



*The world is growing at  
80 million people per year*



# WISHH PROGRAM

## World Initiative for Soy in Human Health

*“Enhancing human well-being through soy”*



Illinois Soybean Association  
Illinois Soybean Checkoff Board



# WISHH PROGRAM

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***

# WISHH HIV/AIDS Initiative

- ◆ Apply resources to nutrition
  - People With HIV need 50% more protein
  - More food needed
  - Pharmaceuticals alone not enough
- ◆ Nutrition projects
  - Uganda
  - Mozambique
  - Botswana



# *Soy protein in local cuisines*

- ◆ Fortify cereals and starches
  - Maize, sorghum, cassava, wheat
- ◆ Meat analogue: **TVP®**
  - Sauces, stews and soups
- ◆ Soy Dairy: drinks, yogurts



# *Market responses: South Africa*

- ◆ 2001 Fear of stigma: “don’t make it AIDS food”
  - Acceptability and nutrition research on instant mealy meal
- ◆ 2002 Companies exploring new products
- ◆ 2003 RSA govt puts TSP and instant soy fortified mealy meal in food aid basket
- ◆ 2004 - Many companies produce soy fortified product for local UNICEF, GoSA et al.
  - Companies launch product commercially

# *Partnership Program benefits*

- ◆ **Social Responsibility**
- ◆ **Increased productivity and economic activity**
- ◆ **Opportunity to introduce food technologies and meet players!**
- ◆ **Business brings sustainability**
- ◆ **Better nutrition, health, community**

Thank you!!

