

# Michelle Lelwica, Th.D., M.T.S.

*The Ethical Challenge of Doing No Harm:  
Nourishing Health in a Fat-Shaming Culture*

## About the Speaker

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 (WMMB) and Iowa Soybean Association. Linda is the founding Executive Director of The Soyfoods Council, where she has served for 25 years. She has co-authored two digital soyfoods-focused cookbooks, one of which received a “Best in the U.S.” 2022 Gourmand World Cookbook Award and a new cookbook, “Just Add Soy”. Linda specializes in working with large food and beverage manufacturers.

## Session Description

Quick and Easy Ways to Add Soy Protein to Everyday Meals

## Learning Objectives

At the conclusion of this session, participants will be able to:

- How to add soy protein to breakfast, lunch, and dinner
- Learn how soy protein and meat protein can work together
- Learn about the many soyfood ingredients and non-branded products"