

Linda Funk

Why Today's Soyfoods and Soybean Oil are On-Trend for Tomorrow's Consumers

For more than 40 years, Linda Funk has chosen a career in food marketing. Her professional experience has included extensive management experience with two large food and beverage manufacturers, Ambrosia Chocolate and Pepsi-Cola and two of the largest commodity associations, Wisconsin Milk Marketing Board and Iowa Soybean Association.

Linda's responsibilities at The Soyfoods Council include creating the organization itself in addition to developing and executing the soyfood programs. Linda created Flavorful Insight to assist food clients in developing and executing marketing programs, new product introductions and high-impact public relations campaigns.

Linda has served on the Boards of- The American Institute of Food and Wine, International Foodservice Editorial Council, Culinary Institute of America, Wisconsin 4-H Foundation (Past President and past Chairman Arts Fundraiser) Presently Linda serves on the Stout University Foundation (V.P of development), (Menomonie, WI) where she graduated in 1972 with a BS degree in Home Economics. Linda is President of the Ashlawn East Condo Association in Waunakee, WI and President of North Shore Place Condo, North Fort Myers, FL.

She has been recognized by HEIB (Home Economist in Business) as Business Home Economist of the Year and received the "Betty" Award, the highest service award that the International Foodservice Editorial Council bestows on its members. October 2010, The 9th International Symposium on the Role of Soy in Health Promotions and Chronic Disease Prevention and Treatment recognized Linda "For Outstanding Contributions in Promoting Awareness of the Nutritional and Health Attributes of Soyfoods". In 2018 Linda was recognized as the Purveyor of the year by Iowa Restaurant Association and in 2019 she was included in Iowa Restaurant Association's "40 Women to Watch" in the hospitality industry.

Description of Presentation:

This presentation will explain food trends, plant based trends and how soy foods fit into those trends. It will explain how easy it is to add soy foods into mainstream consumer's lifestyles. It will also explain the many soy food products available. There will be a description of soybeans grown in North Dakota.

Learning Objectives:

1. Increase the knowledge of soy foods and the plant based trends
2. Learn how soy foods fit into everyday lifestyles for all ages
3. Increase knowledge of the soybeans grown in North Dakota