

World Initiative for Soy in Human Health (WISHH)

“Enhancing human well-being through soy”

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Mission

To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of U.S. soy products.

Improved Food Products

- Adhesion-cohesion
- Color control-increases whiteness
- Emulsification
- Elasticity
- Gelatin
- Fat absorption
- Bland
- Conditions dough
- Improves texture
- Flavor binding
- Foaming
- Solubility
- Viscosity
- Water absorption & binding
- Keeps product fresh for longer time

Health Benefits

- Malnutrition
- Cholesterol
- Hypertension
- Certain cancer
- Diabetes
- Kidney disease
- Menopause
- Osteoporosis
- Weight loss

Soy Protein Products & Nutritional Benefits

Defatted Soy Flour – 50% protein

- Used in a wide variety of products including bread, complementary foods, cookies, muffins, cakes, pastas, tortillas and is a common ingredient and supplement in blended cereal products, such as Corn-soy blend, Soy fortified wheat flour, Rice-soy blend, et al.
- Used to produce textured soy protein (TSP).
- Can be fortified with various micronutrients and minerals.
- Shelf life: 1 year +

Soy Protein Products & Nutritional Benefits

Textured Soy Protein 50-70%

- Used in a wide variety of foods, for example, as an ingredient with ground meat for patties, sausage, and meat loaf; and in vegetarian foods and stews.
- It is a dry product, easily re-hydrated and takes no additional cooking time when used as an ingredient in another dish.
- Can be fortified with various micronutrients and minerals.
- Shelf life: 1 year +

Soy Protein Products & Nutritional Benefits

Concentrates-70% Protein

- Used in a variety of meat product systems, baked goods, and dairy applications.
- Highly digestible and well suited for children, pregnant and lactating women, the elderly, people who are ill, and situations where protein nutrition is of utmost importance.
- Can be fortified with various micronutrients and minerals.
- Shelf life: 1 year +

Soy Protein Products & Nutritional Benefits

Isolates- 90% protein

- Used as an ingredient in high-protein foods: dairy foods, nutritional supplements & beverages, meat systems, infant formulas, cream soups, sauces, snacks, milk replacers, nutraceutical formulations.
- It is highly suited for those people who have high protein needs due to growth, famine, and chronic diseases (HIV/AIDS and tuberculosis).
- Can also be fortified with various micronutrients and minerals.
- Shelf life: 1 year +

Highlighted Countries of Involvement

Sub Saharan Africa

- Kenya, Southern Africa region, Ghana, Mozambique, East Africa region

Central America, Caribbean

- Honduras, Guatemala, Nicaragua, Haiti

Asia

- Pakistan, Bangladesh
- Exploratory work in the region

Soy in Southern Africa (SISA)

- Supported by USAID/ GDA, Solae, White Wave/Silk, SoyaTech, Natural Products, Malnutrition Matters, Hain Celestial
- Targets nine countries in Southern Africa
- Goal: to improve the nutritional value of processed foods and to increase the capabilities of local commercial entities that manufacture them

Soy Alliance for Human Health

- Public-private partnership supported by EGAT, GDA, Cargill, & WISHH
- Focuses on Kenya, Honduras, Guatemala
- Goal: Private sector development through increasing volumes, reducing costs, expanding product lines

Global Based Initiative for East Africa

- Collaboration with U.S. Dairy Export Council, U.S. Dry Bean Council, Alaska Seafood, North American Millers Association, and U.S. Dry Pea & Lentil Council
- Kenya, Tanzania, Uganda, Ethiopia, Eritrea, Rwanda, Burundi
- Goal: Promotes U.S. high quality proteins like value added soy products, whey protein, & non-fat dry milk through technology transfer, increased awareness, relationship building

Services-Food Technology

- Evaluating food production systems
- Providing food technology training (product development, storage, handling, etc.) for the inclusion of soyfoods in local diet
- Conducting cost benefit analysis on incorporating soy products as ingredients
- Increasing awareness of the health benefits of soy
- Recipe development

Services-Business Development

- Technical assistance on ways soy can be incorporated into food products to expand businesses, maximize profits and adapt to changing markets.
- Supporting new product, formulation & market development
- Business development training in areas such as marketing, launching a new product, business management
- Market research

Services-Nutrition Services

- Designing & planning nutrition interventions and evaluating nutritional needs
- Related activities including nutrition education, training and sharing research findings
- Spearheading nutritional surveys (protocol, training data collectors, data analysis)

Services-Technical Assistance in Program Development & Implementation

- Support services to PVOs, UN agencies, and foreign governments in the development of programs and projects
- Intervention area research
- Benchmarking
- Program design
- Proposal writing

Highlighted Successes

- Increased knowledge and awareness about soy and its benefits (functional & health)
- Improved business practices
- Equipment updates

Additional Information

- World Initiative for Soy in Human Health: www.wishh.org
- American Soybean Association: www.asa.org
- United Soybean Board: www.talksoy.com
- U.S. Soybean Export Council: www.ussec.org
- Soyfoods Association of North America: www.soyfoods.com
- The Cutting Edge: www.tceconsult.org
- Malnutrition Matters: www.malnutrition.org

THANK YOU!

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