



# ***WISHH PROGRAM***

## **World Initiative for Soy in Human Health**

*“Enhancing human well-being through soy”*



# WISHH Mission Statement:

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

***ENLIGHTENED SELF-INTEREST***



# Soy protein in local cuisines

- Cereals fortified with soy protein
  - Maize, sorghum, cassava, wheat
- Meat analogue: **Textured Soy**
  - Sauces, stews and soups
- Drink/dairy applications





# Food Products with soy

- Porridges, weaning foods and staples: starches fortified with soy protein
- Breads, biscuits and beignets
  - Defatted soy flour, concentrates, blends etc
- Meat enhancers/analogues
  - Textured soy mince, chunk
- Soy beverages
  - Isolates, whole bean





# GLOBAL DEVELOPMENT ALLIANCE:

- Soy in Southern Africa Program
  - USAID Regional Trade Competitiveness Hub
  - U.S. Soy industry: WISHH, Solae, Soyatech, Malnutrition Matters, and 3 other U.S. firms
  - South African Industry
    - Discussions on collaboration with CSIR
    - Targeting firms interested in growth, technical advice, product development
  - Region: South Africa, Angola, Botswana, Lesotho, Malawi, Mozambique, Swaziland, Tanzania, Zambia



# SISA GDA Goal:

- The goal of the proposed program is to improve the nutritional value of processed foods and to increase the capabilities of local commercial entities that manufacture them





# SISA GDA Objectives:

- Increase knowledge of soy processing technologies by manufacturers
- Increase the utilization of soy food ingredients
- Demonstrate the benefits of increased soy protein consumption for people living with HIV/AIDS
- Demonstrate whether soy protein ingredients provide a viable and sustainable commercial opportunity for consumers at the base of the pyramid



# Objective I

- Increase knowledge of soy processing by manufacturers
  - Identify companies and entrepreneurs likely to benefit from increased training/information
  - Develop and implement training courses, particularly in product quality and development
  - Produce training/informational materials and manuals
  - Provide equipment at training center for “short courses” and product development work



# Objective II

- Increase the utilization of soy protein ingredients
  - Individual consultations at company site
  - Intensive individual support for product development at site or center
  - Particular interest in *mageu*





# Objective III

- Demonstrate the benefits of increased soy protein consumption for people living with HIV/AIDS
  - Do NOT contribute to stigma
  - Demonstrate soy protein's positive impact: strength, weight and BMI gain, fewer sick days.
  - Close collaboration with RSA experts and NGOs



# Objective IV

- Determine whether soy protein ingredients provide a viable and sustainable commercial opportunity for consumers at lower LSM levels.
  - Market research in RSA and 1 other country
  - Snap shot of current market
  - Understand needs and opportunities
  - Obtain understanding of informal sector(s)
  - Identify product categories and players