughout the year. Whether you’re educating your audience on soy’s role in women’s health, its impact on heart health, or soy’s sustainability, this toolkit has everything you need to create engaging, educational content.

Each quarter offers materials aligned to key moments in time, including ready-to-use **social media posts, newsletter blurbs, TV talking points, and in-store demo ideas**, making it easy to discuss soy’s versatility and encourage its inclusion in everyday meals. We’ve also included **helpful handouts and recipe cards** to reinforce key messages and provide actionable tips for your audience.

We hope this U.S. Soy toolkit serves as a valuable resource to promote the health benefits and versatility of soy throughout the year. Whether you’re sharing recipes with clients, hosting liveTV segments, or running in-store demos, these materials are designed to help you educate, engage, and inspire those looking to make nutritious, sustainable food choices.

References

1. Rand WM, Pellett PL, Young VR. Meta-analysis of nitrogen balance studies for estimating protein requirements in healthy adults. *Am J Clin Nutr.* 2003;77(1):109–27.
2. Hughes GJ, Ryan DJ, Mukherjea R, Schasteen CS. Protein digestibility-corrected amino acid scores (PDCAAS) for soy protein isolates and concentrate: Criteria for evaluation. *JAgric Food Chem.* 2011;59:12707–12. <https://pubmed.ncbi.nlm.nih.gov/22017752/>.
3. <https://www.ecfr.gov/current/title-21/chapter-I/subchapter-B/part-101#101.82>
4. Li SH, Liu XX, Bai YY, et al. Effect of oral isoflavone supplementation on vascular endothelial function in postmenopausal women: a meta-analysis of randomized placebo-controlled trials. *Am J Clin Nutr.* 2010;91(2):480–6.
5. Dong JY, Tong X, Wu ZW, et al. Effect of soya protein on blood pressure: a meta-analysis of randomised controlled trials. *Br J Nutr.* 2011;106(3):317–26.



QUARTER 1: JANUARY–MARCH



This quarter in partnership with U.S. Soy, we're exploring Soy + Heart Health while celebrating the New Year, Valentine's Day, and St. Patrick's Day. We'll highlight soy's role in supporting cardiovascular wellness through simple, delicious recipes—like U.S. Soy's versatile Edamame Hummus—that not only taste great but also promote heart health. From engaging social media posts and informative newsletters to live TV segments and interactive in-store demos, our U.S. Soy toolkit delivers creative ways to showcase how soybean oil and soy protein help support overall heart function. Let's kick off the year with heart-smart, seasonally inspired ideas that make healthy eating both fun and accessible!

SOCIAL MEDIA POST



Post text:

Looking for a snack that supports heart health and is as simple as it is delicious?

♥ Edamame Hummus is a versatile dip packed with plant-based protein and fiber from soybeans. Whether you're celebrating the new year, prepping for game day, or adding a pop of green to your St. Patrick's Day spread, this recipe fits the bill!

Fun idea: Shape the dip into a heart for Valentine's Day or pair it with green veggies for a festive St. Patrick's Day platter!

Here's the recipe so you can try it at home:

[Edamame Hummus Recipe](#)

WHY WE LOVE IT:

- Supports heart health
- Easy to make with just a few ingredients
- Perfect for dipping veggies, crackers, or spreading on sandwiches

Hashtags to use:

#HeartHealth #SoyInspired #EdamameHummus
#NutritionMadeSimple #RetailRD #SoyForYourHeart #USSoy

References

1. <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm?fr=101.82>.
2. Li SH, Liu XX, Bai YY, et al. Effect of oral isoflavone supplementation on vascular endothelial function in postmenopausal women: a meta-analysis of randomized placebo controlled trials. *Am J Clin Nutr*. 2010;91(2):480–6.
3. Dong JY, Tong X, Wu ZW, et al. Effect of soya protein on blood pressure: a meta analysis of randomised controlled trials. *Br J Nutr*. 2011;106(3):317–26.



NEWSLETTER BLURB

(50-100 WORDS)

Start the Year Supporting Your Heart with Soy!

This quarter, in partnership with U.S. Soy, we're focusing on how soy supports heart health with simple, delicious ideas you can enjoy all season long. Whether you're embracing balance in January, celebrating love and heart health in February, or diving into March Madness, National Nutrition Month, and St. Patrick's Day, soy has a place on your plate!

Let's make healthy eating



simple and fun!

CHECK OUT THESE EASY RECIPES:

- [Edamame Hummus](#)
- [Berry-Nana Soy Smoothie](#)
- [Silken Dark Chocolate Pudding](#)

LEARN MORE ABOUT SOY AND HEART HEALTH

- [Soy milk Can Improve Heart Health by Lowering Blood Pressure and Cholesterol Levels](#)
- [Data Support Health Benefits of Seed Oils High in Unsaturated Fatty Acids](#)

TV TALKING POINTS

(INSTAGRAM/FACEBOOK LIVES)

1 THE POWER OF SOYBEAN OIL

Did you know that soybean oil, often labeled as vegetable oil, is filled with heart supporting polyunsaturated fats? Over 60% of its fat content is polyunsaturated, helping lower LDL cholesterol (the bad cholesterol). Plus, it provides essential omega-3 and omega-6 fatty acids for overall heart health! Visit ussoy.org for more information.

Common Question:

Is soybean oil good or bad for you?

Soybean oil offers heart-healthy benefits when used in moderation. The predominant fatty acid in soybean oil is the omega-6 fatty acid, linoleic acid. U.S. consumption of omega-6 fatty acid accounts for about 7-8% of caloric intake, which is in line with recommendations (5-10% of calories in the form of linoleic acid). It can be controversial because it's found in snacks like chips and cookies, which should be eaten sparingly. But as part of a balanced diet, soybean oil can support heart health and reduce inflammation. Visit ussoy.org for more information.

Pro tip:

Soybean oil has a neutral flavor and a high smoke point, making it a versatile choice for cooking—perfect for sautéing your favorite veggies, baking your favorite goodies, and even occasional frying!





2. #USSOY PROTEIN'S CHOLESTEROL-LOWERING EFFECT

Soy protein has been shown to reduce LDL cholesterol by about 4%. That may not sound like much, but over time, it can lower your risk of coronary heart disease by up to 8%! Incorporate soy foods like tofu, edamame, or soymilk into your diet for a delicious way to support your heart. Visit ussoy.org for more information.

3. HEALTHY #USSOY SWAPS MAKE A DIFFERENCE

Replacing saturated fat with healthier fats like those found in soybean oil or soy foods can reduce your risk of coronary heart disease by up to 25%. Small changes, like using soybean oil or enjoying soy-based snacks, can add up to big heart health benefits over time. Visit ussoy.org for more information.

References

1. Messina M, Shearer G, Petersen K. Soybean oil lowers circulating cholesterol levels and coronary heart disease risk, and has no effect on markers of inflammation and oxidation. *Nutrition*. 2021;89 (111343). <https://doi.org/10.1016/j.nut.2021.111343>
2. Shan Z, Rehm CD, Rogers G, et al. Trends in dietary carbohydrate, protein, and fat intake and diet quality among US adults, 1999–2016. *JAMA*. 2019;322(12):1178–87. <https://doi.org/10.1001/jama.2019.13771>
3. Harris WS, Mozaffarian D, Rimm E, et al. Omega-6 fatty acids and risk for cardiovascular disease: a science advisory from the American Heart Association Nutrition Subcommittee of the Council on Nutrition, Physical Activity, and Metabolism; Council on Cardiovascular Nursing; and Council on Epidemiology and Prevention. *Circulation*. 2009;119(6):902–7. <https://doi.org/10.1161/CIRCULATIONAHA.108.191627> [pii]
4. <https://doi.org/10.1017/S0007114524002459>
5. <https://pubmed.ncbi.nlm.nih.gov/31006811/>
6. <https://www.ahajournals.org/doi/10.1161/cir.0000000000000510>

IN-STORE DEMO OUTLINE

I. OVERVIEW

Objective:

In partnership with U.S. Soy, engage customers by demonstrating how to prepare Edamame Hummus, a versatile and heart-supporting snack. Highlight its seasonal appeal for New Year's Eve, Valentine's Day, and St. Patrick's Day while sharing its nutritional benefits and ease of preparation.



II. SET-UP

Demo Station:

- Small table with a blender or food processor.
- Ingredients for the recipe pre-measured in clear bowls.
- Recipe card and “Simple Plant Protein Snacks” handout for customers to take home.
- Sample cups, plates, and spoons for tasting.
- Seasonal props: mini NYE decorations, a heart-shaped mold for Valentine's Day, or green napkins for St. Patrick's Day.

Ingredients for Display:

- Shelled edamame (frozen or fresh).
- Garlic, soybean oil, lemon juice, cumin, and salt.

Additional Supplies:

- Cutting board, knife, and serving tray.
- Display signage with “Support Heart Health with This Snack from #USSoy: Try Edamame Hummus!”

Key Takeaways:

- Edamame Hummus is a source of plant-based, high-quality protein, fiber, and heart supporting fats.
- A perfect dip for entertaining, it's quick, delicious, and customizable for different occasions.

III. TALKING POINTS

Why Edamame Hummus?

- Heart Health: High in plant-based protein and polyunsaturated fats, edamame and soybean oil help support healthy cholesterol levels.
- Fiber-Filled: Helps with digestion and keeps you full longer.
- High quality: Soy protein is high-quality, meaning it delivers protein similar to animal proteins. One 1/2 cup of edamame provides 10 grams of protein.

Seasonal Appeal:

- New Year’s Eve: A healthy, elegant dip for celebrations that pairs well with veggies and crackers.
- Valentine’s Day: Shape the hummus into a heart on a platter for a festive snack.
- St. Patrick’s Day: A naturally green option that’s as delicious as it is festive!

Versatility & Pairings:

- Serve #USSoy Edamame Hummus with whole-grain crackers, raw veggies, or pita chips.
- Use as a spread for wraps or sandwiches to boost flavor and nutrition.

References
1. <https://fdc.nal.usda.gov/food-details/555731/nutrients>.



IV. DISCUSSION QUESTIONS

- What foods do you usually choose for a snack?
- What makes a snack better for you?
- Why is it important to include healthier foods in our snacks?
- What types of foods can we choose to add for more nutrition?

V. EDAMAME HUMMUS RECIPE

Prep Time:

5 min.

Cook Time:

0 min.

Total Time:

5 min.

Makes:

14 Servings

Ingredients:

- 2 cups edamame, shelled and cooked according to package directions
- 1/4 cup soybean oil
- 3 tablespoons lemon juice
- 2 teaspoons garlic, chopped
- 3/4 teaspoons cumin, ground
- 1/2 teaspoon salt

Storage:

Store the hummus in an airtight container in the fridge for up to 5 days.

Instructions:

Puree edamame, oil, lemon juice, garlic, cumin and salt in food processor for 30 seconds, scraping sides twice until almost smooth. Cover and refrigerate until ready to serve.

VI. WRAP UP

- As the attendees try the snack, review the components of healthy snack options and what makes this a heart-supporting snack.
- Ask the group if they have any questions.
- Encourage customers to take a recipe card, Simple Plant Protein Snacks Handout (see page 11), and try making it at home for their next gathering.

References
1. <https://www.frontiersin.org/journals/nutrition/articles/10.3389/fnut.2022.970364/full>.
2. <https://www.soyconnection.com/continuing-education/education-credits/newsletter/article-list/anatomy-of-a-qualified-health-claim-for-high-oleic-vegetable-oils>.
3. <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm?fr=101.82>.

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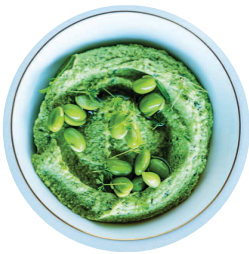
QUARTER 2: APRIL–JUNE



This quarter in partnership with U.S. Soy, we're celebrating Soy + Sustainability with a focus on heart-supporting soy recipes like U.S. Soy’s Edamame Cucumber Salad with Ginger Soynut Vinaigrette. As we honor Earth Month and Soy Foods Month, we’ll showcase how U.S. soybean farmers are leading sustainable practices that benefit both our health and the planet. From quick, flavorful meals to eco-friendly farming practices, we’re sharing delicious ways to support heart health while reducing our environmental footprint—perfect for spring celebrations like Mother’s Day, Father’s Day, or outdoor cookouts.

HANDOUT

#USSOY SIMPLE PLANT PROTEIN SNACKS (MADE WITH 6 INGREDIENTS OR LESS)



EDAMAME HUMMUS RECIPE

Prep Time: 5 min. **Cook Time:** 0 min.

Total Time: 5 min. **Makes:** 14 Servings

Ingredients:

- 2 cups Edamame, shelled and cooked according to package directions
- 1/4 cup Soybean oil
- 3 tablespoons Lemon juice
- 2 teaspoons Garlic, chopped
- 3/4 teaspoons Cumin, ground
- 1/2 teaspoon Salt

Instructions:

Puree edamame, oil, lemon juice, garlic, cumin and salt in food processor for 30 seconds, scraping sides twice until almost smooth. Cover and refrigerate until ready to serve.



BERRY-NANA SMOOTHIE

Prep Time: 3 min. **Cook Time:** 0 min.

Total Time: 3 min. **Makes:** 2 Servings

Ingredients:

- 1 cup Vanilla soymilk
- 1 cup Frozen blueberries or frozen berry mix
- 1 Banana, sliced
- 1 tablespoon Soy protein powder
- 1/2 cup Ice cubes
- 1 teaspoon Honey (optional)

Instructions:

Puree all ingredients in blender on high until smooth. Serve immediately.



IN SHELL EDAMAME AND TOPPINGS

Prep Time: 3 min. **Cook Time:** 0 min.

Total Time: 3 min. **Makes:** 2 Servings

Ingredients:

- Edamame in the pod + soybean oil +
- Possible Topping Combinations:**

- Sea Salt + Lemon Zest
- Garlic Powder + Parmesan
- Soy Sauce + Honey + Sesame Seeds
- Everything Bagel Seasoning
- Chili Powder + Lime Juice

Instructions:

Puree all ingredients in blender on high until smooth. Serve immediately.



SILKEN TOFU PUDDING

Prep Time: 10 min. **Cook Time:** 0 min.

Total Time: 10 min. **Makes:** 6 Servings

Ingredients:

- 1 Package silken tofu (12.3 oz), drained
- 2/3 cups Dark unsweetened cocoa powder
- 1 cup Powdered sugar
- 1 teaspoon Vanilla extract
- Whipped topping (optional)

Instructions:

Place tofu, cocoa powder, powdered sugar and vanilla in food processor. Puree for 1 minute, scraping down sides as needed, or until very smooth.

May Lower the Risk of Heart Disease: Soy protein foods like edamame, tofu, soy milk, and tempeh are plant-based and high quality. Soy foods may reduce the risk of heart disease in two ways: They provide high-quality protein that lowers blood cholesterol levels, and they contain lower levels of saturated fat than other common protein sources. Soybean oil, high oleic soybean oil, and soy protein all carry FDA health claims related to heart health.

SOCIAL MEDIA POST

Celebrate Soy and Environmental Sustainability this Earth Month
*Post in April



Post text:
🌍 Did you know that soy is not only good for your health but also great for the planet? In honor of Earth Day and Soy Foods Month, we're showcasing a versatile, plant-based recipe that's as delicious as it is sustainable—Edamame Cucumber Salad with Ginger Soynut Vinaigrette! Fun Idea: Make this salad for a family BBQ or an outdoor dinner and celebrate how soy can contribute to a healthy body and healthy planet! Get the recipe [here](#).

WHY WE LOVE IT:

- **Soy and Sustainability:** U.S. soybean farmers are dedicated to sustainable farming practices, working hard to do more with less. They have increased total soybean production by 130% to bring us the soy foods we love, even as they reduce GHG emissions and energy and fuel use.
- **Heart-Supporting Benefits:** Filled with heart-healthy plant-based soy protein and soybean (vegetable oil)-which is made mostly of polyunsaturated fats and linked to lower cholesterol levels and reduced risk of heart disease.
- **Delicious and Refreshing:** A light and fresh spring recipe for Mother's Day, Father's Day, or any outdoor celebration.

Hashtags to use:

#SoySustainability #EdamameCucumberSalad #SoyFoodsMonth #EarthDay #PlantBased #HealthyEating #SustainableEating #Edamame #USSoy

References

1. <https://wholebean.ussoy.org/#:~:text=U.S.%20soybean%20farmers%20improved%20production,emissions%20and%20expanding%20soil%20conservation.>
2. Food and Drug Administration. Qualified Health Claims: Letters of Enforcement Discretion. Unsaturated fatty acids: Soybean oil and reduced risk of coronary heart disease, July 31, 2017. <https://www.fda.gov/food/food-labeling-nutrition/qualified-healthclaims-letters-enforcement-discretion.>
3. <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm?fr=101.82.>

NEWSLETTER BLURB

(50-100 WORDS)

Celebrate #USSoy and Sustainability!

This quarter, in partnership with U.S. Soy, we're focusing on how soy is not only good for your heart but also for the planet! April is Soy Foods Month and Earth Month, and we're highlighting sustainable ways to incorporate soy into your tempeh, and tofu to soynut butter, soymilk, and soybean oil, soy is a powerhouse of flavor and nutrition. Plus, soybean farmers are leading the way in sustainable farming practices to help protect the environment.

P.S. 98% of U.S. farms are family-owned, so by purchasing soy products, you're supporting the next generation of sustainable farming!



TRY OUT THESE TASTY ECO-FRIENDLY RECIPES:

- [Edamame Cucumber Salad with Ginger Soynut Vinaigrette](#)
- [Skin Boosting Smoothie](#)
- [Tofu Tacos for Cinco de Mayo](#)

References

1. <https://www.usda.gov/about-usda/news/blog/look-americas-familyfarms#:~:text=Our%20research%20found%20that%20family,%2C%20and%20nursery/greenho use%20products.>

CHECK OUT THESE RESOURCES ON SOY AND SUSTAINABILITY:

- [Soybean Farming Practices](#)
- [Soy Sustainability: Doing Much More with Less](#)
- [U.S. Farmers on Growing Sustainable Soy](#)

TV TALKING POINTS

(INSTAGRAM/FACEBOOK LIVES)

1 FEEDING THE WORLD WITH SUSTAINABLE #USSOY

■ Agriculture plays a crucial role in the U.S. economy, and U.S. soybean farmers are at the heart of it. They're working tirelessly to help feed a growing world population, expected to increase by 1.5 billion people by 2050. Soybeans are one of the most versatile and resilient crops and U.S. soybean farmers are using sustainable farming practices to continue to grow soybeans to meet global demand. Visit ussoy.org for more information.

2 #USSOY INNOVATION FOR A GREENER FUTURE

U.S. soybean farmers are not just growing crops—they're innovating for a greener tomorrow. Since 1980, they've boosted soybean production by 130%, all while preserving land and reducing deforestation. By integrating new technologies and climate-smart agriculture practices, they've significantly improved soil health, water usage, and crop yield, ensuring future generations inherit healthier land. U.S. soybean farmers like Tim Bardole and Laurie Isley take their responsibility to protect and enhance the land very seriously and emphasized: "We're multi-generation farmers, and we farm with our families. Sustainability is about ensuring our farm's legacy for future generations." Visit ussoy.org for more information.



3 SUSTAINABLE #USSOY FROM SEED TO TABLE

■ From animal feed to soy foods to industrial products, soybeans can do many things. While farmers take great pride in growing food for all of us, their mission goes further — U.S. soybean farmers care deeply about their impact on the environment and our natural resources. With advancements in soil conservation, water use, and farming technology, they're ensuring that soybean farming not only feeds us today but also preserves natural resources for tomorrow. Visit ussoy.org for more information.



Resources:

<https://ussoy.org/preservation-of-forestland-and-natural-resources/>
<https://www.soyconnection.com/soy-sustainability>
<https://solutions.ussec.org/sustainability/>

References

1. <https://www.un.org/en/global/issues/population#:~:text=Our%20growing%20population&text=The%20world's%20population%20is%20expected,billion%20in%20the%20mid%2D2080s.>
2. <https://wholebean.ussoy.org/>.

IN-STORE DEMO OUTLINE

I. OVERVIEW

Objective:
Engage customers by demonstrating how to prepare a quick, nourishing #USSoy Edamame Cucumber Salad with Ginger Soynut Vinaigrette. Highlight its seasonal appeal for spring, Earth Day, Soy Foods Month (April), and how U.S.-grown soy contributes to sustainability and supports the environment.



II. SET-UP

Demo Station:

- Small table with a cutting board, knife, and mixing bowls.
- Ingredients for the recipe pre-measured in clear bowls.
- #USSoy recipe card and Salad Meal Builder Handout for customers to take home.
- Sample cups, plates, and spoons for tasting.

Ingredients for Display:

- Shelled edamame (frozen or fresh).
- Cucumber, green onions, soynut butter, soybean (vegetable) oil, rice wine vinegar, low sodium soy sauce, sriracha, maple syrup, ground ginger, and garlic powder.

Additional Supplies:

- Serving tray and display signage with “Celebrate #USSoy and Sustainability: Try the Edamame Cucumber Salad!”

Key Takeaways:

- Soy delivers delicious and sustainable nutrition by making a powerful impact on both your health and the planet.
- The #USSoy Edamame Cucumber Salad with Ginger Soynut Vinaigrette is an easy and versatile recipe, perfect for springtime celebrations like Mother’s Day, Father’s Day, or outdoor events.

III. TALKING POINTS

- 1. Why Edamame Cucumber Salad?**
- **Soy for Sustainability:** U.S. soybeans are part of the sustainability solution, reducing greenhouse gas emissions and improving soil health.
 - **Heart Health:** Soy provides high-quality plant-based protein and polyunsaturated fats, which are linked to lower cholesterol levels and a reduced risk of heart disease.
 - **Simplicity:** This recipe takes just minutes to prepare and is packed with fresh, nutrient rich ingredients.
 - **Support Our Farmers:** 98% of U.S. farms are family-owned, so by purchasing soy products, you’re supporting the next generation of sustainable farming!
- 2. Seasonal Appeal:**
- **Earth Day/Month:** Soy is a renewable resource that contributes to sustainable farming and environmental health.
 - **Mother’s/Father’s Day:** A refreshing, easy dish to serve at family gatherings.
 - **Cinco de Mayo:** A unique, plant-protein dish to add to your celebration.
- 3. Versatility & Pairings:**
- Serve as a side dish at BBQs, picnics, or any outdoor meal.
 - Great for potlucks or family gatherings as a lighter, refreshing option.



References

1. <https://pubmed.ncbi.nlm.nih.gov/22017752/>.

2. Food and Drug Administration. Qualified Health Claims: Letters of Enforcement Discretion. Unsaturated fatty acids: Soybean oil and reduced risk of coronary heart disease, July 31, 2017. <https://www.fda.gov/food/food-labeling-nutrition/qualified-health-claims-lettersenforcement-discretion>.

IV. DISCUSSION QUESTIONS

- How do you incorporate more plant-based meals into your diet?
- What are some of your favorite ways to use edamame or U.S. Soy products?
- Why do you think sustainability matters when it comes to the food we eat?
 - So we don't run out of food! – If we take care of the land, it can keep growing food for us in the future.
 - It helps the planet! – Sustainable farming means using less water and energy and keeping the soil healthy.
 - Less waste, more food! – Farmers use smart ways to grow food without wasting resources.
 - Cleaner air and water! – Sustainable farming helps reduce pollution and keeps our water clean.
 - Good for animals and people! – Healthy farms mean better homes for wildlife and healthier food for us.

V. EDAMAME CUCUMBER SALAD WITH GINGER SOYNUT VINAIGRETTE

Prep Time: 10 min. **Cook Time:** 0 min. **Total Time:** 10 min. **Makes:** 4 Servings

Ingredients:

- 2 cups shelled frozen edamame, defrosted
- 1 English cucumber, thinly diced
- 2 green onions, chopped

Dressing:

- 1 tablespoon soynut butter
- 1 tablespoon soybean (vegetable) oil
- 1 tablespoon rice wine vinegar
- 1 tablespoon low-sodium soy sauce (or tamari for gluten-free)
- 1 teaspoon sriracha (adjust to taste)
- 1 tablespoon maple syrup
- 1/2 teaspoon ground ginger
- 1/2 teaspoon garlic powder

Instructions:

1. Prepare the salad: Defrost edamame by rinsing it under cold water. Combine edamame, cucumbers, and green onions in a large bowl.
2. Make the dressing: Whisk together soynut butter, soybean (vegetable) oil, vinegar, soy sauce, sriracha, maple syrup, ginger, and garlic powder until smooth.
3. Combine: Pour the dressing over the salad and toss until evenly coated.
4. Serve immediately or refrigerate for 20 minutes for flavors to meld.

VI. WRAP UP

As customers sample the salad, reinforce the heart-healthy benefits and sustainability of soy. Encourage them to take the #USSoy recipe card and handout (see pages 21 and 22) home and try this refreshing, eco-friendly dish for their next celebration or outdoor event!



DRESSING RECIPES:

Green Goddess Dressing

- ½ cup Greek yogurt or plant-based yogurt
- ¼ cup fresh herbs (parsley, cilantro, green onions, and/or basil)
- 2 tbsp soybean (vegetable) oil
 - 1 tbsp lemon juice
 - 1 clove garlic, minced
 - Salt & pepper to taste
- Blend all ingredients until smooth. Store in the fridge for up to 5 days.

Lemon-Tahini Dressing

- 3 tbsp tahini
- 2 tbsp lemon juice
- 1 tbsp soybean (vegetable) oil
- 1 clove garlic, minced
- 1 tbsp maple syrup
- 1 tbsp water (adjust for consistency)
- Salt & pepper to taste
- Whisk together all ingredients until smooth.

Basalmic Vinaigrette

- 3 tbsp balsamic vinegar
- ¼ cup soybean (vegetable) oil
- 1 tsp Dijon mustard
- 1 clove garlic, minced
- Salt & pepper to taste
- Shake or whisk until well combined.

Light-Ranch Dressing

- ½ cup Greek yogurt or plant-based yogurt
- 2 tbsp soybean (vegetable) oil
- 1 tsp dried dill
- ½ tsp garlic powder
- ½ tsp onion powder
- 1 tbsp lemon juice
- Salt & pepper to taste
- Mix all ingredients until well combined. Store in the fridge for up to 5 days.

Soynut Butter Dressing

- 1 tbsp soy nut butter
- 1 tbsp soybean (vegetable) oil
- 1 tbsp rice wine vinegar
- 1 tbsp low-sodium soy sauce (or tamari for gluten-free)
- 1 tsp sriracha (adjust to taste)
- 1 tbsp maple syrup
- ½ tsp ground ginger
- ½ tsp garlic powder
- Whisk together all ingredients until smooth. Adjust consistency with a little water if needed.



MIX AND MATCH YOUR PERFECT #USSOY SALAD

MIX AND MATCH INGREDIENTS FOR A VARIETY OF RECIPES

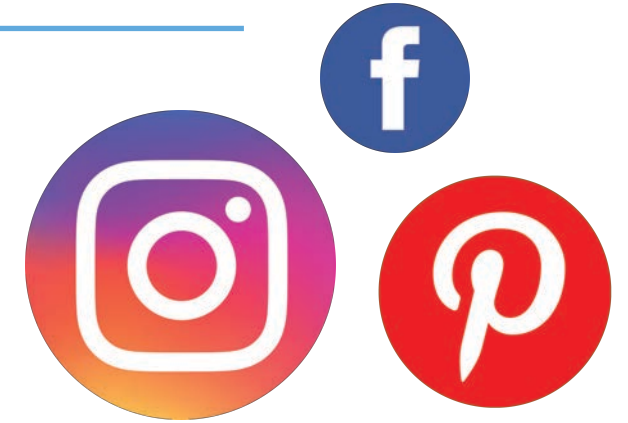
Recipe Name	Greens	Soy Protein (Customizable to Any Protein)	Colorful Veggies	Healthy Fats	Whole Grains	Dressing
Green Goddess Edamame Bowl	Spinach	Edamame	Cherry Tomatoes, Cucumbers	Avocado, Sunflower Seeds	Quinoa	Green Goddess Dressing
Powerhouse Tempeh Crunch Salad	Kale	Tempeh	Bell Peppers, Red Onion	Walnuts, Feta Cheese	Brown Rice	Lemon Tahini
Basalmlc Goat Cheese Garden Bowl	Romaine	Tofu	Shredded Carrots, Bell Peppers	Almonds, Goat Cheese	Whole Grain CROUTONS	Basalmlc Vinaigrette
Zesty Southwest Soy Bowl	Mixed Greens	Grilled Tofu	Cherry Tomatoes, Corn	Avocado, Cheese	Farro	Light Ranch Dressing
Edamame Cucumber Crunch	Mixed Greens	Edamame	Cucumbers, Green Onions	Sesame Seeds	Brown Rice	Soynut Butter Dressing

QUARTER 3: JULY–SEPTEMBER



This quarter in partnership with U.S. Soy, we're exploring Soy + Allergies and Soy + Ultra-Processed Foods while incorporating fun, seasonal events like National Grilling Month, Back to School, and National Family Meals Month. We'll highlight soy's role in allergy-friendly eating, debunk myths about ultra-processed foods, and share easy, delicious ways to enjoy soy-based recipes during picnics, cookouts, and family meals.

SOCIAL MEDIA POST



Post text:

Is Soy Ultra-Processed? Let's Set the Record Straight!

What comes to mind when you hear ultra-processed food? Chips? Soda? Did you know that most tofu and soymilk technically also fall into the category of "ultra-processed"? While "ultra-processed" may sound unhealthy, it's important to know that the category contains a wide variety of foods. Many soy foods classified as ultra-processed are nutrient-rich and packed with high-quality plant protein!

The key is how you incorporate these foods into your diet! Here are practical and nourishing ways to enjoy soy-based options:

- Start your day with whole-grain cereal, sliced banana, and soymilk.
- Blend a smoothie with 1 cup of plain unsweetened soymilk, 1 small banana, 1/2 cup frozen strawberries, and 1 tbsp of nut butter.
- Try a tofu and veggie scramble as a hearty breakfast or lunch option.
- Top pasta with jarred tomato sauce and sprinkle on textured vegetable protein or tempeh crumbles for a plant-powered boost.
- Grill a soy burger and top it with avocado, lettuce, and tomato for a delicious summer meal.
- Snack on edamame + everything but the bagel seasoning.

Soy is incredibly versatile—perfect for picnics, grilling, and back-to-school meals. How do you enjoy soy foods?

Hashtags to use:

#SoyNutrition #HeartHealth #SoyProtein #UltraProcessedMyths
#BackToSchoolMeals #GrillingWithSoy #USSoy

References

1. <https://pubmed.ncbi.nlm.nih.gov/22017752/>.

NEWSLETTER BLURBS

(50–100 WORDS)

Soy, Allergies and Ultra-Processed Myths: What You Need to Know!

This quarter, in partnership with U.S. Soy, we're breaking down some of the most common myths about soy, allergies, and ultra-processed foods. While soy is one of the top 9 allergens, [research](#) shows that many people can safely include soy in their diet—even those with multiple food allergies. Research suggest that about **70% of children outgrow their soy allergy by age 10**. Soy protein is classified as a major allergen in the U.S., but its prevalence is relatively low—affecting about **3 out of every 1,000 adults and 5 out of every 1,000 children**. Importantly, individuals allergic to soy protein can still safely consume commercially available soybean oil.

Additionally, not all ultra-processed foods are unhealthy. While considered “ultra-processed” by the most common classification system, fortified soymilk, tofu, and soy-based meat alternatives provide high-quality nutrition while fitting into convenient, family-friendly meals. ([Ultra-Processed Foods Perspective](#))

A [2021 study](#) on plant-based milks found that of 641 samples analyzed, only soymilk met key nutrient standards for protein, energy, sugar, calcium, and vitamins A, D, and B12. **With 7 grams of high-quality protein per cup, soymilk is the only plant-based milk recommended by the Dietary Guidelines for Americans.** A recent [systematic review and meta-analysis](#) conducted by the University of Toronto indicates soymilk (both sweetened and unsweetened) can contribute to cardiometabolic health by favorably affecting blood pressure and blood lipids. In contrast, almond and oat milk contain just 1–3 grams of protein and may lack essential fortifications like calcium and vitamin D. Stay tuned for easy lunch box recipes, back-to-school soy snacks, and fresh ideas for grilling with soy this summer!

References

1. <https://fdc.nal.usda.gov/food-details/1535127/nutrients>.
2. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020–2025. 9th Edition. December 2020. Available at Dietary Guidelines for Americans, 2020–2025 (page 42).
3. <https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-024-03524-7>.

TV TALKING POINTS

(INSTAGRAM/FACEBOOK LIVES)

1. IS #USSOY SAFE FOR ALLERGIES?

- Soy is one of the top 9 allergens, but it's also one of the least common food allergies.
- 70% of children outgrow their soy allergy by age 10.
- Only 3 in 1,000 adults and 5 in 1,000 children are allergic to soy protein.
- Individuals with soy protein allergies can still safely consume commercially available soybean oil.

2. #USSOY AND ULTRA-PROCESSED FOODS: WHAT'S THE TRUTH?

- Some soy products, like soymilk and tofu, are classified as ultra-processed—but that doesn't mean they're unhealthy!
- Processed – and some ultra-processed – foods can still be part of a balanced diet when they are nutrient-dense and fit within dietary guidelines. ([Ultra-Processed Foods Perspective](#))
- With 7 grams of high-quality protein per cup, soymilk is the only plant-based milk recommended by the Dietary Guidelines for Americans.
- In contrast, almond and oat milk contain just 1–3 grams of protein and may lack essential fortifications like calcium and vitamin D.

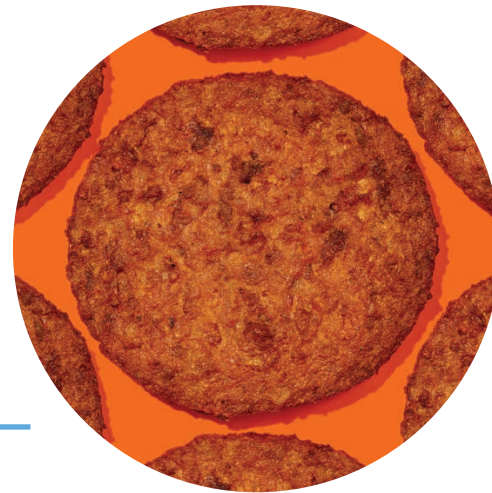


3. #USSOY FOR GRILLING, PICNICS AND BACK TO SCHOOL MEALS!

- Soy-based burgers, tofu skewers, and edamame salads are delicious outdoor BBQ options!
- Pack soy protein snacks like roasted soynuts, edamame, or soynut butter sandwiches for back-to-school lunches.
- Family meals featuring soy-based proteins can make dinner time easier and more nutritious.

References

1. <https://www.frontiersin.org/journals/nutrition/articles/10.3389/fnut.2022.970364/full>.
2. <https://fdc.nal.usda.gov/food-details/2039105/nutrients>.
3. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020–2025. 9th Edition. December 2020. Available at Dietary Guidelines for Americans, 2020–2025 (page 42).



IN-STORE DEMO OUTLINE

I. OVERVIEW

Objective:

Engage customers by demonstrating how to prepare **Soy Burger Bowls** and **Savory Tofu & Veggie Kabobs**, two high-protein, plant-based grilling options. Highlight the nutritional benefits of soy, its role in balanced eating, and its versatility for quick meals during grilling season and back-to-school time.

Key Takeaways:

- Soy-based burgers and tofu kabobs provide plant-based, high-quality protein and essential nutrients.
- Perfect for grilling and meal prepping, these options fit into family meals, school lunches, and summer cookouts. Soy protein supports heart health and can be a convenient alternative to animal-based proteins and prepared meats.

II. SET-UP

Demo Station:

- Small table with a portable grill or electric skillet.
- Ingredients for the recipe pre-measured in clear bowls.
- #USSoy recipe cards and a Build Your Bento Box with Soy handout for customers to take home.
- Sample cups, plates, and napkins for tasting.
- Seasonal props: red, white, and blue accents for 4th of July, school-themed decor for Back to School, or picnic-themed items for National Family Meals Month.

Ingredients for Display:

- Soy-based burger patties & toppings (lettuce, tomato, avocado, pickles, etc.)
- Bases for burger bowls: Brown rice, quinoa, leafy greens, or farro.
- Better-For-You Burger Sauce (recipe below, prepped in advance for sampling).
- Tofu, bell peppers, zucchini, mushrooms (for kabobs).
- Marinade ingredients for kabobs (Savory Tofu & Veggie Kabob Recipe).
- Pre-marinated tofu & veggies to cook during the demo.
- Pre-cooked soy burgers for easy assembly.

Additional Supplies:

- Cutting board, knife, and serving tray.
- Display signage with “Plant-Based Grilling Made Easy: Try These Plant-Based Burger Bowls & Kabobs!”



References

1. <https://www.ecfr.gov/current/title-21/section-101.82>.
2. Li SH, Liu XX, Bai YY, et al. Effect of oral isoflavone supplementation on vascular endothelial function in postmenopausal women: a meta-analysis of randomized placebo controlled trials. Am J Clin Nutr. 2010;91(2):480–6.
3. Dong JY, Tong X, Wu ZW, et al. Effect of soya protein on blood pressure: a meta analysis of randomised controlled trials. Br J Nutr. 2011;106(3):317–26.

III. TALKING POINTS

1. Why Soy for Grilling?
- **High-Quality Protein:** Soy-based burgers and tofu are sources of protein with all essential amino acids.
 - **Heart Health:** Soy provides high-quality plant protein and polyunsaturated fats, which are linked to lower cholesterol levels and a reduced risk of heart disease.
 - **Versatile & Customizable:** Grilled soy protein can be enjoyed in bowls, wraps, on buns, or alongside fresh veggies.
2. Grilling Month and Seasonal Appeal:
- **4th of July:** Fire up the grill with plant-based burgers & kabobs for a protein-packed cookout.
 - **Back to School:** Meal prep soy burger bowls for an easy and balanced family dinner.
 - **National Family Meals Month:** Research shows that families who eat together tend to have healthier eating habits.
3. Ultra-Processed Food Myths and Facts:
- **Not all ultra-processed foods are unhealthy!** Tofu and fortified soymilk may be categorized as ultra-processed, but they provide essential nutrients like protein, calcium, and vitamins.
 - **Soy-Based Meat Alternatives:** These offer a high-protein, plant-forward alternative to prepared meats like hot dogs and sausages.
 - **Balance is Key:** Nutrient-dense processed foods, like fortified soymilk and soy protein, can be part of a healthy, balanced diet.



References
1. <https://www.ecfr.gov/current/title-21/section-101.82>. Food and Drug Administration. Qualified Health Claims: Letters of Enforcement Discretion. Unsaturated fatty acids: Soybean oil and reduced risk of coronary heart disease, July 31, 2017.
<https://www.fda.gov/food/food-labeling-nutrition/qualified-health-claims-letters-enforcement-discretion>.
2. <https://fdc.nal.usda.gov/food-details/2396221/nutrients>.

IV. DISCUSSION QUESTIONS

- Have you tried grilling plant-based protein before?
- What are your favorite ways to enjoy soy protein?
- How can you incorporate soy into quick, healthy family meals?
- What are some misconceptions you’ve heard about ultra-processed foods?

V. RECIPE IDEAS

BETTER FOR YOU BURGER SAUCE

- Ingredients:
- 1/2 cup plain Greek yogurt
 - 1 tablespoon dijon mustard
 - 1 tablespoon low-sodium soy sauce
 - 1/2 teaspoon garlic powder
 - 1/2 teaspoon smoked paprika
 - 1 teaspoon honey or maple syrup
 - 1 tablespoon lemon juice
- Instructions:
- Mix all ingredients together and refrigerate for at least 15 minutes before serving.



BURGER BOWL (DIY RECIPE)

- Base:** Brown rice, quinoa, leafy greens, or whole grain pasta.
- Protein:** Grilled soy-based burger patty, sliced.
- Toppings:** Cherry tomatoes, cucumbers, avocado, shredded carrots, shredded cheese, and a drizzle of the Better-For-You Burger Sauce.

BUILD YOUR OWN BENTO BOX WITH #USSOY

HOW TO PACK A BALANCED BENTO BOX

Bento boxes make lunch fun, balanced, and customizable! Use this guide to mix and match soy-based proteins, whole grains, veggies, and snacks for a delicious, nutrient-packed lunch. Feel free to swap in your favorite protein of choice!

MIX & MATCH YOUR BENTO BOX

PICK A PROTEIN	CHOOSE A GRAIN	ADD COLORFUL VEGGIES	INCLUDE A DIP OR SAUCE	FUN & FLAVORFUL EXTRAS
Edamame Falafel (See Recipe!)	Whole Wheat Pita Slices	Cucumber Slices	Yogurt Cucumber Sauce (See Recipe!)	Fresh Berries
Baked Tofu Cubes (See Recipe!)	Whole Wheat Wrap	Mixed Greens	Hummus	Kiwi Slices
Teriyaki Tempeh Bites (See Recipe!)	Quinoa	Lettuce Wraps	Teriyaki Sauce	Dark Chocolate Squares
Roasted Soy Nuts/Edamame	Whole Grain Crackers	Bell Pepper Strips	Edamame Hummus (See Recipe!)	Mozzarella Cheese Stick
Edamame (In-Shell or Shelled)	Soba Noodles	Slaw Mix	Ginger Soynut Dressing (See Recipe!)	Grapes
Soy Nuggets	Popcorn	Baby Carrots	Ranch Dressing	Clementine

Kid-Friendly Bento Packing Tips

- Make it colorful– Kids eat with their eyes first! Try bright veggies like bell peppers and cherry tomatoes.
- Use fun shapes– Cut tofu, sandwiches, or fruit into fun shapes with cookie cutters.
- Add a surprise– Include a note, sticker, or small treat like dark chocolate or their favorite candy.
- Make it interactive– Foods like soy nuggets with dipping sauce or build-your-own pita pockets keep lunch fun!



Demo Tip:

Have pre-marinated tofu and veggies ready to assemble on skewers to save time. Cook a batch in advance so attendees can sample while watching the grilling process!

VI. WRAP UP

- As attendees sample the dishes, review the benefits of incorporating plant-based proteins into meals.
- Discuss how soy-based proteins are an easy, delicious, and nutritious way to add variety to grilling and family meals.
- Encourage customers to take a recipe card and the “Build Your Bento Box with Soy” handout (see pages 32, 33, and 34) so they can recreate these meals at home!



SAVORY TOFU & VEGGIE KABOBS

Prep Time: 1 hour **Cook Time:** 10 min. **Total Time:** 1 hour 10 min. **Makes:** 8 Skewers

Instructions:

- 1.Prepare the marinade: In a small bowl, whisk together soy sauce, lemon juice, soybean oil, honey, sriracha, ginger, and chopped scallion.
2. Marinate the tofu: Place tofu cubes in a shallow dish and pour marinade over them. Cover and refrigerate for at least 1 hour or overnight for best flavor.
3. Prepare the skewers: While tofu marinates, soak wooden skewers in water to prevent burning on the grill.
4. Assemble: Thread marinated tofu and vegetables alternately onto skewers. Brush with extra marinade.
5. Grill: Preheat grill to medium heat or use a griddle pan/ electric skillet. Grill skewers for 5 minutes per side, basting occasionally, until vegetables are tender and tofu is golden brown.
6. Serve: Enjoy kabobs as is, with a side of whole grains, or serve with the Better-For-You Burger Sauce for extra flavor!

Ingredients:

- 1/8 cup low-sodium soy sauce
- 1/8 cup lemon juice
- 2 teaspoons soybean oil
- 1 teaspoon honey or maple syrup
- 1/2 teaspoon sriracha (adjust for spice preference)
- 1 teaspoon grated fresh or ground ginger
- 1 scallion, coarsely chopped
- 8 ounces extra-firm tofu, pressed and cubed
- 1 cup baby bella mushrooms, quartered
- 1 medium zucchini, sliced into rounds
- 1 cup cherry tomatoes
- 8 wooden skewers (soak in water for 15 minutes before grilling)

EDAMAME FALAFEL BENTO BOX

<u>Prep Time:</u>	<u>Cook Time:</u>	<u>Total Time:</u>	<u>Makes:</u>
8 min.	10 min.	18 min.	4 Servings (About 20 falafel)

Ingredients:

- 16 ounces frozen edamame, thawed
- 3 cloves garlic
- 6 mint leaves
- 1/2 teaspoon cumin
- 2 tablespoons flour
- 2 eggs
- 1/4 teaspoon baking soda
- 1/2 teaspoon salt
- Pinch of pepper
- 1 teaspoon lemon juice
- Greek Yogurt Sauce
- 1 cup plain organic Greek yogurt
- 1 cucumber, grated

Serve with:

- 4 pitas
- 1 tomato
- 4 lettuce leaves

Instructions:

1. Pull your edamame out of the freezer to defrost. Preheat your oven to 450°F. Line a baking sheet with parchment or a silicone mat.
2. In a food processor, combine the edamame, garlic, mint, cumin, flour, eggs, baking soda, salt, pepper, and lemon juice. Blend until smooth.
3. Roll the mixture into small balls, about the size of a bouncy ball. Use a small scoop or melon baller for consistent sizing. Place falafel on the prepped baking sheet and bake for 8 minutes, turning halfway through.
4. While the falafel bakes, prepare a quick yogurt sauce. Grate the cucumber and remove excess moisture by squeezing it between paper towels. In a bowl, combine the yogurt and grated cucumber. Season with salt and pepper.
5. To assemble the pita, line with lettuce, add tomato slices, spoon yogurt sauce, and top with falafel.
6. Complete your bento box with sides like figs, hummus, radishes, dark chocolate, shredded carrots, grapes, boiled eggs, or kiwi.



Make-Ahead Tip: Bake extra falafel and freeze them for quick, protein-packed lunches!



TERIYAKI TEMPEH BITES

<u>Prep Time:</u>	<u>Cook Time:</u>
5 min.	10 min.
<u>Total Time:</u>	<u>Makes:</u>
15 min.	4 Servings



Ingredients:

- 1 block tempeh, cut into slices
- 1/4 cup low-sodium store-bought teriyaki sauce

Instructions:

1. Toss tempeh in the teriyaki sauce and let sit for 5 minutes.
2. Heat a pan over medium heat, add tempeh, and cook for 8-10 minutes, flipping occasionally until caramelized.
3. Let cool before packing in your bento box!

EDAMAME HUMMUS

<u>Prep Time:</u>	<u>Cook Time:</u>
5 min.	0 min.
<u>Total Time:</u>	<u>Makes:</u>
5 min.	14 Servings



Ingredients:

- 2 cups edamame, shelled and cooked according to package directions
- 1/4 cup soybean (vegetable) oil
- 3 tablespoons lemon juice
- 2 teaspoons garlic, chopped
- 3/4 teaspoons cumin, ground
- 1/2 teaspoon salt

Instructions:

Puree edamame, oil, lemon juice, garlic, cumin and salt in food processor for 30 seconds, scraping sides twice until almost smooth. Cover and refrigerate until ready to serve.

BAKED TOFU CUBES

<u>Prep Time:</u>	<u>Cook Time:</u>
5 min.	15 min.
<u>Total Time:</u>	<u>Makes:</u>
20 min.	4 Servings



Ingredients:

- 1 block firm tofu, pressed and cubed
- 1 tbsp soybean oil
- 1 tbsp low-sodium soy sauce
- 1/2 tsp garlic powder

Instructions:

1. Preheat oven to 400°F. Toss tofu cubes in oil, soy sauce, and garlic powder.
2. Spread on a baking sheet and bake for 15 minutes, flipping halfway.
3. Let cool before adding to your bento box!

GINGER-SOYNUT DRESSING

<u>Prep Time:</u>	<u>Cook Time:</u>
5 min.	0 min.
<u>Total Time:</u>	<u>Makes:</u>
5 min.	4 Servings



Ingredients:

- 1 tbsp soynut butter
- 1 tbsp soybean (vegetable) oil
- 1 tbsp rice wine vinegar
- 1 tbsp low-sodium soy sauce (or tamari for gluten-free)
- 1 tsp sriracha (adjust to taste)
- 1 tbsp maple syrup
- 1/2 tsp ground ginger
- 1/2 tsp garlic powder

Instructions:

1. Whisk together all ingredients until smooth. Adjust consistency with a little water if needed.
2. Store in a small container for easy dipping!



QUARTER 4: OCTOBER–DECEMBER



This quarter in partnership with U.S. Soy, we're focusing on Soy + Women's Health, with an emphasis on menopause, heart health, and breast cancer awareness. We'll address common concerns about soy and estrogen-related cancers, highlighting the latest research which indicates soy isoflavones do not increase the risk of estrogen-related cancers. We'll also share the scientific evidence around soy's potential heart health benefits for postmenopausal women and how consuming soy can help manage menopausal symptoms. To top it off, we'll explore how soy foods can be incorporated into seasonal celebrations like Halloween, Thanksgiving, and the holidays, making plant-based eating easy, nutritious, and delicious!

SOCIAL MEDIA POST



Post text:

Is Soy Safe for Womens Health?
Here's What Science Says!

Ladies, are you new to soy or still considering if and how to add it to your meals? We've got good news. First, the American Institute for Cancer Research, American Cancer Society, and Canadian Cancer Society have concluded that soy is safe for women with breast cancer. Plus, new [research](#) from the University of

Toronto provides reassuring evidence that soy foods do not increase the risk of estrogen-related cancers in postmenopausal women. In fact, soy can be a heart-healthy and nutrient-packed addition to your diet!

Want a delicious way to add soy to your diet? Try this [Chocolate Pie with Soynut Butter](#) courtesy of The Soyfoods Council – a creamy, protein-filled plant-based dessert!

Here's why #USSoy is a great choice for women's health:

- Soy isoflavones don't act like human estrogen – They interact with the body differently and do not raise estrogen-related cancer risks.
- Soy can help manage menopause symptoms – Research suggests soy may help with hot flashes.
- Heart health benefits – As estrogen levels drop during menopause, heart disease risk rises. Soy can support healthy cholesterol levels and cardiovascular function.
- Skin health advantages – Results of a [recent clinical study](#) support a connection between soy food consumption and improved skin health in post-menopausal women, including wrinkle reduction, improved pigmentation, and increased hydration.

Hashtags to use:

#SoyForWomen #HeartHealth
#MenopauseNutrition #BreastCancerAwareness
#PlantBasedHolidays #USSoy

NEWSLETTER BLURB

(50–100 WORDS)

#USSOY & Women’s Health:
The Latest Research on
Menopause & Cancer Risk

Should you eat soy after menopause? The latest research from the University of Toronto says yes! A review of 40 trials and over 3,000 participants found that soy isoflavones do not increase estrogen-related cancer risk—further supporting soy’s role in women’s health.



LEADING HEALTH ORGANIZATIONS CONFIRM THAT SOY IS SAFE FOR WOMEN WITH BREAST CANCER, INCLUDING:

- [The American Institute for Cancer Research \(AICR\)](#)
- [The American Cancer Society](#)
- [The Canadian Cancer Society](#)

Soy also has heart health benefits , which is especially important since heart disease risk rises after menopause. Plus, soy may help with menopause symptoms like hot flashes and may improve skin health including wrinkle reduction, improved pigmentation, and increased hydration.

This season, we’re sharing easy, delicious ways to incorporate soy into holiday meals, like [Chocolate Pie with Soynut Butter](#) —a plant-based treat filled with protein courtesy of The Soyfoods Council!

Stay tuned for plant-based holiday dessert recipes and tips for celebrating the season with soy.



TV TALKING POINTS

(INSTAGRAM/FACEBOOK LIVES)

1. **IS #USSOY SAFE FOR WOMEN’S HEALTH? LET’S LOOK AT THE SCIENCE!**
- If you’ve ever heard something concerning about soy and estrogen-related cancers, you may have avoided it. But is it necessary? The science says "no."
 - New research from the University of Toronto reviewed 40 studies and found soy isoflavones have no effect on estrogen-related markers of cancer.
 - Some evidence suggests that soy isoflavones may reduce risk of breast cancer recurrence and mortality.
 - How do soy isoflavones actually work? Unlike human estrogen, soy isoflavones do not bind to all estrogen receptors the same way—which is why soy may be beneficial for things like reducing hot flashes without raising cancer risks.
 - Leading health organizations confirm that soy is safe for women with breast cancer, including:
 - [The American Institute for Cancer Research \(AICR\)](#)
 - [The American Cancer Society](#)
 - [The Canadian Cancer Society](#)



2. #USSOY AND MENOPAUSE: SOY FOODS SUPPORT WOMEN'S HEALTH

- Heart disease risk increases after menopause as estrogen levels drop—soy can help support heart health.
- Soy may help alleviate hot flashes! Some studies suggest soy isoflavones could help manage menopause symptoms.
- Results of a [recent clinical study](#) support a connection between soy food consumption and improved skin health in post-menopausal women, including wrinkle reduction, improved pigmentation, and increased hydration.
- Soy is a high-quality plant-based protein— a great option for women looking to add more plant protein to their diets.



Courtesy of The Soyfoods Council

3. PLANT BASED HOLIDAY DESSERTS WITH #USSOY

- You don't have to give up creamy, rich desserts to eat plant-based!
- This Chocolate Pie with Soynut Butter courtesy of The Soyfoods Council is a delicious, protein-rich dessert made with soy ingredients.
- Soy is a great dairy alternative for baking! Soymilk, silken tofu, and soynut butter can be used to make creamy, rich desserts without dairy.

IN-STORE DEMO OUTLINE

I. OVERVIEW

Objective:

Engage customers by demonstrating how to prepare Chocolate Pie with Soynut Butter, a delicious plant-based holiday dessert. This demo will highlight soy's benefits for women's health, including its role in heart health, menopause support, skin health, and breast cancer awareness. The recipe is perfect for holiday gatherings and can be decorated for Halloween with a spooky spider web design!



Key Takeaways:

Soy supports women's health! Research and major health organizations confirm that soy does not increase the risk of breast cancer.

Soy can support heart health and menopause symptoms, making it a smart choice for women in all phases of life.

Results of a recent clinical study support a connection between soy food consumption and improved skin health in post-menopausal women, including wrinkle reduction, improved pigmentation, and increased hydration.

This pie is a delicious plant-based option, filled with protein and nutrients from silken tofu, soynut butter and soymilk. It's also a great alternative for those with nut allergies!

Fun & festive: Decorate with a spider web for Halloween or serve as a rich, indulgent holiday dessert!

II. SET-UP

Demo Station:

- Table Display: A clean setup with pre-measured ingredients and printed recipe cards.
- Appliances: Blender/food processor (for filling), mixing bowls, spatula, piping bag (for web decoration).
- Decor: Halloween props (mini pumpkins, spooky napkins) for October demos, or holiday-themed decor for November/December.
- Pre-Made Example: Have one fully decorated pie ready to showcase the final product.

Ingredients for Display:

- Graham cracker crust
- Firm silken tofu
- Soymilk (original or chocolate)
- Wowbutter® (soybean nut butter)
- Semi-sweet chocolate chips
- Dark chocolate chips
- Butter
- Cookie frosting (for the spider web design)

Additional Supplies:

- Small sample cups and spoons
- Printed recipe cards for customers to take home
- Display signage: "Plant-Based Holiday Desserts: Try This Chocolate Pie with Soy!"



Courtesy of The Soyfoods Council

III. TALKING POINTS

1. Why #USSOY for Women's Health?

- Myth vs. Fact: Some people think soy increases the risk of breast cancer, but research suggests otherwise. Leading health organizations confirm that soy is safe for women with breast cancer, including:
 - [The American Institute for Cancer Research \(AICR\)](#)
 - [The American Cancer Society](#)
 - [The Canadian Cancer Society](#)
- Menopause & Heart Health: Soy isoflavones have been linked to reduced hot flashes and better heart health.
- High Quality Plant Protein: Soy delivers high-quality plant protein, making it a great addition to a balanced diet.

2. Seasonal Appeal:

- Halloween: Use cookie frosting to create a spooky spider web design on top! (Demo this technique live.)
- Holiday Gatherings: This pie is rich, creamy, and easy to make ahead, making it a perfect plant-based holiday dessert.

3. Versatility & Customization:

- Serve with whipped topping or dark chocolate shavings for an extra special touch.
- Make into mini tarts for a bite-sized holiday dessert platter.

IV. DISCUSSION QUESTIONS

- Have you ever tried cooking with silken tofu?
- What are your go-to holiday desserts?
- What's a holiday tradition or recipe you love that could be made plant-based?



#USSOY PLANT BASED BAKING SWAPS

TRADITIONAL INGREDIENTS & THEIR PLANT BASED SWAP

	Whole Milk = Soymilk
	Heavy Cream = Silken Tofu (Blended)
	Butter = Soybean Oil
	Eggs = (1 tbsp Flax + 3 tbsp Water) Flax Egg
	Eggs = Silken Tofu (Pureéd)
	Honey = Maple Syrup or Agave

RATIO

1:1	
1:1	
3/4 Cup Oil = 1 Cup Butter	
1:1	
1/4 Cup per Egg	
1:1	SSOY

*Image by azerbaijan on Freepik

V. CHOCOLATE PIE WITH SOYNU T BUTTER COURTESY OF THE SOYFOODS COUNCIL

Prep Time: 10 min. **Chill Time:** 10-24 hours **Makes:** 8 Servings

Ingredients:

- 12.3 oz box firm silken tofu
- 1/2 cup soymilk (original or chocolate)
- 1/2 cup Wowbutter® (soybean nut butter)
- 12 oz semi-sweet chocolate chips
- 1/4 cup dark chocolate chips
- 1/2 tbsp butter

For the Crust:

1 pre-made 10-inch graham cracker pie crust (store-bought or homemade)

Optional for Halloween:

Pipe white cookie frosting into concentric circles, then drag a toothpick outward to create a spider web effect.

Instructions:

1. **Pie Filling:** Blend soy milk, tofu, and Wowbutter® until smooth. Melt chocolate chips and butter in a microwave-safe bowl. Add melted chocolate to the blender and blend until smooth. (The mixture will be thick—pause to scrape the sides if needed.)
2. **Chocolate Pie Assembly:** Pour the filling into the pre-made crust and chill for 12–24 hours before serving. Slice and enjoy!
3. Garnish with whipped topping or chocolate shavings if desired.

VI. WRAP UP

As attendees sample the pie, review the benefits of including soy in a balanced diet, especially for women’s health.

- Emphasize: Research supports soy’s benefits and safety for woman in all stages of life including breast cancer survivors, and pre/post-menopausal women.
- Encourage customers to take a recipe card and handout (see pages 44 and 45), and try making the Chocolate Pie with Soynut Butter at home!
- Invite questions and share other plant-based holiday recipe ideas featuring soy.

TOFU FUDGE DROP COOKIES

COURTESY OF THE SOYFOODS COUNCIL

Prep Time: 5 min. **Cook Time:** 12–13 min. **Makes:** 36 Cookies

Ingredients:

- ½ pound silken tofu
- ½ cup soybean oil
- 1 ½ cups sugar
- 1 tbsp vanilla
- ½ cup cocoa powder
- 1 tbsp soymilk
- 3 cups flour
- 1 tsp salt
- 1 tsp baking soda

Instructions:

- Preheat oven to 350°F.
- Blend silken tofu and soybean oil in a blender until smooth. Pour into a medium mixing bowl.
- Add sugar, vanilla, cocoa powder, and soymilk to the tofu mixture.
- In a separate bowl, mix together flour, salt, and baking soda. Add dry ingredients to wet ingredients and mix well until a stiff dough forms.
- Roll into 1½-inch balls, coat in sugar, and place on a baking sheet 1½ inches apart.
- Bake for 12–13 minutes. Cool on a wire rack.



Courtesy of The Soyfoods Council

SOY EASY HOT COCOA

COURTESY OF THE SOYFOODS COUNCIL

Prep Time: 0 min. **Cook Time:** 1–2 min. **Makes:** 1 mug

Ingredients:

- 1 cup chocolate soymilk

Instructions:

- Pour chocolate soymilk into a microwavable mug.
- Microwave for 1 minute, check the temperature, and microwave for an additional 30 seconds if needed.
- Carefully remove and enjoy!



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