

World Initiative for Soy in Human Health (WISHH)

“Enhancing human well-being through soy”

Shannon Ward

Project Development Manager



Overview

- Mission
- Services offered
- Program highlights



MISSION

To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of U.S. soy products.



Services- Business Development

- Technical assistance on ways soy can be incorporated into food products
- Supporting new product development
- Business development training in areas such as marketing, launching a new product, business management
- Market research
- Formulation development



Technical Assistance Visit Photos



Services- Food Technology

- Incorporating soy in local diet
- Increasing awareness of the health and economic benefits of soy
- Conducting consumer acceptance surveys
- Recipe development



Services- Nutrition

- Spearheading nutritional surveys (protocol, training data collectors, data analysis)
- Designing nutrition interventions and evaluating nutritional needs
- Nutrition education
- Sharing research findings





Services- Technical Assistance in Program Development and Implementation

- Intervention area research
- Program design
- Proposal writing
- Program management





Highlighted* Countries of Involvement

Sub Saharan Africa

- Kenya, Southern Africa region, Ghana, Mozambique, Cote d'Ivoire, East Africa region

Central America, Caribbean

- Honduras, Guatemala, Haiti

Asia

- Pakistan
- Exploratory work in Vietnam, Bangladesh

Soy in Southern Africa (SISA)

- Goal: to improve the nutritional value of processed foods and to increase the capabilities of local commercial entities that manufacture them throughout the targeted countries
- Supported by USAID/ GDA, Solae, White Wave/Silk, SoyaTech, Natural Products, Malnutrition Matters, Hain Celestial
- Targets nine countries in Southern Africa
- Official start date September 1, 2005

Soy Alliance for Human Health

- Public-private partnership
- Private sector development
- Supported by EGAT, GDA, Cargill and ADM
- 2 years in length
- Focuses on Kenya and Honduras
- You'll hear more later today





Global Based Initiative for East Africa

- Collaboration with U.S. Dairy Export Council
- Kenya, Tanzania, Uganda, Ethiopia, Eritrea, Rwanda, Burundi
- Technology transfer, increased awareness, relationship building
- Promotes U.S. high quality proteins like value added soy products, whey protein, & non-fat dry milk



THANK YOU!



WISHH
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Contact

Shannon Ward
Project Development Manager- WISHH
5506 South Branch Road
Fredericksburg, VA. 22407
Ph: 410-570-0716
Fax: 540-710-1201
E-mail: wishhdc1@yahoo.com
www.wishh.org

