



Overview of WISHH Global Development Alliance Grant

Supported by USAID

The Basics...

- Supports “Local Development Through Soy”
- Public-private partnership
- Supported by Cargill and ADM
- 2 years in length
- Targets Kenya, Honduras, and possibly a third/fourth country
- Start date is October 1, 2004

Country Statistics

Country	Income Group	Infant mortality rate	Life Expectancy (years)**	Human Development Index of 175 Countries (1 being best)**	Gross national income per capita (USD \$)	Child malnutrition, weight for age (% of under 5)	Estimated # of people living w/ HIV/AIDS, end 2001*
Kenya	Low	78	46.4	146	350	22 in 2000	2,500,000
Honduras	Lower middle	31	68.8	115	900	25 in 2000	57,000
Cote d'Ivoire	Low	102	41.7	161	630	21 in 2000	770,000
Guatemala	Lower middle	43	65.3	119	1680	24 in 2000	67,000

Source for all statistics is World Bank unless otherwise noted

*UNAIDS

** UNDP Human Development Report 2003

GDA Objectives

1. Increase number and types of new products produced by local businesses
2. Increase business growth and management skills through advisory services
3. Construct mutually beneficial business relationships
4. Increase body of research that details health benefits of soy

1. Increase number and types of new products

- Provide basic soy commodities that can be used in small and medium sized food businesses
- Create demand via the provision of value added soy products for use in feeding programs and taste trials

2. Increase business growth and management skills through advisory services

- Provide technical training on improving and expanding a food based business (business management, budgeting, marketing)
- Provide technical assistance on developing foods with soy ingredients and in handling and working with soy commodities

3. Construct mutually beneficial business relationships

- Hold semi-annual seminars/conferences to bring together traders, processors, and small business owners
- Encourage partnerships between processors, distributors, and retail outlets by developing communications strategies and tools
- Strengthen mentoring relationships, outreach, and through monitoring and corrective feedback, ensure mutually beneficial relationships are created and reinforced

4. Increase body of research that details health benefits of soy

- Compile, translate, and publish a compendium of the health benefits of soy consumption, with particular attention given to vulnerable populations with devastating diseases and nutrition-related chronic diseases
- Conduct research in one target country

Expected Impact

- No. of improved products increased
- No. of new products increased
- At least 4 female owned businesses targeted for product and marketing improvements
- At least 12 businesses targeted for business process improvements
- Up to 42,000 individuals may benefit from feeding programs and taste trials

Expected Impact 2

- Owners and staff of at least 12 businesses will improve knowledge and skill in utilizing soy commodities
- At least 18 businesses will increase revenue

THANK YOU!