

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

Vol. 1, Issue 1 © 2005 by WISHH

June 2005



WISHH Director Jim Hershey (left) and ASA Director Ron Gibson (right) accepted the Coalition for Food Aid industry award WISHH and ASA received. Kansas City Mayor Kay Barnes (center) accepted the U.S. government award going to the People of Kansas City, Missouri.

Food Aid Coalition Honors WISHH with Its First Industry Award

The Coalition for Food Aid selected WISHH and the American Soybean Association (ASA) as the recipient of its first industry award. ASA Director Ron Gibson, a Norborne, Mo. soybean grower, and WISHH Program Director Jim Hershey accepted the award on behalf of WISHH on May 3 in Kansas

City. The Coalition for Food Aid is comprised of 16 U.S. private voluntary organizations and cooperatives (jointly referred to as "PVOs") that conduct programs overseas to improve the health, living conditions and incomes of millions of people who live in poverty and suffer from hunger.

Vietnam is Poised to Buy More U.S. High-Protein Soy

Vietnam today offers a warm attitude toward Americans and plenty of opportunity for sales of U.S. high-protein soy, according to Illinois Soybean Board farmer leaders and staff who traveled there in April. WISHH and ASA international marketing program staff worked with Illinois delegation to explore potential for U.S. high-protein soy in Southeast Asia.

"I think soybean growers will benefit from this trip by new markets being developed and a healthier population that will be able to grow economically and afford more soy protein and meat in the years ahead," said Illinois Soybean Checkoff Board Director Philip Bradshaw.



Illinois Soybean Board leaders visited a business in Vietnam that ferments soy to produce sauces for sale. The group found multiple businesses and organizations in Vietnam where there is market potential for U.S. soy protein.

They made agreements with a Vietnamese organization to work together on school feeding programs, HIV/AIDS nutrition programs and small business initiatives. The team also had meetings with

the American Red Cross and Vietnam Red Cross to explore ways to incorporate soy into their school snack program and HIV programs. They also conducted soyfoods seminars.

A Letter from the Director

Dear Reader:

Welcome to the first issue of the WISHH Ambassador newsletter. Thanks



Jim Hershey, WISHH Director

to you and your fellow soybean growers, WISHH is able to help introduce high-protein soy into diets in many parts of Africa,

Asia and Latin America. More than 15 states have contributed checkoff funds that are allowing WISHH to introduce soy to more than 16 nations around the world in keeping with a five-year strate-

gic plan developed last year with soybean grower guidance. The success of WISHH would not be possible without the support and input of U.S. soybean growers. Your investment is helping grow U.S. soy markets, and as you will read in this newsletter, at the same time helping thousands of children have better diets to grow up healthier and better able to contribute to their nation's economic progress.

WISHH is engaging more aggressively in non-traditional fundraising, formalizing our board structure and putting more emphasis into commercial business development for U.S. soy. We invite you to contact WISHH with your input. Soybean growers told us they wanted to hear more about WISHH so we offer this newsletter to help fulfill

that request, *thanks to the generous support of the Iowa Soybean Promotion Board.*

Enjoy your summer and thank you for your support as we fulfill the mission of WISHH: *"To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of U.S. soy products."*

Sincerely,

Jim Hershey

WISHH Director,
wishh@asaim.soy.org
(1-800-688-7692)

U.S. Soy Protein Product sold under food aid September 2004 - May 2005

Performance Indicators	Quantity (MT)	Value	Recipient Country	Program
Textured Soy Protein (TSP)	1,240	\$636,600	Mozambique, Guatemala, Jamaica	USDA*
Defatted Soy Flour (DSF)	450	\$138,700	Mozambique, Cambodia	USDA*
Soy Protein Concentrate (SPC)	100	\$140,000	Eritrea, Mozambique	USDA*
Soy-containing blends	99,000	\$37,500,000	Africa, Asia, Latin America	USDA/USAID*

* USDA Programs include: Food For Progress, McGovern-Dole School Lunch

U.S. Soy Protein Product Donated - September 2004-May 2005

Type of Product	Quantity (MT)	Value	Donor of Product to WISHH	Destination
TSP	14.7	\$11,800	The Solae Company	Senegal
TSP	7.89	\$4,698	Cargill	Zimbabwe
TSP,DSF	32.77	\$25,225	Cargill	Honduras
TSP,DSF	17	\$8,000	Purchased by WISHH	Pakistan
TSP,DSF	14.9	\$9,700	Purchased by WISHH	Botswana

WISHH has Worked in 23 Countries

Angola	Cote D' Ivoire	Honduras	Mozambique	Tajikistan
Benin	Egypt	India	Pakistan	Uganda
Botswana	Ghana	Indonesia	Senegal	Vietnam
Cambodia	Guatemala	Jordan	South Africa	Zimbabwe
	Haiti	Kenya	Tanzania	

Quotable Quotes

"Any program that can reduce the suffering of people with HIV/AIDS, strengthen our national security and help Illinois farmers is a good deal in my book."

— **Senator Dick Durbin** of Illinois
February 2005 speech on the importance of WISHH.

"The real source of market promise is not the wealthy few in the developing world, or even the emerging middle-income consumers: It is the billions of aspiring poor who are joining the market economy for the first time."

— **Booz Allen Hamilton** "Strategy + Business Report by C.K. Prahalad and Stuart L. Hart

Upcoming WISHH activities that soybean farmers might want to attend include:

Midwest Workshop Oct 10 & 11, 2005 at the National Soybean Research Laboratory in Illinois at the University of Illinois. The event brings together private voluntary organizations, U.S. government officials, soybean farmer and food industry leaders from the United States and abroad for discussions and training on the role of soy in local markets and international food assistance programs.

World Food Prize Oct 12-15, 2005 in Des Moines, Iowa
WISHH is working with the Iowa Soybean Board and United Soybean Board on plans to highlight U.S. soy in this internationally recognized program that will focus on nutrition.



From left, Iowa Soybean Board Market Development Manager Grant Kimberley and farmer leaders Dennis Friest and Roy Arends meet with World Food Programme staff during a WISHH conference held in Washington, D.C. Arends reports that WISHH has an excellent working relationship with international organizations. He says it is a good investment for soybean farmers to participate in these programs that also attract soybean processors.

WISHH Partners with Rice and Dry Beans for School Nutrition Education

WISHH is working with the U.S. rice and dry bean industries to improve the diets of school children in Guatemala, Honduras and El Salvador. The U.S. Department of Agriculture is supporting the joint effort that is expected to reach 500 schools and 200,000 children. It incorporates activities such as:

- ◆ Demonstrate soy, rice and beans in training programs for school cooks and teachers;
- ◆ Publicize soy through the media;
- ◆ Offer soy recipes and nutritional benefit information in cooking brochures;
- ◆ Conduct surveys about soyfoods.



The Soyarito cartoon character is part of school nutrition education program that WISHH is implementing in three Latin American countries. The U.S. Department of Agriculture is supporting the project that communicates that rice, beans and soy "give more power."

Country Profile: **KENYA**

Bakers in Kenya are buying U.S. soy to increase the protein in muffins, cookies and many other popular foods. Sausage makers are interested in adding more U.S. soy protein to their products too.

"Kenians are sold on the value of soy for their products" is how WISHH consultants describe the country where WISHH first started working in 2001. For example, one bakery alone where WISHH consultants provided technical guidance is interested in adding 3 percent soy flour to their products. That single bakery would be buying 270 tons of defatted soy flour a year, when fully implemented.

Kenya has the largest and most diversified economy and the most developed infrastructure in the East Africa region. Furthermore, the U.S. State Department considers it key to regional efforts to fight terrorism.

CARE Showcases Soy in Campaign to Its Own Donors

The Atlanta-based CARE organization is enclosing packets of corn-soy blend, which is commonly used in its food assistance efforts, as a

way to visualize CARE's work overseas. CARE is mailing the corn-soy blend to thousands of its donors to showcase how CARE not only feeds

hungry people, but that CARE works with communities to solve underlying problems to permanently defeat poverty.

Pakistan Donation Jumpstarts Soy Sales

ASA/New Delhi approached WISHH in 2004 with a request to send a container of soy protein to Pakistan for commercial trials. They only needed half of what would fill a container, so WISHH rounded out the shipment with textured and regular soy flour for a nutrition trial with Catholic Relief Services. The U.S. Department of Agriculture's Quality

Samples Program paid for the product and freight costs. ASA/New Delhi provided the technical assistance to the commercial bakeries and meat companies. Six months after the product arrival and tests, a commercial company has placed an order for an entire container of U.S. soy protein. The sampling program had impact!!

Want to Receive WISHH News Updates?

Contact WISHH at karen@kcegroup.com or by calling **703-281-7600** to let us know if you would like to receive email updates on WISHH and its latest news. You can also keep abreast of how the WISHH program is doing by visiting our website at www.wishh.org

Qualified State Soybean Boards that Supported WISHH in 2005

Thank-You

Ohio	Illinois
Iowa	Indiana
South Dakota	Maryland
Pennsylvania	Northeast States
North Dakota	North Carolina
Wisconsin	Michigan
Kansas	Arkansas
Texas	Tennessee

State soybean grower organizations launched the WISHH Program in 2000. Headquartered at the American Soybean Association in St. Louis, WISHH also receives support from the United Soybean Board, U.S. Department of Agriculture, U.S. Agency for International Development and corporate contributions from Archer Daniels

Midland Company, Cargill and Solae. WISHH finds new opportunities for U.S. soy in programs that help feed the hungry as well as stimulate economies for long-term sustainable development. WISHH also develops commercial demand by demonstrating the use of U.S. soy protein as food ingredients.

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.

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy

c/o American Soybean Association
12125 Woodcrest Executive Drive
Suite 100
St. Louis, MO (USA) 63141-5009
Phone 314.576.1770
Fax 314.576.2786

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

PRSRT STD.
U.S. POSTAGE
PAID
ST. LOUIS, MO
PERMIT NO. 2934

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@asaim.soy.org.

