Dietitian’s Attitudes Towards Soy

Conducted for Soy 20/20 Soy Foods Marketing Council
Who We Are

- Soy 20/20 is a Not for Profit organization that brings together government, academic and industry partners to develop new opportunities for Canadian soybeans.
- Soy Food Marketing Council, works on behalf of organizations across the soy value chain to:
  - be an advocate for soy
  - provide information about the health benefits and nutritional advantages of soy foods and beverages
- The Council’s goal is to encourage growth of the soyfoods industry.
Research Objectives

• What are dietitians’ attitudes towards soy?
• What is their current level of knowledge?
  • Assessment of benefits & drawbacks
  • Depth of knowledge re specific health issues
• What sources of information are used to gather information?
• What is the “concept” of soy the opinions are based on?
Funding

The Soy Foods Marketing Council received project-specific funding from the Agricultural Adaptation Council’s CAAP Program to complete this research study.
Research Methodology

• Representative sample of Dietitians’ from across Canada (total 107)
• Online survey. Structured questionnaire
• Inclusive of dietitians’ with hospital practice, private practice and both.
  – Representative by tenure of practice and association membership
• Identified Soy Foods Marketing Council as the study sponsor
Dietitians’ Profile

Q3. Are you a registered practitioner in your field?

96% Yes, 4% No

Q2. Which of the following associations are you a member of?

- Dietitians of Canada: 79%
- Provincial College of Dietitians: 69%
- Other Professional Associations: 19%
- Canadian Nutrition Society: 7%
- Not a member of any association: 2%

Q4. How many years have you been in practice?

- Less than 5 years: 8%
- 5 to 10 years: 18%
- 10 years or more: 74%

Average # of Years: 16.4

Comment:

- Majority of dietitians’ practices well-established (10 years or more)
- Majority membership of major professional associations
- Results confirm earlier qualitative indicators of dietitians as highly engaged, diligent and motivated group of professionals.
Dietitians’ Current Behaviour

Q8. Do you recommend soy to your clients?
- Yes: 80% (Base 107)
- No: 20%

Q9. Do you consume any soy or soy products yourself?
- Yes: 70% (Base 107)
- No: 30%

Net Recommend/Consume:
- Recommend and consume: 66%
- Recommend but don’t consume: 14%
- Don’t recommend and don’t consume: 16%
- Consume but don’t recommend: 4%

Comment:
- Majority of dietitians currently recommend soy to their patients (80%)
- Majority also consume soy personally (70%)
- Two thirds (66%) do both
- Only one in six (16%) does neither
2. Dietitians’ Attitudes To Soy

Q10. Overall, would you say you are positive or negative toward soy foods and products as part of a healthy diet? Scale is +5 to -5.

Comment:
- The overwhelming majority of dietitians have positive attitudes toward soy as part of a healthy diet.
- Positive attitudes track higher among dietitians who currently recommend and/or consume soy.
## Dietitians’ Attitudes To Soy

<table>
<thead>
<tr>
<th>Open Ended Feedback</th>
<th>V. Pos (49)</th>
<th>Positive (37)</th>
<th>Neutral (18*)</th>
<th>Neg’ve (4*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good milk alternative/Lactose intolerance</td>
<td>39</td>
<td>8</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Non hydrogenated fat/No Sat. fat/Low fat</td>
<td>29</td>
<td>8</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Good source of protein/Alternative protein</td>
<td>33</td>
<td>32</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Good meat alternative/Vegetarian or Vegan diets</td>
<td>33</td>
<td>19</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Multiple benefits/healthy/nutritious</td>
<td>16</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Reduces health risks (cholesterol, breast cancer)</td>
<td>16</td>
<td>9</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Specific product/item mentions</td>
<td>14</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Versatile food (availability, meal inclusion)</td>
<td>6</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Conflicting evidence on benefits</td>
<td>0</td>
<td>11</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Just one part of a healthy diet</td>
<td>6</td>
<td>8</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Cost/Expensive</td>
<td>0</td>
<td>5</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Causes allergic reaction /GI problems</td>
<td>0</td>
<td>8</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Taste/texture/flavour</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Breast cancer risk</td>
<td>0</td>
<td>5</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Not beneficial (GMO, additives, phytoestrogens)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Other mentions (positive/negative neutral)</td>
<td>30</td>
<td>30</td>
<td>33</td>
<td>25</td>
</tr>
</tbody>
</table>

Q11. Can you please provide a few words around the reasons for your overall rating of soy? (*note ~ small base sizes)
Dietitians’ Attitudes To Soy

Dietitians’ overall attitudes to soy are driven...
- Primarily, by awareness of its many Health Benefits
- Secondly, by push back on Negative Claims
- Thirdly, by advantages for Special Diets

(Percentages denote contribution of the relative factor groupings in explaining overall attitude to soy as the dependent variable.)
Perceptions of Soy

**Overall:**
(Base 107)

- Soy Products in General – Foods and Beverages: 83%
- Specific Product - Tofu or Tempeh: 77%
- Vegetable/Pulse/Legume: 52%
- Soy Protein/Isolates: 33%
- Generic: 11%

Q15. When you think of soy, which of the following do you think of?

**Comment:**
- Majority of dietitians think of soy in terms of products either in general or as specific items.
- Only half think of soy as a vegetable/legume/pulse (i.e. crop) and only one third as protein or isolates.

<table>
<thead>
<tr>
<th></th>
<th>V. Pos 4/5</th>
<th>Pos 1-3</th>
<th>Neut 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy Foods/Beverages</td>
<td>79</td>
<td>89</td>
<td>83</td>
</tr>
<tr>
<td>Tofu or Tempeh</td>
<td>77</td>
<td>84</td>
<td>56</td>
</tr>
<tr>
<td>Veg./Pulse/Legume</td>
<td>63</td>
<td>49</td>
<td>33</td>
</tr>
<tr>
<td>Soy Protein/Isolates</td>
<td>33</td>
<td>27</td>
<td>38</td>
</tr>
<tr>
<td>Generic Soy</td>
<td>15</td>
<td>3</td>
<td>22</td>
</tr>
</tbody>
</table>

**Comment:**
- More positive attitudes to soy equate to a broader base of interpretations.
- Dietitians neutral to soy less likely to define it as a vegetable or as a specific product.
## Positioning Soy to Dietitians

(Q20. If you were targeting to health professionals, what would be the top 3 messages or themes that you think would most resonate in order of importance (first, second, third)).

<table>
<thead>
<tr>
<th></th>
<th>First Priority</th>
<th>First/Second</th>
<th>First/Second/Third</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits of Soy as part of a healthy diet</td>
<td>35%</td>
<td>54%</td>
<td>79%</td>
</tr>
<tr>
<td>Fact and figures on key issues</td>
<td>29%</td>
<td>51%</td>
<td>63%</td>
</tr>
<tr>
<td>Specific benefits - heart health/cholesterol</td>
<td>20%</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Info on how to include soy in diet</td>
<td>7%</td>
<td>40%</td>
<td>63%</td>
</tr>
<tr>
<td>Info on peer opinion on key issues</td>
<td>6%</td>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>Presenting soy as part of a Flexitarian diet</td>
<td>4%</td>
<td>30%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Comment:**
- The top three are seen equally as part of a combined message to present to health professionals.
- Namely...
  1. An overarching benefits theme centered on soy as part of a healthy diet
  2. With facts and figures to support the case
  3. Plus drill-down on specifics around heart health, cholesterol etc.
Where to Target the Message

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dietitians of Canada Website</td>
<td>72</td>
</tr>
<tr>
<td>Soyforlife.ca (The Canadian Soy Foods Marketing)</td>
<td>62</td>
</tr>
<tr>
<td>Google search on the Internet</td>
<td>58</td>
</tr>
<tr>
<td>Health Canada</td>
<td>51</td>
</tr>
<tr>
<td>Canadian Professional Journals</td>
<td>34</td>
</tr>
<tr>
<td>US Professional Journals</td>
<td>20</td>
</tr>
<tr>
<td>Health/Diet/Fitness/Food magazines</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
<tr>
<td>Lifestyle section of newspapers</td>
<td>5</td>
</tr>
</tbody>
</table>

Comment:

- Clearly, there is a need for soy messaging to health professionals to employ multiple channels including both independent and proprietary websites. Key observations...

  - Dietitians of Canada, as expected, ranks first (72%)
  - More importantly, the Soy Foods Council website ranks not far below (62%)
  - Google information is key for the Very Positive segment (71% vs. 58% overall)
  - Professional Journals, both in Canada and the US are important to the somewhat positive segment

Net: There is no shortage of information channels to reach health professionals with soy messaging.
Key Messages for Consumers

<table>
<thead>
<tr>
<th>Message</th>
<th>First Priority</th>
<th>First/Second</th>
<th>First/Second/Third</th>
</tr>
</thead>
<tbody>
<tr>
<td>General benefits as part of a healthier diet</td>
<td>51%</td>
<td>67%</td>
<td>74%</td>
</tr>
<tr>
<td>More info on cooking with soy such as recipes</td>
<td>10%</td>
<td>35%</td>
<td>64%</td>
</tr>
<tr>
<td>Familiarity/making soy more &quot;friendly&quot;</td>
<td>8%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Role as part of a weight management program</td>
<td>7%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Campaign promoting soy as a rich source of protein</td>
<td>6%</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Publicise the many soy foods and beverages available</td>
<td>5%</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>Publicising that soy is a major crop, grown in Canada</td>
<td>4%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Position in relation to other more traditional foods</td>
<td>3%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Promote soy foods as suitable for any meal of the day</td>
<td>3%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Availability in mainstream grocery stores</td>
<td>3%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Q21. If you were targeting to the general public, what would be the top 3 messages or themes that you think would most resonate with consumers in order of importance (first, second, third).

- Dietitians clearly pinpoint the general benefits of soy as part of a healthier diet as the most important focus.
- Second is more information on cooking with soy.
- Third is less clear, split between making soy more friendly, promoting soy as a rich source of protein and raising awareness of soy products on the market.
Support Tools to Engage Patients

Q18. Which of the following tools would help you promote/educate your patients/clients on soy?

- Recipes on cooking with soy: 83%
- General Information brochures: 68%
- Samples of soy and soy products: 66%
- Savings coupons for soy products: 53%
- Booklet of recently published articles on soy: 44%
- Map of where to find soy in supermarket: 21%
- Information video about soy: 17%

Comment:

Recipes, Brochures, samples and coupons are the desired tools that would assist dietitians’ in consumer education.
Soy Recipes and Informational Brochures

Good ideas are growing
Healthy Recipes
Featuring Canadian Ingredients

www.soyforlife.ca

Croplife.ca

Soyforlife.ca
5. Opportunity for Dietitians As Soy Ambassadors

Q19. Who do you feel would be the ideal spokesperson for soy?

- A Professional Dietitian: 72%
- A Celebrity Chef: 15%
- A Healthy Eating Expert: 6%
- A Medical Professional: 6%
- A Leading Food Writer: 2%

(Base 107)

Comment:

- The large majority of dietitians (72%) feel that someone from within “their own ranks” represents the ideal spokesperson for soy.
Key metrics indicate a majority of dietitians’ in favour of soy. Specifically...

- 79% have an overall positive attitude toward soy
- 72% see a dietitian as the ideal spokesperson for soy.
- 64% are willing to step up as an ambassador for soy.

The positive attitudes are based on soy as part of a healthy diet supported by specific health benefits including …

- heart healthy (90%)
- suitable for people sensitive to dairy or gluten (90%)
- helps lower cholesterol (70%)
- reduced risk of heart disease (70%)

Key Message: Soy is part of a healthy diet
Research – Exec Summary

• Leverage the Dietitians of Canada, Soyforlife.ca & Health Canada websites as part of a multi-channel, online media messaging strategy.

• There are challenges to communicating soy benefits to patients, however dietitians endorse several support tools to help stimulate patient dialogue and foster a wider familiarity and deeper understanding of soy products.

• Dietitians are willing to participate in the patient communication process and to become spokespersons for soy and to become message ambassadors.
Contact Details

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