

The Business End of the Agricultural Value Chain

The World is growing by 80 million mouths per year.



World Initiative for Soy in Human Health - WISHH

Mission Statement

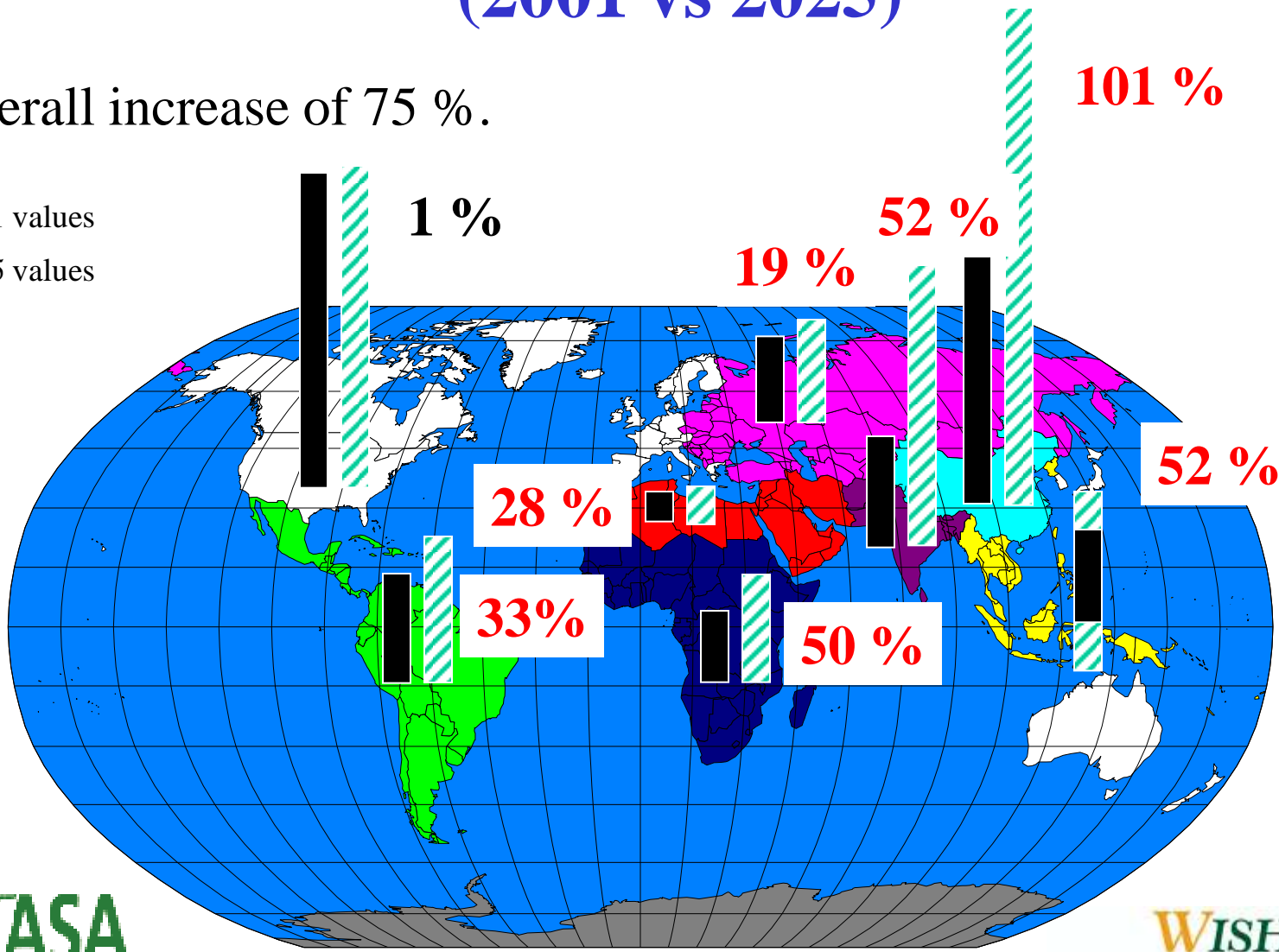
To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of U.S. soy products



The Potential Appetite for Protein (2001 vs 2025)

Overall increase of 75 %.

■ 2001 values
▨ 2025 values



Building demand, economic growth

Local Industry Support:

Technical training

Product development

Category awareness

Supply chain growth



Tools:

Funding: USDA, USAID

Expertise: PPPs, Ag Univ.



ASA-International Marketing

- Best consumers of soy protein are Livestock!
- Demand for meat, milk, eggs and fish increasing.
- International agribusiness investment growing
- Producing poultry, fish, etc is ag development!



A Soybean Value Chain (Livestock Focus)

Demand for Eggs, Chickens, Fish

(Poultry/Fish Producers)

Animals need Feed

(Feed Manufacturers)

Feed needs Soymeal

(Soybean Crushers)

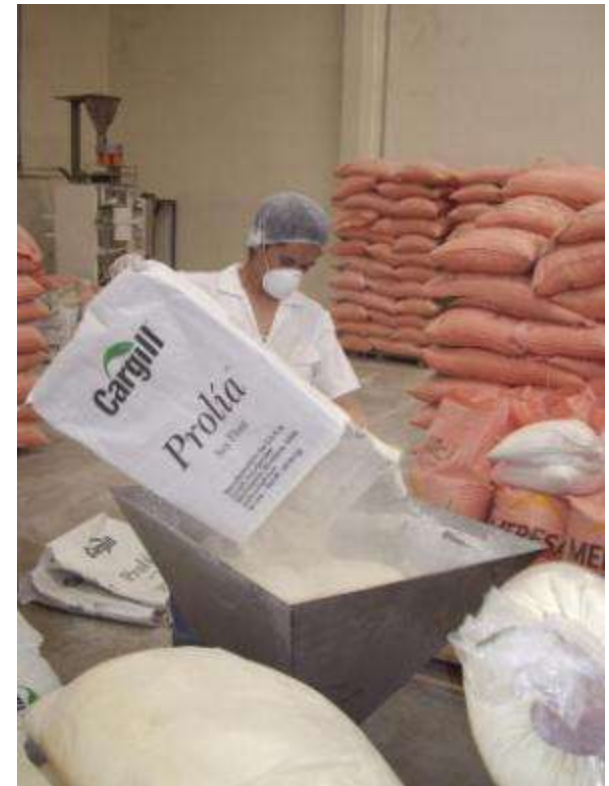
Soymeal comes from Soybeans

(Soybean Growers)



Soybean Value Chain: Food

- Processed food
(beverages, staples or meats, packaging)
- Ingredients
(Flours, proteins, micronutrients)
- Raw materials
(Grains, whole beans)



DEVELOPMENT THROUGH PUBLIC-PRIVATE PARTNERSHIPS

- Industry partners
- Commodity associations
- PVOs and NGOs
- Government Agencies: USDA, USAID



Ag value chain: Take aways

- Share a common objective with overseas clientele – to grow businesses:
 - Clientele want to build wealth
 - We want to develop markets
- Create alliances and partnerships
- Strive for Development:
 - Economic
 - Agricultural
 - Market



Thank you!!

