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| Project Number:  |  |
| Project Title:  | Whole Soy Food Acceptability and Market Viability Study |
| Organization:  | B & B Legacy Farms, LLC |
| Project Lead Name: | Karen Ballard |
| Reporting Period:*Please select the appropriate reporting period for this report.* |  [x]  December [ ]  March [ ]  June [ ]  September [ ]  Final |
| The information included in this detailed report should reflect quantifiable results that can be used to evaluate and measure project success.If Progress Report – What key activities were undertaken and what were the key accomplishments during this reporting period? List each key deliverable from the proposal and describe progress made (or not made) toward achieving it, including metrics were appropriate.If Final Report – What were the key accomplishments during the life of the project? List each deliverable from the proposal and describe progress made (or not made) toward achieving it, including metrics where appropriate. |
| Key activities completed this quarter include:1. Curriculum development and dissemination.

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| Date | Audience | Activity | Accomplishments |
| Oct-Dec | Consumers | MU- Development of short course.  | Soy nutrition, health benefits, and cooking tips course that will be used in 2025. |
| Oct-Dec | Consumers | MU – Inclusion of soybeans in pre-existing food preparation curricula. | 12 separate classes were delivered during this quarter with 114 participants. |

1. Outreach with strategic partners.

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| Date | Audience | Activity | Accomplishments |
| Oct 3, 18, 29 | New UA CES Agents | Direct cooking classes in three AR locations. Agents learned the nutritional value of whole soy foods and techniques for pressing, seasoning, and frying tofu.  | 20 new Family and Consumer Science Agents were trained in how to use whole soy foods in food demonstrations across AR. Agents were trained to prepare a Tofu Bahn Mi sandwich, Asian Chop Salad, and a stir fry with tofu. |
| Oct 22 | MU Extension faculty | Education and soy tasting opportunity at state MU faculty conference. | 300 MU faculty in attendance.Roasted soybeans used to create a trail mix and distributed with soy food information. |
| October | Great Mountain Plains Region | Food challenge held in coordination with farm to school month to promote awareness and consumption of locally grown foods.  | Attempted to include soy in the Missouri Crunch Off but did not identify locally grown roasted soybeans until after the competition. MU team plans to use this local soy food source for inclusion in the 2025 food challenge.  |
| Nov 7 | UA CES FCS Advisors | Presentation at CES Family and Consumer Sciences statewide advisory meeting.  | Six agents representing the three Arkansas UA-CES districts received information about the Soy Chef program and availability of educational resources for upcoming producer meetings, youth programs, etc.  |
| Dec 4-6 | Arkansas Farm Bureau, farmers, and youth | AR Farm Bureau Annual Meeting. Soy Chef information and soy food samples were presented through a staffed UA-CES exhibit. | FCS educators provided chocolate soy milk and roasted soy bean tastings. Several hundred producers and growers attended. The MSSB/Soy Chef trifold displays were utilized to support awareness & education.  |

1. Experiential education, outreach, and evaluation with consumers.

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| Date | Audience | Activity | Accomplishments |
| Oct 8 | Students | Poinsett County Ag Day (AR) with East Poinsett 3rd graders, Harrisburg 3rd graders and home schoolers.  | 229 students and teachers received soy food education, tasted chocolate soy milk, and received roasted soy nuts to take home. |
| Oct-Dec | Students & staff | Communications and planning with four Missouri school districts to provide soy milk tasting. | Planned soy milk tasting with students and staff scheduled for January 2025.  |

1. Content creation and communications (dissemination)

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| Date | Audience | Activity | Accomplishments |
| Oct-Dec | Consumers | MU-Extension compilation of a set of 20 soy recipes to be used for state-wide cooking classes and demonstrations.  | Recipe cards are being printed by MU Extension for use at events. Recipes have been used in at least five different cooking demonstrations to date. |
| Oct | Consumers | Content development for consumer education. | ***Soy Snack Food*** and ***Cooking Soy from Scratch*** publication drafts were completed on 10/4 and 10/18.  |
| Oct-Nov | Child Nutrition Directors and Policy Makers | Script and collaborative work with partners completed for the video, ***An Ancient Food that Delivers*** *on 11/22.*  | Video recorded on 11/25/24 targeted for Mid-South school nutrition directors and policy makers regarding the value of whole soy foods in the US child nutrition program.  |
| Nov-Dec | Farmers, researchers, and industry  | Planning with UA/MU partners for co-hosting MSSB booth at 2025 Conservation Conference. | The MSSB booth will feature whole soy foods and will be co-hosted by Sarah Wood, Leigh Ann Bullington, Keith Statham-Cleek & Karen Ballard on Jan 27-28, 2025, in Memphis, Tenn. |

**Key Objectives and Overall Deliverables for this project include:** Objective 1: Evaluation of agronomic viability and profitability of food-grade cultivars. **Progress Made:** Data continues to be compiled for report development in next quarter. Objective 2: Evaluation of direct whole soy food acceptability.**Progress Made:** The activities outlined above reflect the expanded scope of this project, made possible through our strategic partnerships with the University of Missouri and the University of Arkansas Extension Service. Whole soy food education and testing across Arkansas and Missouri during October-December included five training events for statewide Extension faculty and agents, 12 nutrition classes for consumers, and tasting and education with over 500 individuals. The work of the University of Missouri and University of Arkansas Extension nutrition faculty, family and consumer science instructors, and agents address the significant need for a systems approach to improving awareness of the value of whole soy foods. Soy Chef work with other partners included schools, farmers, students, and industry representatives. This outreach and development work supports a future fundamental shift from simple “acceptability” to desirability that is critical for market development. Objective 3: Evaluation of regional market opportunities.**Progress Made:** The focus for this quarter’s work was to create content that addresses consumer concerns, information gaps, and misinformation about whole soy foods. A key target audience for market development is child nutrition directors and policy makers. Content has been collaboratively developed this month with a clinical dietician to help shift from “why not” to “how to,” How to improve the nutritional security of the next generation is front and center of market development. Objective 4: Dissemination of study results to increase knowledge of producers and consumers.Key target groups include farmers, school nutrition directors, Extension educators, consumers, and students.**Progress Made:** No study results were released this quarter. Multiple educational products were in development, including a set of 20 soy recipes for use by educators and consumers. Weekly meetings were conducted between B&B and a clinical dietician, editor, and videographer for script development and film production. Video and print products will be further developed in the 4th quarter for presentation to the MSSB and dissemination. |