

## Indian Soyfood Programs Highlight Health Benefits

As with most Indians, the people of this region have become increasingly interested in personal health and wellness. In response to this trend, ASA-IM Asia Subcontinent conducted soy awareness and promotional seminars to highlight the health and nutritional benefits of soy and showcase several food use possibilities.

The first seminar increased soy awareness among individuals who shape the regions food industry including faculty of the Central University's Department of Food Science and Technology. Consultants Ricky Thapar and Dr. M. M. Krishna presented and the "Nutritional and Health Benefits of Soyfoods and Soyfood Opportunities". Following the seminar, an interactive session helped create an active and sustainable interest among the attendees in the health, nutritional and economic benefits of soyfoods.

A second seminar, organized for a high level delegation from the Government of Arunachal Pradesh, business entrepreneurs, officials from Small Industries Service Institute (SISI) and media persons, encouraged the utilization of soybeans in human food. Presenters suggested that participants assist the local food industry in setting up soybean processing units. Consultants addressed "Soybean and Soy Ingredients for Food and Nutrition" by highlighting the nutritional advantages and inherent health benefits of soyfoods and various soy health claim approvals passed across the world. These seminars generated interest that could translate into increased soy consumption. Additionally, many consumers across the region learned about soyfoods through the extensive television coverage of these activities.



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*