

## Summary of Discussions on Session J

### Marketing Requirements and Experiences

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Presentation of four short statements, copies of which follow this summary, preceded the general discussion. Most of the discussion in this section was directed towards experiences and requirements of those manufacturers who have had market experience with soy-based products. Main points covered included questions on complete meat substitutes and a number on the use of soy protein to extend canned meat stews labeled *Soya Choice*<sup>TM</sup>.

With respect to the complete meat analogs, it was noted that these are not necessarily aimed at vegetarians such as those with religious dietary restrictions but are keyed more on the health diet group of consumers. This latter group appears to be increasing in members. As to the extended meat stews, the consumer acceptance has been good, the sales initially matched expectations from consumer research, and they provide a good value to the consumer when meat prices are high. It was noted, however, that as expected, the sales of this product as well as all canned meats vary inversely with fresh meat costs. This is true even though the consumer is offered a 15-20% cost advantage, equivalent nutrition, and the same quality as meat with the extended product. Some of the factors uncovered in the

consumer research on extended products were that younger families accepted these products better; 10-11% of people will not accept any soy-containing products; there were few regional differences, but where it occurred there was some antisoym feeling expressed by men. Perhaps a key point in the promotion of these products was that no attempt was made to conceal the identity of the soy – thus the name *Soya Choice*<sup>TM</sup> – and, the product was positioned as a meat substitute. Perhaps the only negative may have been a slight taste difference from the all-meat product.

The closing comments in this group stressed the importance of the idea of naming these products with new designations and not tagging them as “ersatz” or “substitutes.” Further, these products are not aimed at replacing meat but at providing good, nutritious protein to extend the meat supply. The use of these products may actually serve to expand markets for meat and, hence its production. Finally, it was stressed that these products can extend meats but can't improve poor meat quality. Proper use of soy proteins can improve quality of hams, beef, and processed meats, but only if the correct soy protein is used for each application.