

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy

HONDURAS

An Overview of the WISHH
Program to Date

WISHH program in Honduras

2003- 2004: HOGASA (Mother - child)

2003- 2005: IMANAS (HIV-AIDS)

2003- present: SCHOOL LUNCH PROGRAM

2005: HOSPITALS

2005: Soy Alliance for Human Health-GDA

WISHH program in Honduras

- HOGASA

A pilot with nutritional support for women who receive...



...basket,



...with CARE, WFP, MOH, and the Association of PLWHA to emphasize the importance of nutrition for women who are on ARTs.

WISHH progr Hondura



Presidencia de la República
Honduras, C.A.



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diet of 150
General Ho

SCHOOL LU

A pilot to en
schools pa
lunch progr



WISHH Program in Honduras

SOY ALLIANCE FOR HUMAN HEALTH (GDA)

GDA, EGAT, Cargill, ADM, WISHH

Goal:

- Develop soy-based solutions to health problems that contribute to the growth of the local economy to meet growing and emerging needs

Objectives:

- 1. Increase number and types of new products
- 2. Increase business and management skills
- 3. Construct mutually beneficial business relationships
- 4. Increase body of research on the health benefits of soy

GDA project in

- Targeted Sectors FY200



Meat sector:



sors

r's associations

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Meat Processing Sector Activities:

- * Provision of soy inputs
- * On-site training on use of soy/ product development
- * Business training & marketing
- * Seminars/ workshops

Results:

- * Improved quality of products and improved nutritional profiles
- * Strengthened business management
- * Commitment to developing products (e.g. affordable soy sausage)



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Bakers Activities:

- * Seminars & workshop
 - Information on the
 - Introduction of sov
 - Use
- * Provisi
- sampli
- * On site



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- **Results:**

- * **Quality & yield improvement**
- * **Strengthen management skills**
- * **Market development**
- * **Successful development of nutritional biscuit**



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THE NUTRITIONAL BISCUIT

-A Success Story-

1. August/05 Trial
at elementary school
determine most





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- 3. October/05 Official delivery of the Nutritious Biscuit by APRODEFANH



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- 4. Nov/05 Official presentation of the Nutritious Biscuit to the school children



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- 5. School children's nutritional needs were duly satisfied



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- 6. Dec./05 Baker's Association make their first import of defatted soy flower from the USA



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- 7. Identification of potential new markets & diversification of products



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WHAT LIES AHEAD???

1. The Urban School Snack program will be expanded to other mayor urban centers, our bakers may well supply that new demand
2. Growth & empowerment of The National Bakers' Association of Honduras



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- **Gracias!! For your support!**

