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WISHH gives special thanks
to the Iowa Soybean Board
for funding this newsletter.

Want to know more about WISHH...Because of soy's important role in international diets, ASA, state soybean organizations and the United Soybean Board support WISHH. To learn more about WISHH, go to the WISHH website at <http://www.wishh.org> or email wishh@soy.org.



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.

South African Businesses Are Receptive Crowd to U.S. Soy Protein



Natural Products, Inc.'s (NPI) Paul Lang introduced U.S. soy products to South African food manufacturers with multi-million dollar product lines. NPI contributed the trip under WISHH's Soy in Southern Africa Alliance program funded by the U.S. Agency for International Development.

Some of the biggest bakeries and beverage makers in South Africa are eager to add U.S. high-protein soy to their multimillion dollar product lines. That's what Natural Products, Inc. (NPI) General Manager Paul Lang saw in March when he met with eight of the largest bakeries and dairies in South Africa through the WISHH-led Soy in Southern Africa Alliance (SISA).

"We found the bakery and beverage markets in South Africa are totally receptive to using U.S.

soy proteins in their formulations," said Lang who started meetings two hours after he landed for his three-day trip. "Many people in South Africa recognize the value of increasing the protein in their diets, and these companies recognize that soy can deliver against their country's needs"

Grinnell, Iowa-based NPI paid for Lang's trip as part of industry commitment to the two-year, public-private partnership that WISHH launched last September with support from the U.S. Agency for International Development (USAID). SISA will benefit at least 45 African companies as well as thousands of people, including HIV/AIDS patients.

Lang is bringing a big bonus to WISHH's work under SISA along with his own and NPI's expertise. He is the immediate past president of the Soyfoods Association of North America (SANA) that represents more than 50 large and small soy foods companies, growers and suppliers of soy-

beans, nutritionists, equipment representatives, food scientists, and retailers. Lang's trip also included a meeting with the South African Soyfoods Alliance (SASFA) that represents companies that are eager to learn from SANA's soy promotions. SANA has now agreed to share its technical expertise to SASFA.



Illinois Soybean Association Chairman Stephen Scates and Executive Director Lyle Roberts joined Congressional staff in stopping by the WISHH booth at the American Soybean Association's fourth annual Congressional Soyfoods Lunch on Capitol Hill. Guests sampled a range of palate-pleasing soyfoods and beverages that highlighted the versatility of these nutrient-dense, protein-rich foods at the event on March 21.

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy

Ambassador

Serving The Interests of U.S. Soy in Developing Countries

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June 2006

First U.S. Food For Peace Purchase of Defatted Soy Flour On Its Way to African Mothers and Children

Thanks to teamwork, the U.S. government purchased the first shipment of U.S. defatted soy flour under the Food for Peace Program. WISHH leaders saw the historic shipment bagged on June 1 when 150 metric tons of defatted U.S. soy flour - enough to provide 5 million servings of protein - flowed into bags emblazoned with the American flag at the Cargill Cedar Rapids facility.

This massive shipment is destined for the West African nation of Burkina Faso. Once the soy flour arrives in September, the non-profit organization Africare will use it to boost the nutrition of severely malnourished mothers and children at a provincial hospital and a rural health clinic. Africare will also use some of the defatted soy flour to help people living with HIV/AIDS.

"Without everyone's dedication, Africare's request for the high-protein soy would not have been fulfilled," says WISHH Director Jim Hershey.

Denny Friest, chairman of WISHH's board of directors and an Iowa soybean grower, witnessed the product being bagged. He said such humanitarian efforts also promote U.S. soybeans. "It opens doors for new markets. Once people see the value in soybean protein, it will be a lot easier for us to expand marketing needs to other people in the world," Friest said.

Roy Arends, director for the Iowa Soybean Association and a WISHH board member, also went to the Cargill plant. Arends added, "Long-term, WISHH is going to promote more soybean usage and build goodwill relationships. Because of this, we have the potential to ship more soybeans. It's a great, long-term marketing opportunity."

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The U.S. Food for Peace Program has made friends for America and fed millions throughout the world since 1954. The first shipment of U.S. defatted soy flour for this program resulted through cooperation between U.S. soybean farmers, the U.S. soy processing industry, Africare and the federal government. "Without everyone's dedication, Africare's request for the high-protein soy would not have been fulfilled," says WISHH Director Jim Hershey.

Cargill's Gregg Nelson hosted Iowa soybean growers and WISHH board members Denny Friest and Roy Arends on June 1 to witness the bagging of defatted soy flour at Cargill's Cedar Rapids facility. The shipment resulted from WISHH's work with soybean processors, Africare and the U.S. government.

Thank You Note from Kenya

A child's short note can speak volumes. "I thank the WISHH Program and Morcoa for the soya," are the words of a young boy in Kenya who received high-protein value-added soy products along with other foods through a WISHH project. WISHH is cooperating with Catholic Relief Services (CRS) and its Kenyan partner



group, Morcoa. The six-month pilot program is targeted to AIDS orphans and vulnerable children. It tests the addition of soy products to local diets and as a supplemental ration to their current maize and beans rations. The foods, including textured soy protein and defatted soy flour, arrived early this year during a time when many Kenyans in the Nyanza Province are facing severe food shortages because of drought and famine. In many cases, the addition of soy may have been crucial to keep children from losing too much ground when other foods are scarce.

WISHH experts are working closely with the groups to evaluate the nutritional impact of adding the high-protein soy to different diets.



Jim Hershey,
WISHH
Director

Dear Supporters of WISHH,

Welcome to the third edition of the WISHH Ambassador, a newsletter that keeps you informed about your efforts to improve nutrition with and create markets for U.S. soy around the world. WISHH is in its sixth year and our programs are growing and achieving results. The last issue reported three new commercial markets created by WISHH: Honduras, Kenya and Pakistan. U.S. exporters report continuing sales to those destinations.

We are also happy to report a first ever sale of U.S. defatted soy flour through the USAID Food for Peace Program. Read more about this in the full story contained in this newsletter.

The issue of early childhood nutrition is increasingly recognized by the world as a key in any country's future. WISHH hosted a conference in Washington D.C. on nutrition and development, and many speakers discussed crisis levels of stunting around the world, caused by shortages of protein in the diet. Soy can help improve that situation and your checkoff dollars, matched with industry and government money, are invested in showing how your protein is economical and efficient at improving nutrition; this also creates business opportunities for companies that can be our customers!!

WISHH is also proud of its progress under our new public-private partnership in Southern Africa. One of our alliance partners, Solae, and WISHH developed a protocol for clinical nutrition research that will measure the impact of 25 grams of isolated soy protein on the health of people living with HIV. A university in South Africa will submit the study to an ethics panel for review and approval. We hope to launch the placebo-controlled, double-blind study by mid summer.

This newsletter gives you a snapshot of WISHH while we are engaged in many other activities. We appreciate your support for and interest in WISHH and the world's nutrition.

Sincerely,

Jim Hershey

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WISHH Seminar Convenes Experts on Nutrition, Health and Sustainable Development

WISHH attracted more than 100 people to a Washington, D.C. seminar on "Investing in Nutrition, Health and Sustainable Development." Held March 22 on Capitol Hill, the seminar provided a timely examination of the challenges to meeting U.S. commitments to reduce hunger and promote development around the world in the midst of World Trade Organization negotiations, budgetary pressure on food aid and more.

Minnesota soybean grower and WISHH board member Kristin Weeks Duncanson moderated a panel discussion on the food assistance issues that are pending before Congress. Other speakers included Congressional staff, representatives of the U.S. Agency for International Development, World Bank, World Vision, United Nations World Food Program as well as Cargill and The Solae Company. "I appreciate the work of the World Initiative for Soy

in Human Health and the soybean growers who launched it for bringing together the public and private sectors to look at nutrition, health, and sustainable development," said Senator Sam Brownback (R-KS).

Gold-level sponsors of the seminar were the Iowa Soybean Association and other Qualified Soybean Boards and Cargill. Bronze-level sponsors were Archer Daniels Midland (ADM) Company, Bunge Milling and The Solae Company.



Seminar participants from left WISHH Executive Director Jim Hershey, American Soybean Association Board Member Andy Welden of Michigan and WISHH board members Brad Mathson of Wisconsin, Kristin Weeks Duncanson of Minnesota and Darren Kadlec of North Dakota.

More WISHH Supporters

Minnesota, Mississippi and New Jersey Soybean Checkoff Boards Join WISHH

The Minnesota Soybean Research and Promotion Council, Mississippi Soybean Promotion Board and New Jersey Soybean Board are now contributing to WISHH. In addition to receiving support from the American Soybean Association and United Soybean Board, 20 Qualified State Soybean Boards support WISHH: Illinois, Iowa, Ohio, North Dakota, South Dakota, Michigan, Indiana, Minnesota, Wisconsin, North Carolina, Kentucky, Mississippi, Arkansas, Kansas, Tennessee, Maryland, New Jersey, Texas, Georgia and Northeast States.

Support from soybean farmers is crucial. WISHH can leverage our checkoff resources to get outside donor support. In the current year, WISHH has been able to achieve a three-fold increase in funding from government sources that totals more than \$700,000 for 2006. WISHH is also working hard to increase corporate contributions, as well, which exceeded \$100,000 in 2005.

Farmers Welcome at WISHH Midwest Workshop

Soybean farmers can join representatives of private voluntary organizations (PVOs) from developing countries the week of October 16 when WISHH hosts its annual Midwest Workshop. PVOs, like Adventist Development and Relief Agency, as well as U.S. government agency staff attend the educational program held at the National Soybean Research Laboratory (NSRL) in Urbana, Illinois. The program includes discussions on the role of soy protein in the fight against malnutrition as well as infectious diseases. Participants get hands-on experience in the NSRL test kitchen as they incorporate high-protein soy foods into international recipes as well as visit a soybean farm and soybean processor. The program also addresses business models where developing country entrepreneurs can create sustainable economic growth with U.S. soybeans and soy products.

WISHH Sends Soyfoods Guide Around the Globe

The Soyfoods Guide-Tips and information for Using Soyfoods is getting even broader distribution, thanks to WISHH receiving copies to offer to representatives of food businesses and private voluntary organizations in developing countries. The Soyfoods Guide is distributed by the United Soybean Board (USB) with support from state soybean checkoff boards. Indiana-based Stevens and Associates produced the guide that is available in hard copies as well as online at www.soybean.org.

Indonesian Earthquake Victims to Receive U.S. Soyfoods

WISHH has received news from International Relief and Development (IRD) that IRD will use U.S. soy to respond to the needs of victims of an earthquake that has left 200,000 Indonesians homeless. The May 27 earthquake hit the region where IRD has assisted local food manufacturers in producing soy-enriched snack noodles that IRD helped distribute to 500 schools until the earthquake.

IRD has already distributed ready-to-eat noodles to victims in spite of its own office in Indonesia sustaining significant earthquake damage. The private voluntary organization, headquartered in Virginia, now seeks financial assistance to allow it to work with the noodle manufacturers to produce more soy-based foods that are deeply needed. IRD had approximately 40 staff working in Indonesia on the soy noodle distribution project to schools. They are now assessing the damage to schools as well as the soy noodle factories to develop a strategy to quickly expand production and distribution of the soy noodles from the factories.

IRD's initial Indonesian project began in 2000 by helping three Indonesian factories to produce soy-enriched wheat noodles manufacturers. With grower dollars invested by the Minnesota Soybean Research and Promotion Council, ASA International Marketing helped develop the soy-enriched noodles. The manufacturers also created markets. More than



Earthquake in Indonesia on May 27, 2006 left 200,000 Indonesians homeless. IRD will use U.S. soy to respond to the needs of some of those people.

4 million Indonesian consumers have purchased the soy-enriched noodles.

The noodle manufacturers were not hit by the December 2004 tsunami. Following that disaster, IRD donated U.S. soy products to the Indonesian Ministry of People's Welfare. The donation included 17.5 metric tons of soy-enriched biscuits, 17.5 metric tons of soy-enriched snack noodles, 1 metric ton of soy-enriched rice noodles and 1 metric ton of soy-enriched ready-to-eat macaroni.

Contributions can be made to IRD by going to <http://www.ird-dc.org/> or calling (877) 844-5644.

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Africare was eager to find foods that would bolster the well-being of severely malnourished infants and children. WISHH worked with Africare on possible dietary solutions and found that defatted soy flour's high protein and other nutrients can be incorporated readily into foods already popular with Africans. Therefore, Africare requested defatted soy flour in its proposal to the Food for Peace Program, managed by the U.S. Agency for International Development (USAID).

With input from USAID and the Department of Agriculture, Cargill and other soy processors agreed to develop new bags that would withstand the severe conditions often encountered by food aid shippers. They also moved ahead on the governments requests for signage on the bags.

Africare and WISHH are collaborating to make sure the product is programmed for maximum impact for its intended beneficiaries. The National Soybean Research Laboratory in Illinois has given Africare several recipes incorporating defatted soy flour into foods that are already preferred in Burkina Faso. Training on how to prepare the foods will follow. WISHH will also provide ongoing assistance to Africare as it reviews the nutritional impact of these foods, including for mothers and children who have HIV/AIDS.

WISHH Trains Honduran 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. Last year, the Honduran government purchased soy-fortified cookies from the bakers for its school lunch program. A Honduran baker is also using U.S. soy flour in the traditional Honduran bread products it is exporting for consumption in Hispanic markets in the United States. 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.



Owners of EBEN-EZER, a woman owned bakery, give a baking demonstration to USAID representative, WISHH Honduras staff and consultants.

"Soy has changed my life! I am very thankful to WISHH," says Trinidad a 38-year-old Honduran mother who gained weight and is better able to fight infections since receiving high-protein soy foods.