



Meeting Consumer Demands for Wellness and Fasting Products with US Soy and Peanut Protein Products

**Hilton Hotel
Addis Ababa, Ethiopia
March 24, 2009**

Conference:

This conference will highlight nutrition and economic opportunities of utilizing US Soy and Peanut products and ingredients to meet the health and nutrition demands of the local population. Industry leaders, key decision makers, academia, and those involved in the value chain of high quality health and nutrition food ingredients will provide information on agribusiness approaches and sustainable responses to business opportunities in the Ethiopian food industry. Well informed experts will share information on the unique nutritional, economic and functional advantages of US health and nutrition ingredients for the Ethiopian market.

Breakout sessions with World Initiative for Soy in Human Health, WISHH and American Peanut Council, APC will be conducted to discuss specific features and opportunities with their respective products and programs, including nutritional profiles, recipes, and costs of product, suppliers and distributors. Interested parties will have a chance to meet with cooperators for individual meetings, or even company visits Thursday afternoon or Friday.

Target Audience:

Ethiopian government officials including representatives from the departments of agriculture, trade, health, nutrition, import policy people; food, beverage and other food product's processing businesses including current users of soy and potential users; academia, health professionals including medical doctors, especially pediatricians, nutritionists, school nurses, dietitians; non-government organizations including WFP; farmer's organizations; food and beverage ingredient importers and distributors; print and electronic media personnel; allied industry suppliers including equipment people, other ingredient suppliers, especially the suppliers who will be complementary to soy ingredients in the various finished products which can be further developed in-country i.e. vitamin and minerals and others.

World Initiative for Soy in Human Health, WISHH and American Peanut Council, APC Conference Goal:

Provide the seminar attendees with an overview of the Ethiopian population's nutritional status and how WISHH and APC food ingredients can help meet the nutritional needs of the populations. In the afternoon, the attendees will be divided into three working teams. Each attendee will have a choice of the team they will join. The teams will determine a minimum of one new product, or significant upgrade to an existing in-country produced product to be further developed. A WISHH representative will lead / monitor each team. At the end of the team break-out sessions, approximately one hour will be devoted to plan summaries, general session presentation of combined next-step plans with responsible person assignments, timing and follow-up action plans determined. Time will be allotted at the end of the day for WISHH and APC representatives to conduct in-depth follow-on meetings with attendees to understand specific company / organization's needs and plot forward, next-step plans.

Program:

- 8:30 Registration**
- 9:00 Welcome and Opening Remarks – James Zenner, JPZ Consulting Group**
- 9:15 Keynote Address:**
Overview of the Nutritional and Health Status of Ethiopians. Mrs. Asrat Wondimu, Associate Researcher, Ethiopian Health & Nutrition Research Institute.
- 9:45 Availability of Local Food Supply and Nutrient Deficiencies in Ethiopia.** Mr. Kaleab Bayou, MSC Food Science & Nutrition, UNECA – Food Security & Sustainable Development
- 10:10 Briefing on Protein Samples. Mr Bruce Large, Senior Consultant, WISHH**
- 10:15 Break**
- 10:45 Introduction to WISHH and the American Panut Council. James Zenner, President, JPZ Consulting Group.**
- 11:15 Developing Food Products to Meet Consumer Needs. James Zenner, President, JPZ Consulting Group.**
- 12:00 Lunch**
- 13:30 pm Barriers & Solutions to Developing Consumer Food Products That Meet th Needs of Nutrient Deficient Populations.**
Open discussion with Audience: Moderator: Jams Zenner, President, JPZ Consulting Group.
- 14:00 Brakout Sessions with Two Teams:**
Team On: Food Products that met th baskic nutritional needs of:
a) School age children
b) Malnourished children
Team Two: Food/ beverage products targeted at the general population.
- Purpose: Given today’s discussions, jointly determine a minimum of one new product, or significant upgrade to an existing in-country produced product to be further developed. WISHH / APC representative will lead / monitor each team.
- 15:15 Break**
- 15:30 General Session – Presentations of Each Team–** Each team will present its findings to the whole audience. Tangible action plan and next steps will be determined from the combined findings.
- 16:00 Forum Concluding Remarks**
- 16:15 Individual One-on-One Meetings**
With WISHH and APC Personnel