

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy

2000 - 2002
PROGRESS REPORT



An Investment in U.S. Soy's Customers of Today

Every one of the Top Ten export countries for U.S. soy is a current or former recipient of U.S. foreign assistance. WISHH helps create new and expanded uses for U.S. soy by working with foreign assistance programs that help feed the hungry and stabilize the economies of developing countries.

Top Ten U.S. Export Customers \$ Million		
SOYBEAN EXPORTS	SOYBEAN MEAL EXPORTS	SOYBEAN OIL EXPORTS
EUROPEAN UNION \$1.143 <small>(most received U.S. foreign assistance as individual countries prior to the formation of the EU)</small>	PHILIPPINES \$166	MEXICO \$39
CHINA \$1.008	CANADA \$161	KOREA \$34
JAPAN \$758	INDONESIA \$69	INDIA \$25
MEXICO \$678	DOMINICAN REPUBLIC \$65	PERU \$20
TAIWAN \$385	SAUDI ARABIA \$63	CANADA \$16
KOREA \$259	EGYPT \$50	ETHIOPIA \$10
INDONESIA \$164	TURKEY \$49	JAMAICA \$8
THAILAND \$145	VENEZUELA \$48	EL SALVADOR \$8
ISRAEL \$95	JAPAN \$47	HAITI \$8
CANADA \$72	ALGERIA \$40	NICARAGUA \$7
ALL OTHERS \$538	ALL OTHERS \$404	ALL OTHERS \$77
TOTAL \$5.244	TOTAL \$1.163	TOTAL \$253

Sources: U.S. Department of Agriculture and U.S. Agency for International Development



Former recipients of U.S. Foreign Assistance
Many received U.S. assistance as part of the Marshall Plan following World War II



Current recipients of U.S. Foreign Assistance



Many countries in the ALL OTHERS category are developing countries

WISHH Progress Report

Summer 2000

The U.S. Secretary of Agriculture has already declared that the U.S. soybean crop is at surplus levels, which qualifies soybeans and soy products for greater use in U.S. international food assistance programs, like P.L. 480.

International Soy Protein Program Launched
Soybean leaders from Illinois and other states reach agreement with the American Soybean Association (ASA) International Marketing Department to launch a new International Soy Protein (ISPP) Program that would expand soy for human health

in developing countries. Strategic planning meetings are also held with major processors, and they support the concept as well.

NSRL “Protein Consumption Dynamics” Model
Greater potential for international soy demand is also identified when the National Soybean Research Laboratory (NSRL) produces a “Development of Protein Consumption Dynamics” model. It helps soybean leaders make decisions on key countries and regions for emphasis under the new initiative. NSRL will also develop ISPP website and provide other technical services.

Fall 2000

International Soy Protein Program’s first PVO and Soy Workshop

Private Voluntary Organizations (PVOs) that use thousands of tons of soy products are invited to the International Soy Protein Program’s first workshop on soy and its use in food assistance programs. U.S. Department of Agriculture (USDA) and U.S. Agency For International Development (USAID) representatives also contribute to dialogue at the meeting held near Washington, D.C. Groups, like CARE and Save the Children, help soybean industry staff further refine potential opportunities for international use of soy protein products. They also set up a mechanism for cooperation between soybean representatives, processors and their own staff.

Program dialogue with PVOs; Groups Raise Concerns about Biotech

WISHH begins program development with PVOs as well as provides them with information about agricultural biotechnology to help them address concerns abroad.

Hershey Named Director; Five strategic target areas defined

Soybean leaders select Jim Hershey as the program director of the young initiative and help define its five areas of work:

1. Expanded Humanitarian uses of Soybeans, Soybean Oil and Meal;
2. Support for PVOs in incorporating soy-fortified and soy-protein products into their international feeding programs;
3. Development of new soy products for emergency feeding and relief conducted by the United Nation’s World Food Programme (WFP);

continued on next page

4. Assist PVOs and the WFP in supporting the Global Food for Education Initiative (GFEI), which donates U.S. commodities and agricultural products to school feeding programs in developing countries;

5. Work with the U.S. Department of Agriculture, the U.S. Agency for International Development, foreign countries and others to demonstrate the importance of soy nutrition to people with Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome (HIV/AIDS).



photo credit: Humana People to People

An estimated 36.1 million people worldwide have HIV/AIDS, and they may need 100 percent more protein than uninfected people. WISHH provides technical support to groups like Humana People to People's soy restaurants that feed those who are infected as well as children that are orphans because of HIV/AIDS.

Winter 2000

Soybean leaders officially launch the World Initiative for Soy in Human Health (WISHH) Program at a news conference in Saint Louis Previously known as the International Soy Protein Program, WISHH will help fight hunger while creating long and short-term opportunities for the sale of U.S. soybeans and soy products. More than ten agricultural media and others hear from farmers, nutritionists and WISHH director about the new program's efforts and goals.

Senator Pat Roberts (R-KS) learns about the WISHH Program and praises soybean growers at Commodity Classic for the visionary effort. Soon more Members of Congress of both political parties express their appreciation for the program.



Soy flour and textured soy protein

photo credit: Stevens and Associates

MILESTONE

After months of input from WISHH regarding product nutritional value and market information, the U.S. Department of Agriculture (USDA) finishes its review of five value-added soy products. The decision will facilitate distribution of more soy products in U.S. humanitarian assistance programs. The products are defatted soy flour, soy protein concentrates, isolated soy protein, textured vegetable proteins and soy milk replacer.

WISHH and Industry continue to develop working relationship

WISHH team members have ongoing dialogue with processors, government officials and many others about a multitude of issues, like quality standards and package date stamping, to keep soy food aid shipments flowing.

WISHH signs a service contract with Malnutrition Matters

The organization will expand SoyCow and SoyDairy activities in key locations, namely Turkey, Egypt, Southern Africa, Eastern Africa and India.

Spring 2001

Farm Journal magazine editor Sonja Hillgren gives accolades to the soybean industry for WISHH in her April editorial.

WISHH hosts 25 participants, including PVOs, industry and farmer leaders to a Midwest Workshop at the NSRL. Participants are introduced to new soy products and new uses for soy protein. Archer Daniels Midland Company and Bunge Lauhoff also provide tours to give the hunger fighters a greater knowledge of soy and its uses.

Commercial market development efforts in Turkey and Egypt

Malnutrition Matters consultants travel to Turkey and Egypt where they cooperate with ASA/Instanbul staff to explore how to adapt U.S. soy into local food processing of products, such as cheeses and yogurts. This trip lays the groundwork for a 2002 soy workshop attended by more than 50 processors who commit to creation of an Egyptian Soy Foods Alliance.

WISHH sends consultants to Africa for program development ideas

PVOs and government agencies in South Africa, Zimbabwe, Kenya and Uganda are visited by Malnutrition Matters and WISHH PVO outreach coordinator. Discussions engage government nutrition and health ministries on possibilities to integrate soyfoods into school feeding programs. Consultants also meet with Humana People to People regarding their concept of "soya restaurants" across Africa. Representatives of Catholic Relief Services, Africare and World Vision also show interest in "Soy Cows". Life Initiative in Uganda expresses interest in WISHH assistance with soy products for feeding families affected by HIV.

WISHH helps form a coalition with Land O' Lakes, World Food Programme and other commodity groups to support the international school lunch program.

Summer 2001



U.S. Farmers travel for WISHH in Africa

United Soybean Board leader Richard Borgsmiller and ASA board member David Hand travel with WISHH to Africa where they witness the enthusiasm for soy at Humana People to People's soy restaurants that combine food and education for people affected by HIV/AIDS. Borgsmiller also speaks at the Third International Soy Conference in South Africa. AGDAY television chronicles the trip and the role for U.S. soy in Africa.

U.S. farmer invited to join WFP on mission to Nicaragua

Meanwhile, Illinois Soybean leader Bryan Hieser receives an invitation through WISHH to represent U.S. farmers on a World Food Programme tour of their school lunch feeding program in Nicaragua. Education ministry representatives tell Hieser that the drop out rate for children in the program had gone from 75 percent in grades 1-6 to virtually nothing in many schools where the program has been in place during the last three years.

"This trip put a human face on hunger for me," Hieser says upon his return. "It brings tears to your eyes to meet kids that the best meal they get is that corn-soy blend at noon at school. As a former educator, I know that this food also helps them concentrate and learn more."



In Kenya, WISHH technical lead Dr. Karl Weingartner who is affiliated with the NSRL, works with Feed the Children on adding soy protein isolates and concentrates to the diets of small children. He also goes to Zimbabwe to help further train Humana People to People staff on soy protein use in the "Soy Restaurants."

photo credit: World Food Programme



Illinois soybean grower Bryan Hieser meets with the parents of school children in Nicaragua. U.S. food aid had rallied their communities to provide better education for their children even in the midst of a devastating drought, hurricanes and low employment because of falling coffee prices.

In Washington, D.C., WISHH consultant Anna Pavlova helps create the Global Development Alliance at the U.S. Agency for International Development to help develop new products that will improve the nutritional value of food aid.

World Food Programme (WFP) Executive Director provides an exclusive interview to WISHH to describe how WFP uses thousands of tons of U.S. soy each year. WFP boss Catherine Bertini said that their programs reach perhaps 10 percent of the world's 830 million hungry people. *"In partnership with American farmers and every agricultural trade association, we can expand our work. We can reach more people and, ultimately, we can significantly decrease the number of hungry people around the world."*

Initial tender by USDA for 2500 metric tons of soy flour. The first tender ever for this value-added soy protein hit a snag when industry proved unable to meet the USDA-defined product specifications. WISHH communicated extensively with the producers of soy flour and helped rewrite the USDA specifications.

MILESTONE

WISHH finishes first-year operations having hired 2 full-time staff and a number of part-time consultants to launch projects, respond to opportunities to program soy under food aid, promote soy's use in fighting malnutrition and devastating disease and building strong coalitions with industry, commodity groups

In response to the tremendous need in Afghanistan, President Bush announces a \$320-million humanitarian relief package, including \$150 million in food aid, for Afghanistan refugees.

Most of the food aid programmed is wheat. Soybean oil and corn-soy blend—long-time staples for disaster relief efforts—are also some of the first products to go overseas for use by the World Food Programme in Afghanistan. Many analysts agree that not enough protein is headed for the malnourished population. WISHH and NAMA work hard to increase the quantities of soy fortified cereals and flours. *President Bush said, "We have no compassion for terrorists or for any state that sponsors them, but we do have great compassion for millions around the world who are victims of hate and oppression. We are friends of the Afghan people. We have an opportunity to make sure the world is a better place for generations to come."*

MILESTONE

USDA retenders for 2500 MT soy flour with WISHH expedited product specifications. Sale closed and product shipped. The United States government makes its first purchase of a U.S. value-added soybean product in November, and that decision helps feed school children in Indonesia. WISHH and ASA had worked with the International Relief and Development (IRD) organization that requested soy flour from USDA through the 416b program. USDA's decision allows IRD to work with factories to produce 19,000 tons of wheat-soy noodles that will create jobs for the unemployed as well provide food for as many as 150,000 children.



photo credit: ASA/Singapore

"For us, the value of the soy addition is that it is taking something people are already eating and making it better," said David Prettyman, IRD's country director in Indonesia. "Not only will the soy flour increase the protein content, it will give the noodles a richer flavor."

MILESTONE

AGDAY TV runs a week-long series based on the WISHH-sponsored trip to Africa. Focus of story is soy protein and how it can be used in Africa to improve health and nutrition. U.S. farmers are featured, and the soybean check-off identified as market development drivers.

Technical assistance programs continue in Africa

Meanwhile in Africa, WISHH representatives present program concepts on soy foods, including SoyCow programs, to PVOs in Kenya, Tanzania and Uganda as well as government agencies.

WISHH team members introduce the WISHH program to the highest-ranking U.S. official on HIV/AIDS, National Aids Policy Director Scott H. Evertz in Washington D.C. "The problems of wasting and malnutrition have not disappeared as was hoped with the introduction of effective anti-HIV drugs," explained WISHH consultant Cade Fields-Gardner. "While malnutrition has long been an issue the addition of HIV infection in a large segment of the working population in developing and even emerging countries undermines efforts to maintain their economic viability and efforts to address all health-related issues. Addressing food security and nutrition are essential and primary therapies for populations in countries hard hit by the spread of HIV infection."



WISHH consultants Cade Fields-Gardner (left) and Anna Pavlova discuss soy protein's value for people affected by HIV/AIDS with National Aids Policy Director Scott H. Evertz in Washington D.C.

More than 60 people attend the WISHH Food Aid Conference on December 4-5 in Washington, D.C.

They came with different perspectives but a common goal of learning more about how soy can provide better nutrition around the world. They left with a mutual objective of using soy protein to promote health. Iowa Soybean Board Member Steve Lorimor attended the discussion between the representatives of groups like Save the Children as well as staff from the U.S. Department of Agriculture (USDA) and U.S. Agency for International Development (USAID). *"I am overwhelmed by the need and potential to do good with soy protein,"* says the farmer from Farrugut, Iowa who has served on the checkoff board for more than eight years. *"There is nothing that we have done that has made me feel a sense of urgency like WISHH where we are combining a marketing task with a humanitarian task."*

WISHH offers a new tool—a searchable database—to access HIV nutrition research

In conjunction with World AIDS Day, WISHH launches a searchable database for the public and researchers to quickly access nutrition research and programs using soy for those living with HIV/AIDS. The searchable database is posted at www.wishh.org, and it includes an annotated listing of citations.

The WISHH Soy Recipe Exchange also goes online at www.wishh.org/

The searchable site is a place where food assistance organizations and others can exchange soy culinary wisdom. The National Soybean Research Laboratory (NSRL) has already tested soy recipes—like *sweet potato baby food* to *collard soy porridge* to *spicy coffee cake*—that can be easily incorporated into developing country diets.

The WISHH List electronic newsletter is launched to provide stakeholders with the latest news on WISHH.

PVOs, government staff and others ask to receive the electronic newsletter that conveys important info about soy and food aid issues.

MILESTONE

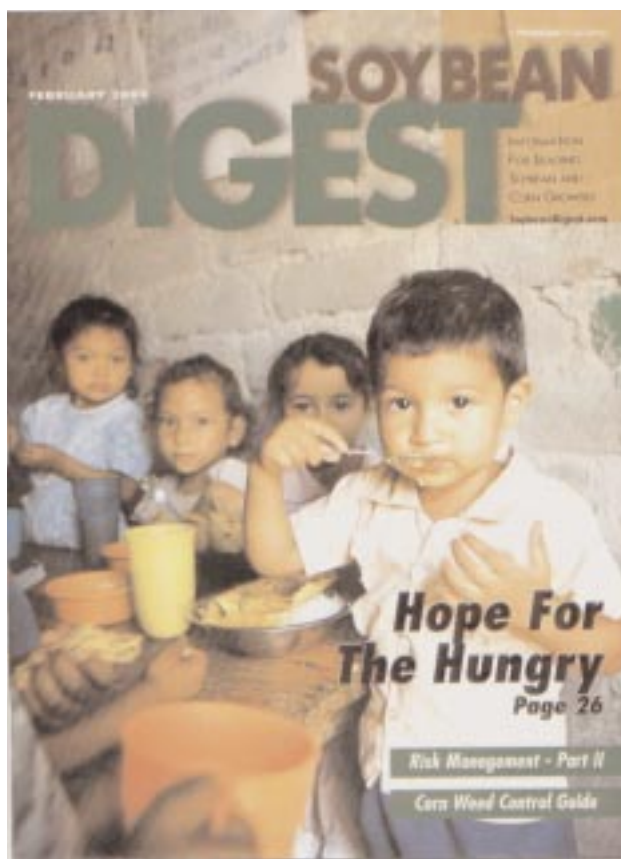
PVO invests close to \$100,000 for soybean processing equipment, based on agreement signed with WISHH. Due to discussions with WISHH, Africare decides to buy SoyCow systems for use in Benin, Cote d'Ivoire, Chad, Niger, Nigeria, South Africa, Uganda and Tanzania. WISHH will provide training to Africare and its local staff to ensure success of the effort.



WISHH provides technical assistance to groups like Africare that have purchased "SoyCows" after learning about them from WISHH. A "SoyCow" is a processing system that can grind and cook whole soybeans into soymilk, from which beverages, soya "cheese" (tofu), yogurt and other soy foods can be made. SoyCows can process 4 pounds of raw soybeans into 4 gallons of nutritious soymilk in about 20 minutes and are a good trial for the creation of larger-scale soy processing businesses.

Winter 2002

Soybean Digest magazine features the WISHH program in its February cover story titled "Hope for the Hungry."



WISHH Program Director Jim Hershey travels to West Africa

Hershey meets with local U.S. Department of Agriculture officials, food industry contacts, including importers of U.S. soy, and PVOs in Cote d'Ivoire and Nigeria. He also makes a presentation at the Catholic Relief Services, All Africa Regional monetization conference in Ghana.

Karl Weingartner develops soy foods for Kenyan schoolchildren and HIV-positive babies with the help of Feed The Children staff in Nairobi.

Weingartner, who is affiliated with the National Soybean Research Lab (NSRL) on the University of Illinois' Champaign-Urbana campus, works with Catholic Relief Services in Kenya, to monetize textured soy protein. In Zimbabwe, he collaborates with Humana People to People to develop soy foods suited to local tastes. He also offers three training courses. In April 2002, Weingartner visits and evaluates 18 new soy restaurants in rural northeastern Zimbabwe. The restaurants are part of a Humana People to People program. He works with the U.S. Agency for International Development in Kampala, Uganda to develop an agreement for future activities in that country and then goes to Tanzania to assess the potential for future projects.

Frank Daller, WISHH SoyCow and soya-dairy expert from Malnutrition Matters, installed soycows at the Ark Foundation and Africare in Tanzania.

In Uganda, he met with World Vision, Adventist Development and Relief Agency International and UNICEF. Meanwhile, Malnutrition Matters President Brian Harrigan provides WISHH programs with strategic and logistical support for Africare's soy flour and textured soy protein program in Angola.

MILESTONE

WISHH and University of Botswana sign agreement for nutritional impact studies using soy in diets of disadvantaged children.

WISHH HIV/AIDS Nutrition Advisor Cade Fields-Gardner travels to Africa.

Gardner meets with the University of Botswana and Humana People to People in Gaborone. In South Africa, she holds discussions with the staff for the National Institutes of Health program for HIV-infected women. In Kenya, she works with Feed the Children. In Uganda, Gardner supports the efforts of ACIDI/VOCA, Africare, Catholic Relief Services, The Aids Service Organization, World Vision as well as shares information with colleagues at Makerere University in Kampala.

MILESTONE

Africare and WISHH sign an agreement to have Africare distribute soy products and conduct feeding trials in Angola with 2 metric tons of textured soy protein and 10 metric tons of soy flour. The initiative will boost the nutrition of hundreds of undernourished children. This agreement is founded upon WISHH meetings, including workshops conducted by Dr. Karl Weingartner of the National Soybean Research Laboratory that helped identify the proper soy products for the children.

Spring 2002

2nd annual PVO/WISHH Midwest Workshop Additional project concepts developed by PVOs and WISHH.

WISHH, Illinois and Indiana Soybean Associations, Central Soya and Bunge and the National Soybean Research Laboratory collaborate to host representatives of private voluntary organizations (PVOs) for a soy workshop. The groups already use thousands of tons of soybeans and soy products. Africare's Judy Bryson found the information will help her organization as well as increase their use of U.S. soy, including value-added protein products. *"I'm much more excited about trying to push textured soy protein,"* said Bryson whose organization just launched a project in Angola using the product.

A month after the workshop, Catholic Relief Services has WISHH present information on soy products to 15 of its staff who oversee commodity monetization programs that could use more soy.

MILESTONE

TSP to be shipped to Black Sea Country
As a result of the workshop, Counterpart International's Thoric Cederstrom soon flies to the Republic of Georgia with textured soy protein (tsp) where he starts feeding trials in a new school lunch program funded by the Global Food for Education Initiative of USDA. Based on the success, Counterpart is now negotiating with private sector donors for more containers to fully launch Counterpart's use of tsp. *"We see TSP as an excellent product for our school feeding program in conjunction with other traditional USDA commodities. It provides school-age children with an excellent source of protein in a flexible form, i.e. that can be prepared in many different ways and be adapted to the local diet. We are currently translating the WISHH recipes into the Georgia language. Initial response has been fantastic!"*

MILESTONE

Soybean leaders meet with Botswana's vice president and its trade minister at the Archer Daniels Midland (ADM) Company headquarters. ADM announces that it will send soy-based foods and supplements to Botswana as well as help train industry leaders there on soy processing that would use U.S. soybeans. The initiative is described as a model for the growth of trade between the United States and an African country.



photo credit: Illinois Soybean Association

"We need to prove the point that an African state can do trade with another state from the developed world, and make gainful benefit out of it," said Botswana's Trade Minister Pelonomi Venson to soybean growers and ADM representatives. "And it is our intention to make it work."

WISHH sends Malnutrition Matters' Brian Harrigan to Benin and Cote d'Ivoire to install Africare's SoyCows, and meet with Catholic Relief Services.

WISHH and soy take high profile at USDA Food Aid Conference in Kansas City.

Jim Hershey moderates commodity group panel at large conference. Thanks to WISHH, more than 400 representatives of international food aid organizations, agribusinesses and government agencies taste and test soy foods on April 23-25 during the U.S. Department of Agriculture's Food Aid Conference in Kansas City. The WISHH program worked with the National Soybean Research Laboratory to inform the food aid decision makers about the value of soy in combating malnutrition. Textured soy protein and bean stew were particularly popular. WISHH and the National Soybean Research Laboratory make a similar offering at the U. S Agency for International Development's Food for Peace Conference held in June outside Washington D.C.

MILESTONE

Soybean industry efforts pay off when the U.S. Department of Agriculture makes the first purchase of textured soy protein (tsp) for international food assistance efforts. Florida-based Food For The Poor Inc. will receive 500 metric tons of tsp for distribution in Guyana where they will use it to help feed children and adults in a country where protein deficiency is common.

Commercial Market development in Egypt

ASA and WISHH consultants host a soy foods workshop in Egypt that draws 50 food processing representatives and inspires a plan to establish a Soy Foods Alliance in Egypt to market diverse soy foods.

WISHH identifies a role for a New York City HIV-specialist chef to assist in development of recipes and menus with soy.

MILESTONE

The U.S. Agency for International Development (USAID) approves five value-added soy protein products for use in its Food for Peace programs. The decision is based on extensive nutritional information provided by WISHH. USAID's approval will allow food assistance groups, such as Africare and the World Food Programme, to request defatted soy flour, textured soy protein, soy protein concentrates, isolated soy protein and soy milk replacer through the \$1 billion Food for Peace Program administered by USAID.

"Groups that deliver food aid applaud this decision since it offers them new tools to combat global malnutrition that affects more than 800 million people, including 200 million children under age five," said Ellen Levinson who serves as executive director of the Coalition for Food Aid. *"Soy protein is a valuable resource for nonprofit voluntary organizations and cooperatives in their efforts to improve the quality of the food supply in developing countries."*

WISHH leverages checkoff dollars by working with ASA's international marketing efforts as well as Private Voluntary Organizations, the World Food Programme and other groups that have international programs.

For example, WISHH is sending National Soybean Research Laboratory staff to Central Asia in a joint project with the North American Millers' Association to work with the World Food Programme on increasing the protein content of flat bread.

WISHH finds new and expanded uses for soy throughout the world in rapidly growing countries.

For example, WISHH is identifying opportunities to meet nutritional needs of HIV/AIDS-infected people. Research shows people with HIV/AIDS may need 50-100 percent more protein than uninfected people. Soy may be ideally suited to help meet their requirements for protein, calories and more. Currently, WISHH's work is focused in Africa where one child dies every minute from HIV/AIDS. However, the results will be vital as the disease spreads in other countries, like China, where a new United Nations report calls HIV/AIDS a "Titanic Peril" that could impact 10 million people in that country alone by the end of the decade.

WISHH helps fight hunger.

More than 800 million people—including 200 million children under five--go to bed hungry. Why should they be hungry when protein-rich U.S. soy is in abundant supply?

ON THE HORIZON Upcoming Programs by WISHH

WISHH will send a team to Central Asia to conduct field trials on how soy can increase the protein content of the Afghan diet, ideally in their staple—flat bread. WISHH is collaborating with the National Soybean Research Laboratory and the North American Millers' Association (NAMA) to field test soy-fortified wheat flour, which has 12 percent soy flour in the blend.



photo credit: World Food Programme/Alejandro Chicheri

WISHH and NAMA are working to ensure the wheat-soy product will suit local tastes.

- Through its cooperation with the Center for Strategic International Studies and other leading groups, WISHH will help conduct an HIV/AIDS nutrition symposium
- WISHH will collaborate with PVOs to ensure that value-added soy proteins appear in USAID and USDA food aid program proposals
- New projects pending with Humana People to People and Counterpart International to continue delivering soy protein to Africa
- International Food Information Council to feature WISHH and soy's role in its programs in its *Food Insight* newsletter that goes to nutrition and food industry leaders
- The National Soybean Research Laboratory has scheduled programs on soy that are open to those wanting technical information from WISHH

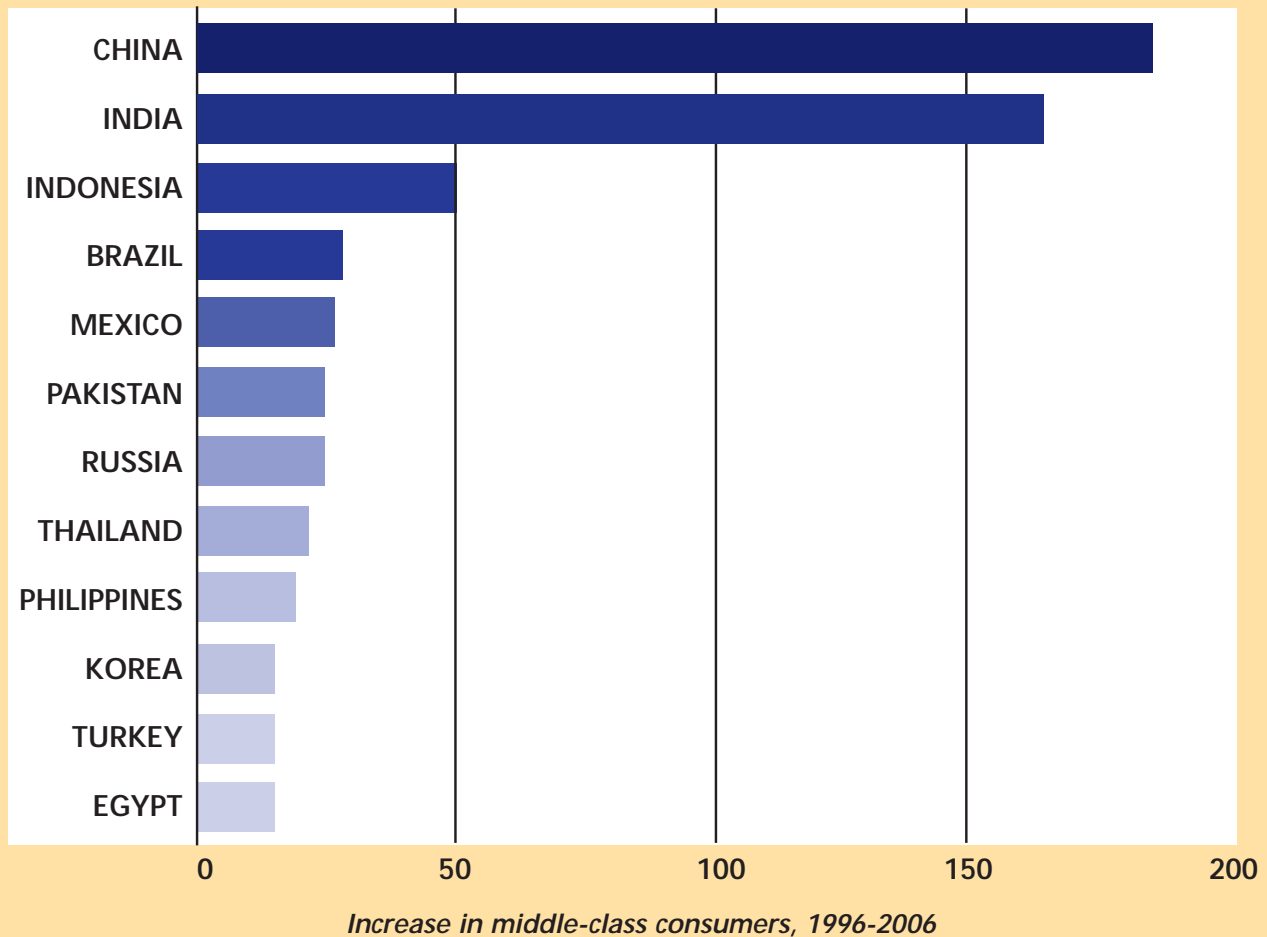
October 15-25, 2002
Soy Product Development

February 25-March 9, 2003
Soy milk and Related Products

WISHH: An Investment for U.S. Soy's Customers of Tomorrow

Middle Classes in Key Emerging Markets To Grow by 600 Million


Transition from subsistence existence to "middle class" creates increased demand for quantity, quality, and diversity of food.



Source: USDA

Most future growth in food demand will be in developing and middle-income countries. Almost all of the world's projected increase of 1.2 billion people by 2020 will be in these countries, according to the U.S. Department of Agriculture report: *Food and Agricultural Policy Taking Stock for the New Century*.

The report also finds that by 2006 middle-income classes of developing countries will have grown by 68% from mid-1990s levels and that increase is equal to the current combined populations of Japan and the European Union.



In addition to support from the United Soybean Board and the American Soybean Association, the WISHH program has received funding from state soybean organizations in Illinois, Indiana, Iowa, Kansas, Maryland, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Pennsylvania, South Dakota, Wisconsin and soybean producers from the Northeastern United States.

More information about WISHH is available at www.wishh.org or by contacting WISHH Program Director Jim Hershey at 1-800-688-SOYA (7692)