



# GLOBAL DEVELOPMENT ALLIANCE:

- Soy in Southern Africa Program (SISA)
  - USAID Regional Trade Competitiveness Hub
  - U.S. Soy industry: WISHH, Solae, Soyatech, WhiteWave, Hain-Celetial, Natural Products Inc. et al.
  - South African Industry
    - Collaboration with local empowerment group
    - Targeting firms interested in growth, technical advice, product development
  - Region: South Africa, Angola, Botswana, Lesotho, Malawi, Mozambique, Swaziland, Tanzania, Zambia





# SISA GDA Goal:

- Improve the nutritional value of processed foods and to increase the capabilities of local commercial entities that manufacture them





# Soy In Southern Africa

## Global Development Alliance

### 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 sustainable commercial opportunities for consumers at the base of the pyramid
- Support development of SA Soy Foods Association





# 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





# Objective V:

- Increase the capacity of the Southern Africa Soyfoods Association (SASFA) to better meet the needs of the soyfoods industry.
  - Create and conduct a membership drive, promoting the new and vital services that SASFA can offer the industry and members
  - Provide training to the SASFA Executive Committee about association development;
  - Undertake a facilitated strategic planning process, that might result in any or all of the following:
  - Update the SASFA website, adding links for members to the SANA site and proprietary information;





*Thank you!*

