

WISHH

World Initiative for Soy In Human Health

Enhancing human well-being through soy

Commodity Utilization



Partnerships



Education



Communication



Leveraged Growth



Governance

LETTER TO FRIENDS OF WISHH

As a soybean farmer, I like solutions. I like them even better when I hear that soy is part of the solution. The human body needs water, calories and protein. Soy is part of the solution for our world where nearly one in seven people does not get enough food to be healthy and lead an active life. Hunger and malnutrition are the number one risk to health worldwide -- greater than AIDS, malaria and tuberculosis combined. U.S. soybean farmers are making a difference through WISHH. We are making a difference for the hungry in the world, and at the same time, creating demand for U.S. soybeans.



In 2007, the U.S. Department of Agriculture reported that consumers in high-income nations spent less than 10 cents of each additional dollar on food. In developing countries like Indonesia and Vietnam, each additional dollar of income increases food purchases by between 30 and 40 cents. Consider the 250 million middle class households in developing countries, with an average income of \$10,000 and current food expenditures of \$3000. If their incomes grow at an annual rate of 5 percent and food demand grows 2 percent annually, in 15 years these households would be spending \$250 billion more on food per year.

As a third-generation farmer, I am privileged to grow soy which is rich in protein. More importantly I feel fortunate to be the Chairman of the Board of WISHH, a farmer-led organization that has succeeded in enhancing the protein needs of humans in more than 23 countries around the world since its creation in the year 2000.

The impact of WISHH was possible because of the vision of soybean farmers, a dedicated staff and a strategic plan that has guided program implementation and administration.

As we launch into the future, I ask you to join us in our efforts. Together, we can be part of the solution and introduce soy to many more people around the globe!

Phil Bradshaw
Chairman of the WISHH Board
Farmer, Griggsville, IL

The World Soy Foundation, A Program of WISHH, became a registered 501 c3 charitable organization under the leadership of Phil Bradshaw who continues to lead the organization to new heights.

GOVERNANCE HISTORY OF WISHH

In its seven years of existence, WISHH has enjoyed the leadership of three capable and committed chairmen of the Board. Each of these men brought their different leadership style and all were committed and dedicated to the Mission and Vision of WISHH.



Lyle Roberts Jr. (IL)
Chairman of the WISHH Board
2000-2004

Lyle Roberts, Jr., Executive Director of Illinois Soybean Association, was the first Chairman of the WISHH Board from its inception in the summer of 2000 to 2004. Under Lyle's leadership, the WISHH Program came into being and a Strategic Plan was commissioned and completed.



Dennis Friest (IA)
Chairman of the WISHH Board
2005-2006

In 2005, Dennis Friest, a soybean grower from Iowa, took the helm of WISHH leadership for a year. Under Dennis' leadership, the first board was established for the World Soy Foundation.

2007-2008 Board of Directors

Drawn from the ranks of soybean producer organizations

Chairman
Phil Bradshaw (Illinois Soybean Association)

Vice-Chairman
Roy Bardole (United Soybean Board)

Treasurer
Scott Fritz (American Soybean Association)

Secretary
Barb Overlie (Minnesota Soybean Research and Promotion Council)

Members at Large
Roy Arends (Iowa Soybean Association)
Mike Clark (Ohio Soybean Council)
Ken Bartlett (North Carolina Soybean Association)
Dennis Jaeger (American Soybean Association)
James Peterson (Indiana Soybean Alliance)
John Wray (United Soybean Board)
William Wykes (Illinois Soybean Association)

Ex officio Members
Lyle Roberts (Illinois Soybean Association)
Ellen W. Feeney (White Wave Foods)
Peter Golbitz (Soyatech)

WISHH Staff

WISHH Executive Director
Jim Hershey

WISHH Staff
Erica Morrow, WISHH Program Administrator
Catherine Ndegwa, WISHH Resource Development Manager
Shannon Ward, WISHH Development and Monitoring & Evaluation Manager
Vickie Wilks, Director of Operations - WISHH
Kim Young, WISHH Accountant

Core Consultants
John Gordley and Tonya Kemp – Ag Source Inc.
Karen Coble Edwards – KCE Public Affairs Associates
Frank Daller – Malnutrition Matters
Pradeep Khanna, Karl Weingartner,
Megan Puzey and Vijaya Jain – National Soybean Research Laboratory at the University of Illinois
Cade Fields-Gardner – The Cutting Edge

WISHH Mission

To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of U.S. soy products.

A Message from Jim Hershey, WISHH Executive Director.

Because of the vision of U.S. soybean growers who created the WISHH program seven years ago, a meat processing business in Ghana, Africa, is improving the quality of sausages, maintaining high quality protein levels and lowering the cost of the product with soy. In Honduras, a small-scale business enterprise is now selling soy-enhanced baked goods in one of the chain supermarkets. On three continents, private voluntary organizations have provided soy to school children and others who badly need more protein in their diets. In general, people are improving health and helping themselves using soy. This is because soy can be easily incorporated in most local diets. Indeed soy is one of the most affordable, accessible and acceptable sources of protein for human health.



These achievements came about through the guidance of a solid strategic plan, training by a committed team of WISHH staff and consultants and funding from soybean farmers, the U.S. government and corporate partners. I am confident that in the next seven years, WISHH will introduce soy to many more people beyond the 23 countries where we have touched human health with soy. That process will in turn create markets for U.S. soy.

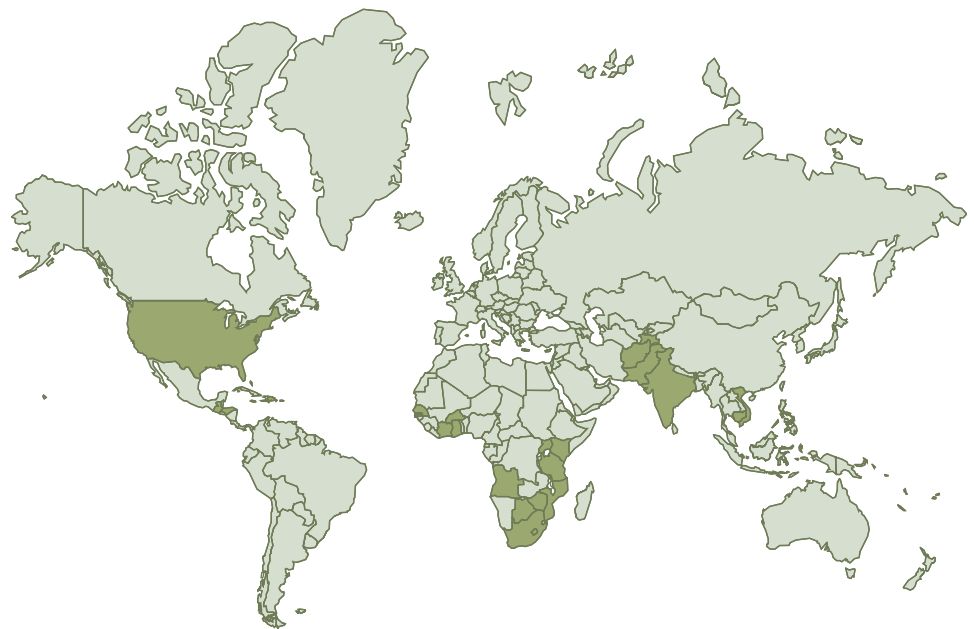
To those of you who have supported and participated in our programs in the last seven years, THANK YOU. Please continue your commitment to WISHH. For those to whom WISHH might be new, please join our efforts as we continue to introduce soy to the world while creating markets for U.S. soy.

Jim Hershey
WISHH Executive Director
2000- Present

Beginnings of WISHH:

Illinois and Iowa Soybean Checkoff Boards and other state soybean grower organizations created the WISHH Program in 2000. WISHH is headquartered at the American Soybean Association in St. Louis, Missouri, and its goal is to find new opportunities for U.S. soy in programs that help feed the hungry and to stimulate demand for U.S. soy leading to long-term sustainable development. WISHH has worked with multiple private voluntary organizations and commercial companies in more than 23 different developing countries in Africa, Asia and Central America. Many of these groups are using U.S. high-protein soy to improve diets and health as well as encourage growth of food industries in developing countries.

WISHH Has Had Activities In 23 Developing Countries



- Afghanistan
- Ivory Coast
- India
- Senegal
- United States
- Angola
- Ghana
- Kenya
- South Africa
- Vietnam
- Botswana
- Guatemala
- Lesotho
- Tanzania
- Zimbabwe
- Burkina Faso
- Haiti
- Mozambique
- Tajikistan
- Cambodia
- Honduras
- Pakistan
- Uganda

WISHH Vision

WISHH will position U.S. soy to become a preferred protein commodity in developing countries. WISHH will do this in developing countries by expanding markets and increasing incomes, reducing hunger and improving the quality of life of undernourished populations and those living with devastating diseases.

Soy has been called the miracle bean. Soybeans are a versatile, abundant and affordable source of complete protein, providing all eight amino acids necessary for human health. In the 23 countries where WISHH has introduced soy in the last seven years, soy has complemented locally produced foods. With proper education on its use, soy can fortify local recipes with high-quality protein, as well as provide dietary fiber and essential amino acids required by children, adolescents and adults. In 2007, WISHH shipped quality samples of soy to many different developing nations, including Bangladesh, Ethiopia, and Mozambique.



Before



After

In April 2007, the Cargill plant in Cedar Rapids bagged 100 metric tons of textured soy protein (tsp) destined for Guatemalan school children where protein has the power to make a long-term difference in the lives of thousands of children who are hungry for food as well as education. The tsp transited approximately 1,800 miles to reach school children in the mountainous central American country through a George McGovern-Robert Dole International Food for Education and Child Nutrition program led by the non-profit organization, Food For the Poor (FFP), Inc. The Florida-based organization requested product from the U.S. Department of Agriculture (USDA) because they have witnessed the difference proper nutrition has made in thousands of children. For FFP, two little Guatemalan girls exemplify the value of proper nutrition, including soy protein. In the mid-1990s, a group

working with FFP found the girls on the verge of death from malnutrition. FFP gave the children milk, sugar and oil to stabilize them before introducing them to a quality-protein diet that included tsp. Today, the girls are not only alive, they are thriving.

"Cargill is pleased to play a central role in this important work of feeding and educating school children," said Cargill Texturizing Solutions Soy Protein Development Lead Gregg Nelson, who also played a key role in the plant producing the nation's first shipment of defatted soy flour under the U.S. Food for Peace program in June 2006. That product went to the West African nation of Burkina Faso.

Thousands of children are receiving more nutritious meals made with U.S. textured soy protein purchased through the George McGovern-Robert Dole International Food for Education and Child Nutrition. The U.S. Department of Agriculture (USDA) bought 470 metric tons of textured soy protein (tsp) from Cargill in October in response to requests from three different international

organizations for their school feeding programs where the soy will provide much-needed protein and other nutritional benefits. "These purchases requested for such diverse countries demonstrate the power of soy to improve diets around the world," said WISHH Executive Director Jim Hershey.

Food For The Poor (FFP), Inc. received 300 metric tons of tsp to continue their school feeding program in Guatemala. "In 2006 more than 69,500 people in Guatemala benefited from the nutritious textured soy protein shipped by Food For The Poor," said Robin Mahfood, president of Food For The Poor. "Education is the beginning of the end of poverty," stated Mahfood. "Food For The Poor's experience with extremely malnourished children has taught us how important a diet including protein is in relation to learning. Textured soy protein fulfills that protein requirement. Food For The Poor is proud to help Guatemalan children learn and gain dietary wellness, and we thank the USDA and the soybean producers for being Food For The Poor's partners in this very important work--WISHH, the private voluntary organizations, the farmers; all of us together save lives."



Before enhancing his diet with soy



After enhancing his diet with soy

All photos on this page: Courtesy of Food For The Poor



Photo: Luis Lazo/Salesian Missions

Salesian Missions, a not-for-profit organization working with the youth in more than 3,400 Salesian schools and universities in 135 countries around the world, will receive 120 metric tons of tsp for its school feeding program in Cambodia. Salesian Missions uses a well-balanced diet which includes soy as one of its main sources of protein in feeding programs with food provided by the U.S. Government and private donors, providing meals to the poor and underprivileged youth and the communities around the world. In Cambodia for example, the group manages a USDA-sponsored program for children, where tsp is served mixed with rice and vegetables in a stew in primary schools, and for infants a highly fortified soy milk (drink) is provided.

Nearly half way around the globe from Cambodia, Counterpart International will use 50 metric tons of tsp in its school feeding program in the West African country of Senegal. "The use of high protein soy in the diets of children in Northern Senegal will have a striking developmental impact," said Counterpart International Vice President for Global Agriculture and Economic Growth David Cohen. "The nutritional benefit of including textured soy in school children's midday meal will not only make them healthier; the meals will be an incentive for the children to attend and stay in school and it will improve their ability to learn."



A long-time user of high-protein soy, Planet Aid ordered 70 metric tons of textured soy protein from USDA in December 2007 under the Food for Progress Program for its HIV/AIDS initiative in Mozambique. WISHH is pleased to be a partner in Planet Aids' 3-year-effort in Mozambique that has established 50 soy canteens serving more than 1 million soy-based meals since their inception as part of their comprehensive "Total Control of the Epidemic" rural health and education effort.

VitaGoat and SoyCow Technology in Africa



VitaGoat

South African Member of Parliament Mrs. A. Mchunu drove four hours to participate in a morning demonstration of a new VitaGoat soy processing unit.

Entrepreneurs received training on soyfoods throughout the year at a new center that WISHH helped establish with Eden Manufacturing and the Rural Economic Development Initiative (REDI) in South Africa. The training hub is an important component in WISHH's efforts under the Soy In Southern Africa Alliance (SISA) supported by the U.S. Agency for International Development. The center is home to SoyCow and VitaGoat systems that allow soybeans to be processed into soymilk, tofu, yogurts, soft cheeses and more. The Soycow system uses electricity.



SoyCow

Product	Government Program	For What Countries	How Much Product	Totals
Textured Soy Protein	USDA: Food for Education	Guatemala, Cambodia And Senegal	570 Metric Tons	730 Metric Tons
Textured Soy Protein	USDA Food for Progress	Mozambique	70 Metric Tons	
Defatted Soy Flour	USAID P.L. 480 Title II	Burkina Faso	90 Metric Tons	
Total Cost of the product				\$544,690



Soy Isolate



Assorted Soy Products



Unprocessed Soy Bean



Defatted Soy Flour (DSF)



Textured Soy Protein (TSP)

Partnerships U.S. Government

WISHH works directly with the U.S. Department of Agriculture (USDA) as well as the U.S. Agency for International Development (USAID). In 2007, WISHH partnered with the government on programs, including:

- Cochran Fellowship Program (USDA)
- Emerging Markets Program (USDA)
- Food For Peace (USDA and USAID)
- George McGovern-Robert Dole International Food for Education and Child Nutrition program (USDA)
- Southern Africa Trade Hub Project (USAID)
- Global Development Alliance Secretariat (USAID)
- Quality Samples Program (USDA)

"There has been some amazing work done over the years by the WISHH program developing soy products for greater nutrition around the world."
 Assistant Majority Leader Senator Richard Durbin (D-IL)

Bangladesh

WISHH Reaches Women and Children With Soy in Bangladesh

WISHH and the ASA International Marketing (ASA-IM) Bangladesh Office, along with the Palli Shishu Foundation, a local non-governmental organization (NGO), organized a Model Nutrition Project that will provide 1,700 mothers and children suffering from acute malnutrition with soy-protein-fortified energy biscuits and soy flake based fortified soymilk. The pilot project will utilize resources from a Quality Sample Program of the U.S. Department of Agriculture (USDA) and WISHH. This program is a direct response to a rise in malnutrition in the area due to poverty intensified by flooding. While most government and NGO efforts to fight malnutrition in the area have aimed to gain immediate results, the Model Nutrition Project will provide longer-term solutions to this ongoing problem.



WISHH Project Development Manager Shannon Ward (holding the baby) visits the beneficiaries of ASA-WISHH-PSF Mother and Child Nutrition Project in Dhaka, Bangladesh. (ASA-IM photo)

Ghana

WISHH Grows Markets in Ghana

WISHH received USDA Emerging Markets Program (EMP) funds to build demand for U.S. soy protein in Ghana, West Africa. At least one meat processor is now buying U.S. textured soy protein for their sausage production; other companies are taking steps to launch new products including soy. In 2008, with a budget increase from EMP, WISHH will promote private-sector

development of the food industries that are eager to use soy in Nigeria and Senegal, in addition to Ghana. WISHH has also received USDA Market Access Program funding for Sub-Saharan Africa through the ASA, leveraged with national soybean checkoff funds from United Soybean Board.

Partnerships – Governments of Developing Nations

Honduras

Last year, Honduran First Lady Xiomara Castro presented WISHH with a certificate of appreciation for support of Honduran boys and girls through the Healthy Schools initiative. To build on this work in 2007, WISHH and Adventist Development and Relief Agency (ADRA) implemented programs with the Honduran Ministry of Health so Honduran children can have healthier diets. The pilot feeding program adds texturized soy protein and defatted soy flour to foods for children ages 6- to 36-months. Children from 500 families in the Santa Barbara and La Paz regions of Honduras will benefit. Honduran Health Ministry officials point out that in spite of educational efforts, childhood malnutrition rates have not improved. They want to address the lack of protein and micronutrients directly. An estimated 30 percent of the children in Honduras lack sufficient protein in their diets to reach their full mental and physical potential as they grow. WISHH Executive Director Jim Hershey met with high-ranking Honduran government officials in December 2007. The Honduran Minister of Culture and chair of the governments Social Affairs Committee and the Vice Minister of Agriculture

pledged their commitment to a pilot program to support the nutrition of 500 young children with soy- and micronutrient-fortified supplement. Hershey also met with Cargill business leaders in Honduras and Guatemala to enlist their support of similar nutrition-based outreach programs.



Partnerships – Private Sector

Honduras

Jose Dos Santos, owner and general director of Unipan Bakeries in Tegucigalpa, Honduras, exemplifies WISHH’s work with the private sector. He has begun to incorporate two types of soy flour into his bakery products. With WISHH technical training, he learned that defatted soy flour increases water binding in dough and can help replace other expensive ingredients. He has also discovered that lecithinated soy flour can replace significant quantities of eggs in certain products, like muffins,

thereby reducing the cost of production. An added benefit to the use of soy flour is the considerable increase in nutrition in the soy-fortified products! Sr. Dos Santos is so enthusiastic about these advantages, he is now distributing the soy flours to other bakers in the Tegucigalpa area.



Unipan Bakeries in Honduras is increasing nutrition and decreasing production costs by incorporating soy flour into bakery products.

South Africa

WISHH Collaborates with Solae in a Nutrition Study

WISHH and The Solae Company are collaborating with researchers at the University of Stellenbosch in South Africa to fill a void in data concerning the role of protein supplementation for people living with HIV/AIDS. Researchers are now comparing the effect(s) of a micronutrient-fortified beverage containing soy protein isolate to a product with equal calories and micronutrients, but without supplemental protein. The study is expected to continue through the end of February 2008. While results on the value of the protein supplementation will not be available until the research is completed, consumer acceptability of the flavored beverages is already positive.



A new milestone was reached in October 2007 when WISHH assisted the Soyfoods Association of North America (SANA) and the Southern African Soyfoods Association (SASFA) in forging a new agreement that will benefit the soyfoods industries on both continents. The program receives support from the U.S. Agency for International Development’s (USAID) Global Development Alliance and Southern Africa Trade Hub Project.

Partnerships – Non-government Organizations in Developing Countries

Ghana

Soy Acceptability and School Attendance Both Get Good Grades in ADRA Ghana Project



Students and school officials in Ghana are giving a 100 percent acceptability score to soyfoods in the Adventist Development and Relief Agency (ADRA) school feeding project in Ghana in 2007. ADRA’s work using soyfoods was complemented by an overall pilot school feeding effort launched by the Ghanaian Government. Two schools, Amuyaokope and Mafi- Luta Primary Schools, participated in ADRA’s project involving 280 pupils in an area with high poverty levels, food insecurity and malnutrition. To facilitate the use of the various soy products in local dishes, cooks were trained in the use of all the different products: textured soy protein, soy chunks, soy grits, defatted soy flour and more were added to different stews, sauces, soup, banku, garri etc. Since the soyfoods program began in June 2007, total enrollment in the two schools has increased 33 percent and average school attendance increased by 20 percent. WISHH and the Adventist Development and Relief Agency (ADRA)

are working with companies in Tanzania to promote sustainable business opportunities. WISHH facilitated a shipping container of high-protein products, such as textured soy protein, to test the potential for their sales in meat, dairy and bakery businesses. The U.S. Department of Agriculture’s Quality Samples Program funded WISHH’s purchase and shipment of the products.

**India
ISCKON**



In the Bangalore region of India, ISCKON, a local non-governmental organization, is using 18 tons of soy-based lentil analog every month. WISHH, through its partnership with the University of Illinois’ National Soybean research Lab, is providing support for this program.

WISHH staff and consultants spend a great deal of time educating Private Voluntary Organizations in the U.S. and overseas on the benefits of soy as they prepare their food baskets for developing nations. WISHH also provides training to local businesses in developing countries on food technology, using soy protein ingredients. The WISHH Midwest Workshop implemented by WISHH with leadership from its partners at the National Soybean Research Laboratory (NSRL) targets non-U.S. leaders who make decisions related to nutrition and health in developing nations. The WISHH Washington D.C. Seminar aims to attract U.S. government officials, U.S. soybean growers, Private Voluntary Organizations (PVOs), the Private Sector and other U.S. citizens. In addition WISHH holds conferences in different countries where it has activities each year to inform local food companies, national government officials and non-governmental organizations (NGO) about the use of soy. In addition, WISHH consultants and staff visit the companies' facilities and PVO project sites to deliver technical support and education.



Soybean growers joined WISHH in March when WISHH convened a Washington, D.C. seminar on "Nutrition, International Development and Public/Private Partnerships." The program provided a timely examination of opportunities for the public and private sectors to respond to global malnutrition, HIV/AIDS crises and the need for economic growth in developing countries. Speakers included representatives of the U.S. Department of Agriculture and the U.S. Agency for International Development as well as international organizations which fight global malnutrition, Congressional staff and food industry representatives. Gold-level sponsors of the seminar were Cargill, the Michigan Soybean Promotion Committee and other Qualified Soybean Boards. Bronze-level sponsors were The Solae Company, Archer Daniels Midland (ADM) Company and Bunge.



WISHH's Midwest Workshop attracted a record number of participants from far away and apart as Honduras, South Africa and India. The annual WISHH event drew more than 60 attendees, including representatives of developing country food industries and private voluntary organizations as well as U.S. soybean processing leaders. Because of demand for more intensive training, WISHH expanded this year's program from three days to a full week, October 16-20, for attendees choosing to stay at the event held in Illinois.



WISHH Honduras Representative Emy de Reyes Pacheco views soy-enhanced bakery foods made in conjunction with WISHH's training program attended by more than 30 bakers. WISHH trained more than 30 bakers in Honduras in March by organizing a conference that explained the nutritional and business potential for U.S. soy. The training builds on the success the Honduran bakers have had with WISHH training, recipes and other assistance. WISHH's work in Honduras is supported by the U.S. Agency for International Development as well as soybean checkoff funds. Cargill is a key partner in the program.

"WISHH has helped create awareness and knowledge of the economic benefits of soy in Kenya. People are asking for our products," Kilima says. "Everyday, the importance of soy is growing. This training will be very helpful to formulate new recipes favored in Kenya."



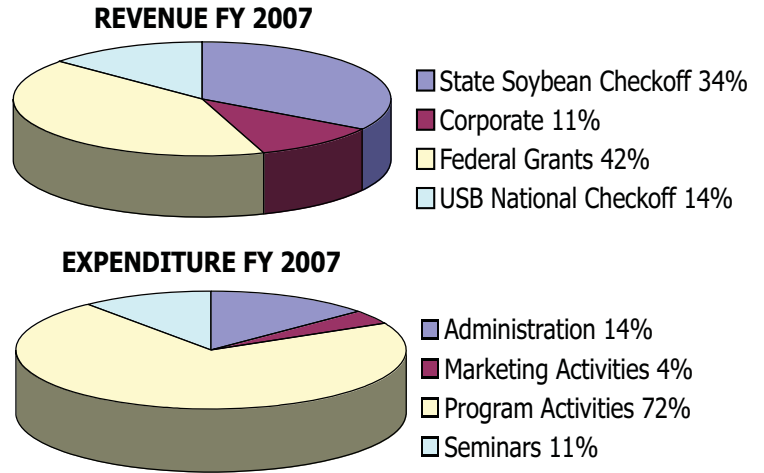
Photo: Northern Crops Institute

WISHH identified Joyce Kilima and John Kabiru as good candidates for a "Baking with Soy" course held in August at the Northern Crops Institute in Fargo. The USDA's Cochran Program funded their travel in the U.S.



WISHH received support from the U.S. Department of Agriculture's Emerging Markets-funded program to promote soy use in Ghana where there is commercial interest in soy-based beverages and more. WISHH organized a Soy Protein Nutrition conference in the capital Accra, attended by close to 100 private sector, aid organizations and government officials. Private-sector partners included Solae and regional company officials from Tetra Pak packaging.

World Initiative For Soy In Human Health
 (WISHH) was started in the year 2000 with a budget of one million dollars provided by the Illinois, Iowa, Ohio and six other checkoff boards. By the end of 2007, twenty four (24) states were financially supporting WISHH activities around the world. The budget of WISHH had doubled to a total of two million dollars.



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THANK YOU TO 2007 WISHH COLLABORATORS AND OUR PARTNERS

Adventist Development and Relief Agency
 American Soybean Association
 Archer Daniels Midland Company
 Arkansas Soybean Promotion Board
 Association of Honduran Bakers
 Bunge
 Cargill
 Catholic Relief Services
 CHS
 Counterpart International
 Delaware Soybean Board
 Georgia Agricultural Commodity Commission for Soybeans
 Hain Celestial Group
 Hemocue Inc.
 Honduran Ministry of Health
 Humana People To People
 Illinois Soybean Association
 Indiana Soybean Alliance
 Iowa Soybean Association

Kansas Soybean Commission
 Kentucky Soybean Board
 Malnutrition Matters
 Maryland, Pennsylvania and Northeastern States Soybean Boards
 Michigan Soybean Promotion Committee
 Minnesota Soybean Research & Promotion Council
 Mississippi Soybean Promotion Board
 National Soybean Research Laboratory
 Natural Products Inc.
 Nebraska Soybean Board
 New Jersey Soybean Board
 North American Millers Association
 North Carolina Soybean Producers Association, Inc.
 North Dakota Soybean Council
 Northern Crops Institute
 Ohio Soybean Council
 RJL Systems, Inc.
 South Carolina Soybean Board

South Dakota Soybean Research & Promotion Council
 Southern Africa Soyfoods Association Soyatech
 Soyfoods Association of North America
 Soybean Research & Development Council
 Stevens and Associates
 Texas Soybean Board
 Tennessee Soybean Promotion Board
 The Solae Company
 The Soyfoods Council
 TetraPak
 United Soybean Board
 U.S. Agency for International Development
 U.S. Dairy Export Council
 U.S. Department of Agriculture
 U.S. Soybean Export Council
 WhiteWave Foods
 Wisconsin Soybean Marketing Board

Photo Credit: Photos compliments of: ASA, WISHH staff and consultants; Assorted Soy Products photo by Stevens and Associates; Other Photos compliments of Counterpart International, Food For The Poor, Iowa Soybean Association, Northern Crops Institute and Salesian Missions.
 WISHH extends its deepest appreciation to the staff of American Soybean Association and many other cooperating individuals and groups not listed here.
 WISHH staff spent many hours preparing this Annual Report. Still, errors and omissions may occur. If your name was omitted, incorrectly listed or misspelled, please accept our apology and notify Catherine Ndegwa: 314/754-1329. Email: cndegwa@soy.org

Annual Report Writers and Editors
 Jim Hershey – WISHH Executive Director
 Karen Coble Edwards – WISHH Consultant
 Catherine Ndegwa – WISHH Resource Development Manager

You can now make a difference in the world with a tax-deductible gift to the World Soy Foundation, A Program of WISHH. Please contact: Catherine Ndegwa, WISHH Resource Development Manager at: 314/754-1329. Email: cndegwa@soy.org. Mailing Address: American Soybean Association, Suite 100, 12125 Woodcrest Exec. Dr. St. Louis, MO 63141.

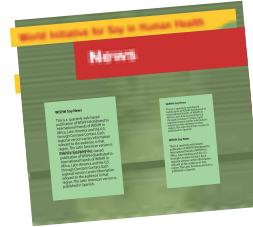
Awareness Leads To Action

WISHH works to communicate with its many stakeholders to bring attention to the work of U.S. soybean farmers through WISHH as well as the benefits of U.S. soy protein.

WISHH Annual Report



Once a year, WISHH sums up its achievements of activities by producing the WISHH Annual Report. Key WISHH stakeholders receive the hard copies of this publication, starting at Commodity Classic, the premier event of American Soybean Association. Copies are mailed to top grower leaders and other friends of WISHH from around the country.



WISHH Soy News

WISHH distributes this quarterly newsletter via email to inform to international friends of WISHH in Africa, Latin America and the United States of WISHH's progress. Three customized versions, including a Spanish translation, allow WISHH to share information that is most relevant to the audience in that region.



WISHH Ambassador

Published twice a year, the WISHH Ambassador informs U.S. soybean growers of how WISHH is serving their interests and fulfilling its Mission and Vision. The WISHH Ambassador also articulates WISHH activities with corporate, individual and other friends of WISHH.



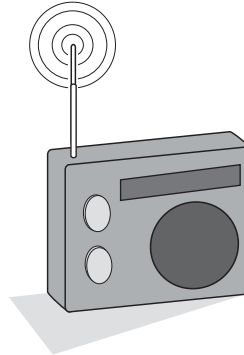
WISHH News You Can Use

WISHH produces short news articles for supporting soybean organizations to insert into their existing publications. These updates are routinely tailored to state organizations.

WISHH News Releases



WISHH has ongoing communications with media and other stakeholders by producing news releases about new board members, educational special events, product sales, corporate sponsorships and successes. Many times, WISHH works in tandem with allies in soybean organizations and industry groups to jointly publicize WISHH's successes. WISHH often produces the messaging points to assist partners in communicating a consistent message about WISHH results.



Radio

WISHH often works with agricultural broadcasters to let farmers know by radio what WISHH is doing. State soybean organizations often support this effort, and it is quite common for WISHH board members to be booked on radio to speak on issues relevant to WISHH in their own states.

Trade Shows



WISHH sets booths at trade shows each year to showcase its work. An example is the American Soybean's Commodity Classic event.



Website

WISHH information is featured on its website at www.wishh.org.

Video



WISHH produces instructional and informational videos on topics relevant to its mission and vision, including soy recipes, product development, international feeding programs and HIV/AIDS.



Web links

WISHH is linked to other websites: www.soygrowers.org, www.unitedsoybean.org, www.worldsoyfoundation.org, www.ussoyexports.org/, www.soyfoods.org, www.soyatech.com

Leveraged Growth

Growing and diversifying the resources available to the WISHH program in order to maximize the donated resources of soybean producers:

- Federal grants received in FY07= \$831,000, or 42% of the budget
- Corporate funds approved FY07 = \$154,000 from five sponsors
- 23 QSSBs supported WISHH in 2007, including 2 new states: South Carolina and Delaware, totaling \$678,500 or 34% of the total budget of \$1,995,000.
- Cause Marketing: The WISHH SISA Alliance increased its corporate partners from four to six. The growing reputation of WISHH in the soyfoods industry provides WISHH with possibilities in cause marketing.

Commodity Utilization

Increasing the utilization of soy products in food aid and commercial market development:

- 100 MT of DSF was bought and transported to Burkina Faso for the USAID Food For Peace program; this is the second year of sales under Title II.
- Over 1000 MT of TSP was bought and transported to Central America and Africa under USDA Food for Education and Food For Progress FY07 programs.
- Commercial sales of Value Added Soy Products (VASP) by container continue to Haiti, Kenya, Pakistan.
- 4 MT of soy were purchased commercially by Honduran Bakers.

Partnership & Service Delivery Excellence

Setting and achieving high standards in WISHH technical service delivery areas and increasing the number of partners who are able to deliver these services and meet these standards, WISHH continues to partner with ASA-IM Guadalajara on projects in Central America. WISHH is also working with ASA-IM consultants in Asia Subcontinent.

- USSEC managed the WISHH Emerging Market Program for Ghana in FY07.
- WISHH is broadening its technical pool of projects and experts by developing a project concept with Kansas State University. The relationship with KSU will create new funding opportunities and alliances with industry (Wenger, Seaboard).

Communication of Results

Ensuring the results/impacts of WISHH programming is communicated to stakeholders in meaningful ways to them: WISHH introduced English and Spanish versions of 'Soy News', an electronic newsletter targeted to the needs of international companies.

- WISHH published 3 Soy Ambassador farmer communication pieces, an annual report for FY06 and new materials for the World Soy Foundation.
- USB communications program produced a video news release on the rollout of the World Soy Foundation. Two versions, for ag audiences and the general public, were distributed on World Food Day in October to more than 1000 outlets.

Management & Internal Systems Effectiveness

Formalizing internal management systems and processes, ensuring industry standards are met or exceeded and WISHH outputs are maximized fully. WISHH created and filled a new position, Director of Operations, responsible for budget and project administration to strengthen management of growing programs.

- WISHH is clarifying the structures and roles of staff and governance groups for both the WISHH Program and the World Soy Foundation.
- WISHH has instituted training programs for consultants and service providers, both U.S. and international, to increase efficiency and reduce compliance risk.
- ASA accounting department has been creating new spreadsheets for financial planning and reporting.

Support Services Efficacy

Ensuring WISHH is well represented among its stakeholders in DC, maximizing opportunities and minimizing threats:

- WISHH's AgSource representative in Washington DC co-chairs one of the working groups in the Food Aid Consultative Group (FACG).
- Soybeans are perceived as a leading voice and force on food aid and nutrition issues by the Commodity and private voluntary organization community in Washington.



Photo: Luis Lazo/Salesian Missions

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WISHH

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Enhancing human well-being through soy

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Want to know more about WISHH.... Because of soy's important role in international diets, ASA, state soybean organizations and United Soybean Board support WISHH. To learn more about WISHH, go to the WISHH website at wishh.org.

