

The “Soy Generation”

Making headlines

Currently, you cannot pick up any health publication without finding something good, bad or indifferent regarding soy and/or its indigenous components that include a complex mix of phytochemicals that may act as estrogens, anti-estrogens and antioxidants.

Most of the excitement about the benefits of soy is based on researchers believing that the high intake of soy in Asian countries helps explain the lower incidence of heart disease and certain cancers, along with an increased lifespan as compared to western cultures.

Unfortunately, we don't know which of the hundreds of compounds that make up this vegetable protein might be responsible for which benefit. Nor can we say for sure that it is not simply the lifestyle of the average Asian that might be the major contributor to their longer tenure here on earth.

Because we all want to live longer, this topic is very newsworthy; so guess what industry is capitalizing on the free media ride? Unfortunately, you aren't getting the whole story.

Soy components as dietary supplements

Obviously, the supplement manufacturers only call out the potential upside, which is solely based on epidemiological evidence (studies of cultural eating habits, disease and mortality) not solid clinical data. And because the dietary supplement industry can—they have begun to isolate the different compounds that make up the soybean and produce them in a myriad of combinations, all of which are only the components of the food that has been the subject of the epidemiological research. So I ask you, how can these supplement companies make the same positive health claims that the whole foods *may or may not*

yield? As usual, it is just another case of jumping the proverbial gun.

So, no soy—or its isoflavone supplements—just yet, please. We will keep you updated on the use of soy compounds as supplements. But until we are comfortable with the outcomes, we won't have you add them to your shelves.

Soy the food

Soy is a bean that contains little starch and is rich in protein. As mentioned, the bean's protein also contains many other nutrients that may have profound effects on health. But for now, the potential health advantages are from the complete food (soy protein), which means the amounts of the phytochemicals that occur naturally in the whole protein may be the amounts and ratios that give the food its ability to yield a benefit. Additionally, it may be that long-term use (majority of your life) at these levels is necessary to gain the speculative disease preventative effects of soy. In other words, isolating the compounds and putting them in tablets in very high concentrations is extremely presumptuous at best and maybe harmful at worst.

So until we know more, let's stick to the whole soy protein for now.

Add it to our “daily bread”

There is certainly enough data to make the decision to add a little soy to the diet. Based on the fact that soy is the staple of the Asian diet and they live longer and healthier than we do, it is a no-brainer that there is no downside if we add it as the food. Best of all, it doesn't take much, according to the FDA, to yield a heart-healthy benefit—6.25 grams of soy protein per serving allows the product to make the claim that soy can lower heart disease when consumed as part of a healthy diet.

Soy can lower blood pressure and may work in other ways to benefit blood vessels and the heart. According to Japanese research, women who consume a lot of soy have greater bone mass and a lower occurrence of hip fractures than American women, so daily soy intake may help prevent or slow osteoporosis.

Add it to the "Apex grocery list" – Soy Bars and Shakes

What better way to capture the benefits of soy than to put this unique protein into a great-tasting Apex bar or drink?

It amazes me how far food manufacturers have come with natural flavor packages. If you haven't already—taste the bar or make a soy shake with the recipes I've included! Believe me, I never liked soy products before. But these are dynamite and will remain a part of my daily diet (at least until we make another great-tasting food product). Just like most of you, I am always onto the next new food we create; it's mainly cookies over bars at the present. That said, as a company, by offering a soy product line we are trying to attract a *new* customer segment—the "soy generation"—and introduce them to all of Apex and your facility.

Although it is never too late to add newly discovered healthy foods to your diet, don't wait until you are 50, like me, to add a little soy to your or your client's daily intake because foods and/or dietary supplements work as preventative measures, not necessarily curative ones.

All in the family

Why not someone else's soy bars or powders? You'd better know the answer to that by now! That's right; because

ours will complement the rest of your nutrient intake so you remain in the safe and optimal nutrient range because we do not add "window dressing" (spiking with added vitamins). And ours taste better than any other soy products on the market! Try it you'll like it!

Until next month. . . .

Hey, did you give your children their vitamin and mineral tablet today?

Recipes

Banana Split	Fruit Squeeze
<p>Ingredients 1 packet <i>Chocolate Fit Soy Drink Mix</i> 1 large banana 1/4 cup fresh pineapple chunks 4 whole frozen strawberries 1-1/2 cup nonfat milk</p> <p>Place all ingredients in blender. Mix until smooth. Add ice, if desired.</p> <p>Dietary Exchanges 2 Starch 2 Very Lean Meat 3 Fruit 1.5 Skim Milk</p>	<p>Ingredients 1 packet <i>Vanilla Fit Soy Drink Mix</i> 1/4 cup fresh strawberries 1/4 cup fresh raspberries 1/4 cup fresh blackberries 1-1/2 cup nonfat milk</p> <p>Place all ingredients in blender. Mix until smooth. Add ice, if desired.</p> <p>Dietary Exchanges 2 Starch 2.5 Very Lean Meat 1 Fruit 1.5 Skim Milk</p>
<p>water as well.</p> <ul style="list-style-type: none"> - Increase or decrease the ingredients to suit your personal taste. - For a thicker shake, use less liquid. For a thinner shake, use more liquid - More recipes are available at www.apexfitness.com 	