



*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!!

