

Michigan Soybean Witnesses Results With

Monroe soybean grower Richard Janssens was busy and not sure he wanted to make the 2000-mile trip to Central America in February. Janssens is now glad he accepted the Michigan Soybean Promotion Committee's request that he examine the role of soy for human diets in Guatemala and Nicaragua. He is an eye witness to the important role Michigan soybean farmers have in Central America.

Janssens saw the American Soybean Association's (ASA) World Initiative for Soy in Human Health (WISHH) program's market development efforts as well as the World Soy Foundation's humanitarian activities in Central America.

"I believe this is a wise use of checkoff dollars,"

Janssens says. "It benefits other countries as it opens up avenues for our exports. We can reach out to these other countries to help them improve their diets.

"I was not aware of the many soy products in Central America. I was very pleased and surprised to see all the different products made from soy," reports Janssens, who says he is optimistic about the growth of markets in the region.

Janssens is also pleased to see that power of soy is reducing malnutrition through World Soy Foundation, a 501 c3 nonprofit organization headquartered at ASA. He attended the World Soy Foundation's Corporate Social Responsibility conference held in Guatemala. Cargill supports the conference that featured speakers from



Above: Monroe soybean grower Richard Janssens (second from left) is shown some of the many soy-based foods marketed by Café Soluble in Central America. Cargill's soy protein is commonly used in Central America so Janssens thinks it is likely that Michigan soybeans are going to the communities he visited.

Below: Many children in Guatemala who are benefiting from the power of soy and the work of the World Soy Foundation. Guatemala has some of the highest malnutrition rates in the world. Approximately half of the 5-year-olds suffer from malnutrition. In some areas the malnutrition rate is closer to 90 percent.



Grower Richard Janssens Soy in Central America

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the Guatemalan government, the U.S. Embassy, local industry officials, non-government organizations, academic institutions, and U.S. soybean farmers.

Also in Guatemala, he visited a home for girls where U.S. soybean farmers have helped install a SoyCow processing machine that produces food for the children and also makes enough for them to sell to the community. Janssens also visited a Pediatrics Association soy nutrition project sponsored by Cargill.

The power of soy is especially noted in a country like Guatemala where 50 percent of 5-year-olds suffer from chronic malnutrition. Some areas of the country experience 90 percent malnutrition rates.

He appreciated Fabretto High School in Nicaragua that offers training programs for students in agriculture. "Their farm gives them an opportunity to help themselves," Janssens says.

Given Cargill's presence in Michigan as well as Central America, Janssens thinks it is likely that Michigan soybeans are going to the communities he visited. "It is a great benefit to reach out to these other countries to help them improve their diets. A win-win is a good way to sum it up," concluded Richard.

Right: Through the World Soy Foundation, U.S. soybean growers have helped install SoyCow processing machines in Central America. Richard Janssens saw the units in operation to produce food for children and make enough for their care facilities to sell to their communities.



Left: Richard's tour included visiting a home for girls where U.S. soy is making a powerful difference in their diets.