



1. Question: What do you want to achieve with the retail outlet trainings and who is the target?

1. Answer: For the retail outlet trainings we want to increase familiarity with the product. For examples, textured soy protein (TSP) is not well known to consumers. People may not know what it looks like, how it tastes, or how to prepare it. In the past, in other markets, it has been useful to show people how to prepare it, and to provide sampling opportunities. There is a benefit to showing consumers how it can be used in traditional and popular dishes as a replacement for other meats. There could be an opportunity for tasting other soy food products as well. The main target should be individuals that influence the decision to purchase household food items.

2. Question: What do you want to achieve with the engagement of the general public?

2. Answer: We want to increase the public's knowledge and familiarity with soy foods. That could include the nutritive benefits, and possibly highlighting the cost benefits as well. For instance, you could say it's \$x.xx/gram of protein, if you find that to be a differentiator compared to chicken or beef. Or you can highlight some of the other health benefits of TSP and other soy foods such as the blended products. Overall, we want people to know that soy is a nutritious food that they should be actively looking for, and they should associate it with good health. Additionally, educating consumers on where they can purchase soy food products is important.