

## News Release

### **Canadian Soy Food Marketing Council Announces New Members**

*Industry partnership promotes development and marketing of Canadian soy food products*

For immediate release

Guelph, ON, February 24, 2012 – The Canadian Soy Food Marketing Council’s new members will add to existing efforts already focused on developing and marketing Canadian soy food products.

Recent additions to the Council membership include Bunge, Monsanto, Parrish and Heimbecker, London Agricultural Commodities, Sun Opta, Whitewave Foods and Pioneer Seeds.

The Council’s primary goal is to grow the Canadian soy foods industry through collaboration amongst all value chain partners. This is done by advocating for the health benefits and nutritional advantages of soy food based products, developing education and awareness initiatives, facilitating the flow of information amongst key stakeholders and promoting the use of Canadian soybeans and soy protein as an ingredient in food products.

“There are many opportunities to grow the soy industry in this country and we’re counting on both original and new supporting members to help us with those efforts,” says Jeff Schmalz, President of Soy 20/20. “Council members work collectively to move the industry forward – and there is no doubt that the soy food industry has growth potential in Canada.”

Membership is open to businesses in the soy value chain, including but not limited to seed researchers and developers, seed companies, producers, grain handlers, food and ingredient processors and soy food and beverage manufacturers. A complete listing of all marketing council members will shortly be available at [www.soyforlife.ca](http://www.soyforlife.ca). The Council was formed last fall following the integration of Soyfoods Canada into Soy 20/20.

To learn more about the benefits of membership, including the Council’s mission, strategies and annual objectives, please contact Soy 20/20 at 519-826-6559. Ask for Nancy Cogger or Jeff Schmalz.

Soy 20/20 brings together government, academic and industry partners to stimulate and seize new global bioscience opportunities for Canadian soybeans. Funding for Soy 20/20 is provided under Growing Forward, a federal-provincial-territorial initiative, and by Grain Farmers of Ontario and the University of Guelph. Visit [www.soy2020.ca](http://www.soy2020.ca) for more information.

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For more information:

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