

New 'Soy Nutrition Project' Launched in Japan

The Soy Nutrition Institute Japan (SNIJ) has launched the "Soy Nutrition Project" to target general soy consumers.

SNIJ, which is closely modeled after the Soy Nutrition Institute in the U.S. and includes USSEC as one of its board members, recently held its first conference for 60 journalists in a Tokyo hotel. As explained during the conference, SNIJ was established to enhance collaboration between the Japanese soybean industry and academia to scientifically and globally examine and evaluate the health benefits of soy. Also, a future plan is to strengthen public relations activities to educate consumers on basic knowledge and health benefits of soybeans via the media.

During opening remarks, Dr. Shaw Watanabe, director of SNIJ, noted that Japan is known for having the world's highest life expectancy rate, which some have attributed to a diet rich in soy.

USSEC plans to invite Watanabe to report on SNIJ and the "Soy Nutrition Project" at the U.S. Soybean Conference in November. The U.S. currently supplies more than 70% of soybeans to Japanese food industry.



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.