

**WISHH Midwest Workshop
National Soybean Research Laboratory
University of Illinois, Urbana-Champaign, IL**

October 10-12, 2005

Monday, October 10, 2005

Location: National Soybean Research Laboratory

Participants: PVOs, WFP, soy processing industry representatives, USDA, USAID, U.S. farmers, WISHH team and technicians.

Dress Code: Business Attire

1:00 pm **Welcome and introductions-** Jim Hershey, WISHH

- Agenda review

1:15 pm **Overview of the WISHH Program-** Shannon Ward, WISHH

- Mission
- Activities
- Services

1:45 pm **Participant Presentations, to include the following:**

- A general description of your organization's food-related programs or products
 - For PVOs, discuss food aid and food used in development activities
 - For Industry representatives, the protein containing products made
- Countries where your organization uses soy/expects to use soy;
- How use of soy may improve your program;
- What you expect to get from the workshop that will be helpful to your food-related programs or businesses.

2:15 pm **Round Table Discussion I: Nutrition 101**

Discussion Leader: Pradeep Khanna, NSRL

Protein is an essential nutrient for the human body and a crucial component of the body's armor in its fight against and recovery from devastating diseases. Being a unique and a cheap source of high quality protein, soy has been an integral part of the food aid programs and can be used in a variety of creative ways to meet program and target population needs. This session will address the following issues:

Cade Fields-Gardner, The Cutting Edge

- Importance of protein at different stages of human life
- Role of protein in the fight against malnutrition
- Protein requirements in infectious disease, including HIV infection

Pradeep Khanna, NSRL

- Unique qualities of soy protein
- Cultural acceptability of soy
- Economics of protein supplementation

3:30 pm Break

3:45 pm **Round Table Discussion II: Base of the Pyramid**
Discussion Leader: Jim Hershey, WISHH

There is a new business development concept gaining ground around the world, and WISHH believes it holds promise as a tool for economic development and soy protein businesses. From the website: www.baseofpyramid.org: "The Base of the Pyramid" represent the 4 billion underserved people, mostly in developing countries with per capita incomes that fall below \$1,500 (PPP) per year. Enormous opportunities both from a human development and business standpoint exist in serving this underserved market. Spawned by the success of companies like Hindus Unilever, the business world is realizing that this is a market they can no long afford to ignore. Included topics are:

Base of the Pyramid Specialist, Cornell University (invited)

- Brief overview of the concept
- Case studies

Round table discussion:

Cornell University representative (invited)

The Solae Company representative (invited)

USDA International Cooperation and Development Division (invited)

Topics:

- Product and other "P"s of marketing
- Distribution
- Adaptability to food aid or public feeding systems
- Group work: design a product and launch

5:30 pm Adjourn

Tuesday, October 11, 2005

Location: National Soybean Research Laboratory

Participants: PVOs, WFP, soy processing industry representatives, USDA, USAID, U.S. farmers, WISHH team and technicians.

Dress Code: Casual Attire

8:00 am **Review of the previous day-** Shannon Ward, WISHH

8:10 am **VitaGoat video-** Frank Daller, Malnutrition Matters

8:30 am **Introduction of Soy Products-** Karl Weingartner, NSRL
Defatted Soy Flour, Textured Soy Protein, Soy Protein Concentrate, Soy Isolated Protein, Corn Soy Blend, Other Soy Fortified Cereals, Soymilk Replacers.

9:30 am **Cooking with Soy (in the kitchen):**

- Basic recipes- Ms. Chen, NSRL
- Soy Cow demonstration- Mr. Erickson, NSRL

12:00 noon Lunch

1:00 pm **Round Table Discussion III: Therapeutic Uses of Food and Nutrients**

Discussion Leader: Cade Fields-Gardner, The Cutting Edge

Beyond general feeding, food and nutrients are used therapeutically to reduce the effects of disease and related symptoms and speed recovery. This session will describe the differences between general feeding programs, including those targeted at health improvement in specific populations, and the therapeutic uses of foods and nutrients.

Cade Fields-Gardner, The Cutting Edge

- Characteristics of medical nutrition therapy
- Setting criteria for the therapeutic use of foods and nutrients
- Challenges in setting criteria for re-qualification and discontinuation
- Differentiation between general feeding to improve food security and therapeutic uses of foods and nutrients

Brian Michino Njroge, The Marquette Project, Kenya (invited)

- Case study of program that uses food and nutrients by prescription

Gakenia Wamuyu Maina, Makerere University Institute of Public Health, Uganda (invited)

- Overview of a pilot study that looked at the nutritional impact and acceptability of food rations provided to people living with HIV/AIDS in Uganda

Timothy Quick, USAID (invited)

- Highlights of USAID supported projects focusing on HIV/AIDS (invited)

3:00 pm **Round Table Discussion IV: Putting Knowledge to Work**

Discussion Leaders: Frank Daller, Malnutrition Matters & Shannon Ward, WISHH

This session has two components. The first will include hearing from a private company about the growth of their business in both the United States and Laos. The second component will allow participants to do group work building on knowledge and discussions from earlier workshop sessions. Participants will be divided into small groups, and will be given brief case studies. Groups will be asked to recommend various ways that companies, NGOs, government ministries, universities, and others can collaborate to address real-life challenges.

Paul Lang, CEO, Natural Products Inc. (invited)

- Entering the soy business, making and selling soy products
- Starting a non-profit inside communist Laos- challenges and successes

Frank Daller, Malnutrition Matters; Shannon Ward, WISHH

- Group work using case studies
- Groups report back

