

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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WISHH Midwest Workshop Draws Record Number from Around the World

WISHH's Midwest Workshop attracted a record number of participants from as far away and apart as Honduras, South Africa and Pakistan. 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. The "Creating Sustainable Solutions to Nutrition Challenges Through Public-Private Partnerships: Role of Soy in Economic Development" included discussions on sustainable public-private partnerships, soy and health as well as economic development with soyfoods and a tour of a soybean farm.

WISHH expanded participation this year by including international participants from the U.S. Department of Agriculture's Cochran Fellowship Program. Named after U.S. Senator Thad Cochran (R-MS), the program provides training that enhances trade links with the United States. Corporate sponsors for the workshop included Cargill, Archer Daniels Midland Company, Bunge Milling and The Solae Company.



Illinois farmer leaders visit with WISHH Midwest Workshop Participants. Left to Right: Visiting Cochran Fellow Francisco Javier Ucles from Honduras, Illinois Soybean Association Chairman Steve Scates, WISHH Honduras Country Officer Armando Reyes and Illinois farmer Sharon Covert.

U.S. Soy Offers Healthier Diet for Honduran Children

WISHH, the Honduran Ministry of Health and Adventist Development and Relief Agency (ADRA) are teaming up to put U.S. soy protein to work so Honduran children can have healthier diets. WISHH farmer leaders traveled to Honduras in August to help launch the pilot feeding program that adds U.S. 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.



Adventist Development and Relief Agency (ADRA) and WISHH leaders sign a memorandum of understanding to start a pilot feeding program for children in Honduras.



ADRA and WISHH will evaluate children's progress with diets including high-protein soy. An estimated 30 percent of children in Honduras do not receive sufficient protein.



WISHH Board Member and North Carolina Soybean Producers Association Executive Committee Chairman Kenneth J. Bartlett distributes soyfoods to children in Honduras. The First Lady of Honduras has recognized WISHH's work in the country where an estimated 30 percent of children lack sufficient protein.



Jim Hershey,
WISHH
Director

A Note of Thanks and Hope

As you and your family sit around the table for your thanksgiving meal, we at WISHH want you to know that your spirit of sharing as a U.S. soybean grower is touching human lives around the globe. We are grateful to you, your family and the visionary leaders who created the WISHH program.

I know this because I spent a week last month at the annual WISHH Midwest Workshop with more than 60 people from Africa, Latin America, Caribbean, South America and Asia. Many of these people were grateful for the opportunity to visit our great nation. They were also eager to learn more about the benefits of soy. Our visitors were looking for ways to build businesses while also addressing calamities that plague children, women and men in their countries: with hunger, malnutrition, stunting and devastating diseases, such as HIV/AIDS.

We appreciate your continued support of WISHH. Together, we must look for sustainable markets for U.S. soy and sustainable business development for entrepreneurs and small-business people in developing nations using soy. I have no doubt that the market is ripe and ready for these win-win opportunities. Many are already underway as you will see from the articles in this newsletter. As we continue to teach people how to incorporate soy in local diets in different countries, we will continue to see many exciting and diverse uses of soy in foods that are already popular in the countries where WISHH is at work. People will create demand that in turn will open doors for U.S. soy

Sincerely,

Jim Hershey

WISHH Director,
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WISHH-Trained Businesses Bake Big Breakthrough Soyfoods Now Sold in Major Wholesale Chain

WISHH-trained bakers have reached a major milestone with their soyfoods. Their breads, which include U.S. soy flour, are now sold by PriceSmart in Honduras. Similar to a Sam's Club in the United States, PriceSmart operates 23 warehouse stores in 11 Latin American and Caribbean countries.

The sales are the latest step up for WISHH-supported entrepreneurs like mother-daughter bakery owners Doña Tita Zúniga and Glenda Valladares. Their EBEN-EZER bakery is one of the Honduran Bakery Association members that are working with WISHH to improve their products and their markets. The association worked with the Honduran government and WISHH to offer soy-fortified cookies for school children in 2005. EBEN-EZER is also exporting its traditional buns to Latino markets in the United States.

No wonder Vallardes is sold on soy flour. "If I did not have soy as a component in my formula, my product would not have the shelf life it now has," she says. "So, to me personally, soy is indispensable in my product."



Illinois Soybean Association Chairman Steve Scates (second from left) and Iowa Soybean Association Director Roy Arends (far right) met with Honduran baker Glenda Valladares (center) in 2005 as her EBEN-EZER and other bakeries began offering new products featuring U.S. soy. Now EBEN-EZER is one of the bakers selling breads made with U.S. soy flour to a major chain in Honduras.

Honduran First Lady Honors WISHH

Honduran First Lady Xiomara Castro has presented WISHH with a certificate of appreciation for support of Honduran boys and girls through the Healthy Schools initiative. The First Lady is widely recognized around the world for her leadership in championing better nutrition.

Last year with support from Cargill and the U.S. Agency for International Development, WISHH introduced the use of soy flour to the Honduran Bakers Association. As a result in 2005, Honduran government officials signed an agreement to buy soy-fortified cookies produced by association members. This pilot project boosted the protein and overall nutrition for 5,000 urban school children and proved the bakers' capacity to deliver a product that meets quality and nutritional standards.

WISHH and The Solae Company Set To Launch HIV/AIDS Research

The University of Stellenbosch Ethics Committee has approved a collaborative study on the potential for impact of high quality soy protein in HIV-infected adults. WISHH and The Solae Company initiated the study that is expected to start in early 2007 in the Western Cape of South Africa. The study will compare a beverage containing soy protein isolate with a product with equal calories and micronutrients, but no supplemental protein. The goal is to determine the effects of high-quality protein supplementation on health and nutrition of people living with HIV. The study will introduce the soy-containing products to 200 participants, including both patients and caregivers at four clinical sites. Results are expected to be evaluated by early fall 2007 and entered into the scientific literature as a publication in a peer-reviewed journal.

Historic Defatted Soy Flour Shipment Welcomed in Burkina Faso

Cooks in Burkina Faso were ready to offer healthier foods with soy when America's first shipment of U.S. defatted soy flour arrived in the West African country through the historic Food For Peace Program. Bagged at the Cargill Cedar Rapids facility on June 1, the landmark shipment had traveled four months and nearly 6000 miles. Before it arrived, Africare and the World Initiative for Soy in Human Health (WISHH) had already made sure that local staff and organizations were trained on how to prepare the 150 metric tons of product—enough to provide 5 million servings of protein.

There was so much excitement about the product that more participants came than even originally expected, says Africare's Harold Tarver. He was present when WISHH conducted a train-the-trainer with more than 40 local food preparers in Burkina Faso in September. Those 40 will now train other food preparers who are part of Africare's effort to boost the nutrition of severely malnourished mothers and children at the provincial hospital and a rural health clinic in Zondoma,



Karl Weingartner of the National Soybean Research Laboratory in Illinois traveled to Burkina Faso to train local food preparers and trainers in the use of the product through WISHH's work with Africare.

Burkina Faso. Africare will also use some of the defatted soy flour to help people living with HIV/AIDS.

"Participants were interested in working with the defatted soy flour to create new recipes," Tarver says. "People in Burkina Faso are familiar with soy although it is not grown there. People know it has protein, and if they eat it, they will have healthier lives."

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 in the region. Defatted soy flour offers about 52 percent protein and can readily boost the protein content of a wide array of foods around the world. Therefore, Africare requested defatted soy flour in its 2005 proposal to the Food for Peace Program, managed by the U.S. Agency for International Development.

Africare and WISHH will continue to work together to make sure the product is programmed for maximum impact for its intended beneficiaries.

WISHH Grows in Guatemala

The success WISHH has experienced in Honduras is now expanding to its Central American neighbor, Guatemala. Like Honduras, Guatemala also shows interest in improving nutrition for children through school feeding programs. WISHH's new project officer in Guatemala, Eduardo Townson, sees huge opportunities for private companies to work with soy and for these companies to work with their government in offering more nutritious school foods made with soy. Townson has also identified private foundations based in Guatemala that have the potential of supporting these efforts. This new project will be implemented in conjunction with the U.S. Soybean Export Council's Latin American soyfoods program.

USDA Buys U.S. Soy Protein for Guatemalan School Feeding

The U.S. Department of Agriculture is buying 400 tons of textured soy protein (tsp) for school children in Guatemala. Florida-based Food For the Poor requested the tsp as part of its efforts to improve school attendance and enrollment, particularly for girls, as well as the health of the children. USDA announced its intent to purchase the product in September under the McGovern-Dole International Food for Education and Child Nutrition Program

Food For The Poor President Robin Mahfood said, "Because this program combines food and education, the benefits will be both immediate and long term. School feeding programs encourage parents to send their children to school to receive much-needed food, and this combination is key to breaking the cycle of poverty."



A soy and sweet potato weaning food is one of the recipes prepared at the WISHH-Africare trainings to prepare for arrival of America's first shipment of defatted soy flour through the Food for Peace Program.

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to the Iowa Soybean Board
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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.

WISHH Appoints New Officers, Foundation Elections Held

WISHH board of directors elected new members and officers on July 10 at the WISHH board meeting in Washington, D.C. Officers include the following soybean growers: Chairman Phil Bradshaw of Illinois; Vice Chairman Roy Bardole of Iowa, Treasurer Scott Fritz of Indiana and Secretary Allen Armstrong of Ohio. American Soybean Association President Rick Ostlie confirmed the appointments of the new at-large board members: Kenneth Bartlett of North Carolina, Barb Overlie of Minnesota and William Wykes of Illinois. They are joining the current at-large board members Roy Arends of Iowa, Darren Kadlec of North Dakota, Brad Mathson of Wisconsin, and John Wray of Kansas.



WISHH and World Soy Foundation board members pose following board elections on July 10 in Washington, D.C. From left front row: outgoing chairman Denny Friest of Iowa, director Roy Bardole of Iowa, new chairman Phil Bradshaw of Illinois and new treasurer Scott Fritz of Indiana. From left middle row, Darren Kadlec of North Dakota, World Soy Foundation board member Ellen Feeney of WhiteWave Foods Company; WISHH board member Barb Overlie of Minnesota; WISHH Executive Director Jim Hershey. Back row from left: John Wray of Kansas, Kenneth Bartlett of North Carolina; World Soy Foundation board member Lyle Roberts of Illinois; WISHH directors Brad Mathson of Wisconsin and Roy Arends of Iowa, and Illinois Soybean Association Chairman Stephen J. Scates.

These soybean farmers will also serve on the World Soy Foundation Board (WSF); WISHH has applied for 501c3 charitable organization status for the WSF with the Internal Revenue Service. Other World Soy Foundation board members are Illinois Soybean Association Executive Director Lyle Roberts and Ellen Feeney who oversees corporate philanthropy for WhiteWave Foods Company. Also at the July board meeting, WISHH recognized Iowa soybean grower Denny Friest for his service as outgoing WISHH Chairman.

SAVE THE DATES Join WISHH for March and October 2007 Seminars

WISHH encourages soybean growers to plan now to join WISHH for two educational seminars in 2007.

- March 14 in Washington D.C. immediately following the American Soybean Association board meeting — soybean growers can join other international groups as WISHH hosts its annual seminar on international nutrition, development and poverty reduction.
- October 15-17 in Illinois — WISHH will draw international groups from throughout the world to the annual WISHH Midwest Workshop that provides discussion and training on soyfoods uses.