

## **U. S. Soyfood Month Campaign in Japan**

ASA-IM Japan organized a series of Soyfood seminars beginning in April that will conclude in May using the national Soyfood Month in the U. S. as a media focal point to educate, promote and energize interest in the expanded use and consumption of soy, particularly among young Japanese consumers. The month long campaign began with a series of seminars held over two days which attracted considerable attention from the Japanese food, fashion, health and Soyfood media, the trade as well as consumers!

The 1<sup>st</sup> in a series of three seminars was held April 13, 2010 in partnership with the ABC Cooking Studios at their Grand-Marunouchi Facility in Tokyo. ABC Cooking Studios has more than 220,000 members Japan-wide and operates 110 studios throughout Japan as well as several in Korea, which target upwardly mobile women aged 20-30. The Soyfood Month activity educated ABC members about the use of Soyfood in daily life and healthy meal planning in new innovative, creative and healthy way appropriate to the modern lifestyle in Japan. The 2<sup>nd</sup> seminar held April 14th targeted local R&D, marketers and Food Industry professionals who were informed about new uses, nutritional benefit, and trends related to soy in the U. S. and applicable to Japan. A demonstration and presentations on the latest soy and food trends in the U. S. were provided by visiting Soyfoods Council Executive Director Linda Funk and local instructors.

ASA-IM Japan is collaborating with the Japan Soymilk Association in organization of a 3<sup>rd</sup> seminar May 13<sup>th</sup> to introduce and demonstrate newly developed soy milk recipes, soy burgers, edamame soymilk soup and soymilk crapes to a targeted group of young, upwardly mobile consumers under the U.S. Soyfood Month Campaign. Soy Therapy Booklets under ELLE at able, and Fashion Gourmet Magazine are also participating in the effort to educate the ABC Cooking Studio members and consumers. U.S. Soyfood Month in Japan is focusing new interest and attention on the importance of daily soyfood consumption for young consumers who want to maintain a healthy lifestyle.



Photo: ↑ SOYFOODS MONTH SEMINAR @ ABC Studio Grand Marunouchi for Food Industry on 4/14/10  
↓ Recipe for SOY BREAD, TOFU & TOMATO CREAM DIP, TOFU & SOYMILK VICHYSOISE lesson on 4/13/10

