result, the portion of the total food advertising dollar accounted for by away-from-home eating rose from 4 percent in 1970 to 11 percent in 1979.

Which Products?
Throughout the 1970's, highly processed foods have accounted for the bulk of total advertising. Almost all coupons, electronic advertising, national printed media advertising, consumer premiums (other than trading stamps), as well as most push promotion come from processed and packaged food products. In 1978, breakfast cereals, soft drinks, candy and other desserts, oils and salad dressings, coffee, and prepared foods accounted for only an estimated 20 percent of the consumer food dollar. Yet these items accounted for about one-half of all media advertising.

By contrast, highly perishable foods such as unprocessed meats, poultry, fish and eggs, fruits and vegetables, and dairy products accounted for over half of the consumer food-at-home dollar. Yet these products accounted for less than 8 percent of national media advertising in 1978 ($140 million), and virtually no discount coupons. These products tend to be most heavily advertised by the retail sector in local newspapers, where they account for an estimated 40 percent of retail grocery newspaper ads.

Consumer Cost and Benefit
When measured against total food-at-home expenditures, total measured food advertising accounts for between 3 to 3.7 cents out of every dollar spent on food in the Nation’s grocery stores. A little less than one cent of this amount is accounted for by electronic advertising (mostly television) while incentives account for 0.6 cents. The printed media accounts for 0.5 cents and about one-third of one cent is comprised of discount coupon redemptions. The estimate for the cost of push promotion ranges from 0.7 to 1.4 cents. This range is necessary because of the difficulty in separating nonpromotional aspects of direct selling—transportation, technical, and other related services.

Against this gross consumer cost must be weighed the joint products or services provided by advertising. In the case of electronic advertising, the consumer who views commercial television receives entertainment, while readers of magazines and newspapers receive reduced prices on these publications. The consumer pays directly for some premiums, but also receives nonfood merchandise as an incentive to purchase the product. The “benefits” must therefore be subtracted from the gross cost to the consumer to fully assess the net cost of advertising.

Also significant are the impacts of advertising on food demand, nutrition, and competition among food manufacturers. The bulk of manufacturers’ advertising is concentrated on a small portion of consumer food products. Has advertising changed the consumption of these highly processed products relative to more perishable foods such as meats, produce, and dairy products? Has the nutritional content of U.S. food consumption been influenced by food advertising? Has competition among manufacturers and retailers been enhanced or weakened by advertising? These are important questions and warrant continued research.

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Soybeans: Catching On in the U.S. Diet
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Soybeans are finding a new place in the U.S. food system. Primarily used as a high protein source in animal feed, soybeans are the second biggest U.S. cash crop. Production of soybeans has risen from a 3 million bushel crop in 1920 to a record 2.3 billion bushels in 1979. The United States grows more than half the world’s supply.

American food scientists and consumers are seeking ways to use soybeans in more food products, and as a food item in its natural form. In 1977, a USDA survey of the major soy protein producers estimated that use of soy protein products would increase 71 percent by 1985. A possible factor responsible for the new interest in edible soy products was the increase in food prices in the early 1970’s, so today’s increasing food prices should continue this surge in soybean usage.

As consumers become better acquainted with soy proteins, foods with soy ingredients may become increasingly popular. Soy protein may be moving into the same stage margarine was 10 to 15 years ago. Initially, margarine competed against butter only on a price basis. Concern over saturated fats and cholesterol has helped to bolster sales of margarine and today, margarine outsells butter by a 3 to 1 margin.

There are, however, some problems in using soybeans for food. These include beany flavor, disagreeable taste, and difficulty in cooking—problems common to many other beans. Considerable effort has been extended by food technologists to reduce or eliminate these problems in soybeans and to make soy products palatable to the American taste.

Soybeans were introduced into the American diet on a large commercial scale in 1973 as “meat extenders” as meat prices climbed. The premixed product was combined with fresh hamburger. This beef blend was prevalent until meat prices dropped. A 1974 USDA study found that when the price differential for the extended product versus ordinary hamburger dropped below 20 cents a pound, most people stopped buying it.

Products containing soybean oil have long been used by American consumers, and about 300 items now contain soy proteins on the average supermarket shelf.
New technology enables textured vegetable protein (TVP) to be fabricated into meat analogs. The production process of the analogs enables the products to have the look, taste, and texture of the meat that they imitate. Companies are producing basic analogs that can be used as a total or partial replacement for meat in a variety of prepared foods, such as beef stroganoff and chicken ala king.

The 1977 USDA survey of major soy protein producers revealed soy protein production was nearly 1 billion pounds for that year and estimated production would reach 1.7 billion pounds by 1985. In 1976 (the most recent year of available data), human food uses accounted for 62 percent of soy protein use.

Another indication of the growing popularity of soy protein as food can be found in industry figures which show that in 1971 food use of soybeans was estimated to be around 10 million bushels annually or less than 1 percent of the crop. Today, almost 50 million bushels or nearly 2 percent of the total soybean production goes to human consumption each year (excluding oil).

Although meat product extension and replacement was predicted to be the primary market for textured plant protein, the growth area has been in pet foods, bakery products, and dairy products.

Some retail stores, especially natural and health food stores, now sell soy flours, soy brans, soy grits, soybean oils, and textured vegetable products. Soy milk is also used in baby formulas. Plain soybeans and oriental versions, such as tofu, tempeh, and miso, are moving from the health foods and co-op arena into American supermarkets. These oriental versions are further processing of the plain soybeans. This processing has reduced many of the problems found in using soybeans for food.

**Tofu**

Tofu (pronounced toe-foo) has been a major food staple and a source of protein in the oriental diet for thousands of years. It is a bland, custard-like product made from curdled soybean milk. Tofu is as much a part of Japanese culture and cookery as bread is in the United States. Annual per-capita consumption of tofu in Japan (70 12-oz. cakes) is much like the 73 loaves of bread consumed annually by the average American.

Tofu is also becoming more popular in the United States. Growth rates for tofu and related soybean food products have been estimated at 25-30 percent. In 1975, the U.S. had 65 stores that sold tofu; now the number is estimated to be around 190.

These shops are important developments for the soyfoods industry since they are one of the best ways to acquaint the public with soyfoods. Soy delis usually offer prepared, ready-to-eat dishes such as salads, burgers, shakes, pies, and soups made from soybeans.

Some people are adding tofu to their diets because of its nutritional value. In its fresh form, tofu contains 8 percent protein by weight and 53 percent when dried or frozen. It is a protein source that is low in saturated fats, sodium, and calories, and it contains no cholesterol.

Tofu’s bland taste enables it to be used in a variety of ways. Mixed with other ingredients and spices it can be eaten as a main entree or as an accompaniment to a meal. It can be steamed, sauteed, pan-fried, baked, scrambled, marinated in sauces, crumbled raw in salads, and added to soups, and has other creative possibilities.

One of tofu’s biggest attributes is its low cost. Each pound of soybeans will yield as much as 2.5 to 3 pounds of tofu. The cost of a 16 oz. container runs between 69 cents and $1.25. Tofu can be prepared at home, reducing the cost by about two-thirds.

Tofu is also easily digested. Some contend that this increases its chances of becoming a major food item in the Western diet, where it may be used in hospitals, nursing homes, and feeding programs for the elderly. School systems in California and Georgia are incorporating tofu in their lunch programs. Response from children has been good. So that tofu can be used in more lunch programs, USDA’s Food and Nutrition Service has begun to develop specifications for using tofu in the National School Lunch Program and other child nutrition programs.

**Other Soyfoods**

Two newcomers to the American food system are tempeh and miso. Tempeh (tem-pay) is a fermented soybean cake from Indonesia, where it is a basic food for millions of people and uses more than 50 percent of the country’s soybean crop. It is a highly digestible food, rich in protein (18.3 percent protein by weight in fresh form and 48.7 percent when dried), and one of the few nonmeat sources of vitamin B12.

Tempeh tastes much like fried chicken. It can be eaten in its raw form, used in soups and stews, and fried. This adaptability gives it the potential of being a food of worldwide commercial interest in the years ahead.

Miso (mee-so), a fermented soybean paste, was virtually unknown in the United States before 1960. For centuries it has been a basic staple and flavoring for food in Japan and China. It contains an average of 12.5 percent soy protein. Miso is salty and sharp with a cheese-like taste, and has a peanut butter consistency. It is not usually eaten directly but used as the basis for soups and sauces. Different varieties of miso can be found such as rice, barley, and soybean miso.

**References**


We can assume that if in childhood, meat, fish and eggs are vital, then in adulthood it is worth including them in the diet at least periodically. 5. Lack of savings in the family budget. Such products as nuts, dried fruits, citrus fruits are distinguished by a rather high price, and their daily quantity is high. Therefore, the vegetable diet is not cheap. How to eat right? Modern dietology recommends not to go to extremes. Soyfoods.org | Soy can be incorporated into nearly any dish to make it healthier and sustain your energy longer to carry you from meal to meal. Dairy Free Fruit Dip - Ever After in the Woods. Easy and delicious dairy free fruit dip made with soy yogurt from Silk for soy foods month. Soyfoods.org Soyfoods Month Bloggers 2016. Easy Asian Recipes Indian Food Recipes Vegetarian Recipes Healthy Recipes Healthy Meals Healthy Food Healthy Eating Healthy Cooking Cooking Recipes. Crispy Tofu & Roasted Vegetable Buddha Bowl â€“ The Skinny Fork. It's National Soy Foods Month, and I couldn't be more excited. I've been working pretty hard lately to try and meet a more plant based diet. So to celebrate, I've created a perfectl About Us. Corporate Social Responsibility.â€ Misconceptions concerning soyfoods stem from the fact that soy is a uniquely rich source of isoflavones, which are naturally occurring plant chemicals classified as phytoestrogens. Phytoestrogens are plant components found in several different types of food but the amounts in soy are much greater than other foods. Make Soy Part of Your Healthy Diet. Soy foods can play an important role in the diets of men by providing high-quality protein and healthy fat. Soy protein also supports normal blood cholesterol levels and is a good choice of high-quality, plant-based protein for those wanting to increase muscle mass.