

## WISHH Helps Developing Country Bakers Make More 'Dough' from their Dough U.S. Soy Flour Benefits Even More Important During Times of High Food Prices

While the world is searching for answers to food shortages and high prices, WISHH is serving up solutions to help developing country food companies make more and better foods. They can use U.S. defatted soy flour to boost the moisture content, and therefore, increase dough yield. The defatted soy flour also helps bakers and their customers by extending shelf life as well as consumer acceptability of baked goods.



Bakery consultant Clyde Stauffer trained participants in a WISHH seminar in Ghana on how to add U.S. defatted soy flour. The resulting products gave economic benefits to the bakers as well as more abundant, nutritious and tasty baked goods for their customers.

Here's an example of how WISHH is working. WISHH sent veteran baker Clyde Stauffer from Ohio to Senegal and Nigeria in April where he advised multiple bakers. They saw firsthand how to use defatted soy flour in their regular wheat flour doughs with no problems. One bread shop realized that adding 750 grams of defatted soy flour would give them 6-6.5 extra baguettes, resulting in an extra \$12 of baguettes for sale. The additional yield from their sliced sandwich loaf equated to an extra \$5. Another baker tested defatted soy flour in pita breads where they had an ongoing problem with the product drying out and becoming inflexible after one day. Stauffer and the bakery team proved soy flour added moisture

content and produced 10 extra packages of pita bread for \$16 of additional pita.

WISHH is working with U.S. soy industry companies on additional programs for U.S. soy products to provide added value to developing country consumers and food industries. In addition, WISHH is sending a shipping container of soy protein products for companies to conduct industrial trials with the products. With funding from the U.S. Department of Agriculture's Quality Samples Program, WISHH is also sending a shipping container of soy protein products for companies to conduct industrial trials with products.

## Projected Economic Growth of Countries Where WISHH Works

Many developing countries where WISHH works are slated for significant economic growth. Frankly, their near-term economic growth forecasts are much more positive than that of the United States. Here's a sample based on International Monetary Fund projections for Gross Domestic Product, the most commonly used single measure of a country's overall economic activity.

	GDP Growth	
	2008	2009
India	7.9%	8 %
Bangladesh	5.5%	6.5%
Ghana	6.9%	7.5%
Guatemala	4.8 %	4.5 %
Honduras	4.8%	4.6%
Kenya	2.5%	3.4%
Mozambique	7%	7%
South Africa	3.8 %	3.9%
United States	0.5%	0.5%
Vietnam	7.3%	7.3%

While the overall U.S. economy is sluggish, the outlook for soybean exports are upbeat. In late May, the U.S. Department of Agriculture released a record forecast for U.S. agricultural trade. Agriculture Secretary Ed Schafer cited soybeans as a "bright spot" for export gains.

## Global Organizations Join WISHH to Examine Opportunities to Offer Nutrition

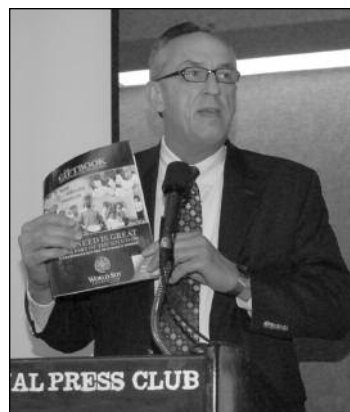
WISHH's Washington seminar in March attracted approximately 100 attendees ranging from U.S. food assistance program officials to funding organizations like the Bill & Melinda Gates Foundation to soybean farmer leaders. The program examined opportunities for the public and private sectors to address global malnutrition, HIV/AIDS and promote economic growth in developing countries.

"This conference is an opportunity for WISHH and the participants to enhance their work that can make immediate as well as long-term difference in the lives of thousands of infants, school children and the families of people living with HIV/AIDS," said WISHH Executive Director Jim Hershey. "Protein deficiency is a huge problem, and soy is one of the specific solutions presented at the conference."



Michigan soybean grower Andy Welden and Bunge's Victoria Sevcik participated in the WISHH seminar on global nutrition programs on March 13 in Washington, D.C. The Michigan Soybean Promotion Committee and other Qualified Soybean Boards sponsored the conference and their support was leveraged by industry sponsorships from: Cargill - gold-level sponsor; Solae - silver level sponsor; and Archer Daniels Midland (ADM), Bunge, Monsanto and the Monsanto Fund - bronze level sponsors.

# World Soy Foundation Reaches Out to Online Donors



Illinois Soybean Association Executive Director Lyle Roberts introduced the World Soy Foundation catalog concept at the National Press Club in Washington, D.C. in March during the WISHH Washington Workshop.

An expanded World Soy Foundation web site is the latest tools to increase donor support and leverage farmer investments in the humanitarian work of the World Soy Foundation. Soybean growers rolled out the World Soy Foundation in 2007 after gaining Internal Revenue Service approval of the World Soy Foundation as a charitable organization.

A program of WISHH, the World Soy Foundation works with established

private voluntary organizations and non-governmental organizations to provide assistance for school lunch programs, HIV care and weaning 6- to 24-month-old infants. These organizations also use soy to provide nutritional assistance to orphans, children and other vulnerable people around the world, as well as those affected by natural disasters in an emergency. By supporting WSF, donors are putting healthier, more nutritious options into the diets of the less fortunate.

The [www.worldsoyfoundation.org](http://www.worldsoyfoundation.org) website allows donors to contribute online or by phone as well as learn about the benefits of soy. It complements a new catalog created with support from the Illinois Soybean Association. The new catalog will be available for distribution in time for late fall and holiday gift giving. Contact Catherine Ndegwa at 314-754-3129 or email [cndegwa@soy.org](mailto:cndegwa@soy.org) to learn more about how you or your organization can participate in World Soy Foundation promotions, such as distribution of the catalog.



Illinois soybean growers, Steve and Kappy Scates, and Pat Dumoulin supported the new World Soy Foundation catalog with their personal checks in March. From left, World Soy Foundation Vice Chair and Iowa soybean grower Roy Bardole accepts the checks from Pat Dumoulin and Steve Scates.

## WSF Acre Challenge



Raeford, N.C. soybean farmer Earl Hendrix, pictured here with Barb Overlie (middle), WISHH and WSF Board Member and Mrs. Hendrix (right), is the latest soybean farmer to join the "Acre Challenge" encouraging others to join him in donating the cash equivalent of an acre of soybeans. Hendrix is a former long-serving board member of the North Carolina Soybean Producers Association. The World Soy Foundation will use the proceeds to support soy-based nutrition programs in developing countries where hunger and malnutrition are widespread. Indiana and Iowa soybean growers started the "Acre Challenge" last year to assist the World Soy Foundation in supporting the work of existing international groups that are eager for more soy in their nutrition programs.

## Soybean Growers Are Poised to Make a Difference to Meet World Food Demand

Television broadcasters and magazine headlines ask how can



Jim Hershey, WISHH Director

the world fix the global food crisis. What they need to know is that far-sighted U.S. soybean

growers created an important part of the solution nearly a decade ago. Visionary soybean farmers launched the World Initiative for Soy in Human Health in 2000 when they foresaw the rising demand for protein around the world. Today more than ever, the WISHH program and its philanthropic sister organization, the World Soy Foundation, can play valuable roles in a changing marketplace driven by a "perfect storm" of factors, including skyrocketing demand for protein in developing countries.

These two organizations can also help underscore the merits of U.S. soybean grower support for biodiesel because biodiesel production's use of soybean oil has prompted greater production of soy protein. Read this publication and see for yourself how WISHH and the World Soy Foundation are helping U.S. soybean farmers be part of the global food and energy supply solution.

Sincerely,

*Jim Hershey*

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## African Entrepreneurs See 'Enormous Potential' for Foods Made with Quality U.S. Soy

When President Bush traveled to Africa in February, he was asked how the United States would compete with foreign competitors on the African continent. His response was that the quality of American products gives them the edge. U.S. soy's quality is exactly why four African business and banking leaders came to the United States in April for training from WISHH.

WISHH utilized soybean checkoff dollars leveraged with the U.S. Department of Agriculture's (USDA) Cochran Fellowship Program for the educational program. It included participation in Soy Symposium in Chicago, training at the University of Illinois National Soybean Research Laboratory as well as meetings with a soy processing equipment manufacturer.

What is really needed in Africa is high-quality affordable protein says all four Cochran fellows who are here because they see growing African recognition of the benefits of soyfoods and the quality of U.S. soy. "The market potential is enormous," says Andre Rosslee, an executive member of the Soy Southern Africa Association, an organization that WISHH assists to increase market opportunities for soy.

He and the other Cochran fellows report growing awareness about cholesterol and other dietary issues in Africa so soy protein is well suited for this trend. While there are sensitivities to price in some market sectors, they say that creates opportunity to promote soy's excellent nutritional value compared to its price.

Selasie Farms and Groceries Chief Executive Officer Fafali Agnes Azaglo came for the training because she hopes to expand the soy products that her company in Ghana has worked with for years. The company has incorporated soy into weaning foods for children as well as with millet and other foods. She says that U.S. soy products, such as



What is really needed in Africa is a high quality affordable protein says all four visitors, including two U.S. Department of Agriculture Cochran fellows, who came to the United States in April to participate in U.S. soy industry events. They see growing African recognition of the benefits of soyfoods and the quality of U.S. soy.

defatted soy flour and texturized soy protein, are well suited for markets in Africa. Trip participant, Carol N. Kamau, works on expanding these types of trade opportunities on behalf of USDA in East Africa and she has seen first hand WISHH's success in getting Kenyan companies to import U.S. soy.

Ghanian financial advisor Patrick Awuku Dogbe is proud of the recognition that Ghana's school feeding programs have received from the United Nations. He says soy can make the school feeding program even better and also sees great potential for soy protein to complement African grown crops, such as moringa, which is high in vitamin C content and more.

"WISHH is pleased to work with USDA and NSRL and other partners to provide this training that is a natural extension of our work in Africa. U.S. soy protein can improve diets as well as generate new business opportunities here and there," said WISHH Executive Director Jim Hershey.

The effort exemplifies the words of President Bush while in Africa. "The most substantive way to help any developing nation is through the development of commerce and wealth as a result of growing industry and businesses, both small and large. And the best way to foster that is through trade."