

WISHH

WORLD INITIATIVE FOR SOY
IN HUMAN HEALTH

WISHH develops agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy.



Trade Teams

All Regions

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) sponsored several trade teams this summer. WISHH hosted groups from all three of their project regions—Central America, Africa and Asia.

The summer began with representatives from Guatemala, El Salvador, and Myanmar food processing companies attending the INTSOY Conference at the University of Illinois. The week-long course, hosted by the National Soybean Research Laboratory, focused on the processing and marketing of soybeans for meat, dairy, baking and snack applications. The groups traveled to St. Louis where they met with DuPont Nutrition and Health's technical and product staff and learned about different ways to include soy in products. The Myanmar group participated in a soybean pricing and purchasing short-course at the North Crops Institute in Fargo, ND. The group toured a North Dakota farm and met with several area soy processors and exporters.

A delegation from Africa traveled to Brigham Young University-Idaho for a meat applications course. The team included attendees from Senegal, Cote d' Ivoire, Uganda, and Nigeria and participated in demonstrations of soy protein isolates in meat processing. While in Idaho, the group met with representatives from CHS, Inc. and toured Lower Foods. The team concluded their trip to St. Louis with a visit to DuPont Nutrition and Health and toured Jerry Gaffner's soybean farm in southern Illinois.

Funding for these trade teams was provided in part by the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS), and the Minnesota, North Dakota, and South Dakota Qualified State Soybean Boards.



Asia

Pakistan



The U.S. Department of Agriculture has approved Phase Two of the American Soybean Association's (ASA) World Initiative for Soy in Human Health (WISHH) FEEDing Pakistan program to further develop Pakistan's aquaculture sector and its use of feeds made from U.S. soy. The additional one-year of funding allows WISHH to create even more demand for soy-based feeds, building upon the success of local fish farmers as well as private investment by the Pakistani feed industry.

Launched in 2011, WISHH's FEEDing Pakistan has assisted approximately 2,000 Pakistani fish farmers and helped increase the market value of fish produced—tilapia—from zero at the beginning of the project to an estimated 450 mill rupees (\$4.5 million USD) in 2014.

The Kansas Soybean Commission supported WISHH's Phase One work in Pakistan. Kansas State University conducted training courses on fish feed manufacturing and best management practices. A trainee and co-owner of a Pakistani company learned about potential for growth in the aquaculture industry. As a result, he ordered feed extrusion equipment from Extru-Tech International of Sabetha, Kansas and formally inaugurated Pakistan's first extruder for the production of floating fish feed in July 2013.

Phase Two will allow WISHH to provide additional training to improve feed management and increase feed production as well as feed demand. Training will reach both large-holder farmers with 20-200 acres of ponds as well as farmers with 1-2 acres. WISHH will also assist the private sector that is interested in expanding feed manufacturing.

Bangladesh

WISHH and USSEC continue to be prepared for transition of market development activities to USSEC management.



Dr. Kirk O'Donnell (far right), works with Kishwan Bakery to use soy flour in cakes and cookies

Through a United States Department of Agriculture (USDA) funded Quality Samples Program (QSP), five bakeries in Bangladesh received soy flour samples that were used in breads, cakes and cookies. The QSP program allows companies to produce full-scale production trials using U.S. soy flour and other U.S. agricultural products. One of the QSP requirements is to provide technical assistance on how to use the soy flour.

Dr. Kirk O'Donnell, a soy flour technical consultant, spent one or two days at each bakery, working with the head bakers, managers and production staff on incorporating soy flour into existing recipes, observing the production trials and answering technical questions. The five bakers were pleased with the results and future orders of soy flour are anticipated.

Central America

Nicaragua



WISHH Consultant José Demerutis provides information to executives of Café Soluble in Nicaragua on the production of ready to drink soy-based beverages.

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) sent an expert in the field of soy dairy analogues, to Nicaragua this month. José Demerutis provided technical assistance to Café Soluble, a company that produces a powdered soy milk product called Delisoaya. The company is planning the launch of a new, ready to drink soy milk product in August. In subsequent stages of the launch, the portfolio of ready to drink beverages will be expanded to include flavored soy milk, an oat/soy beverage, horchata with soy and finally juices with soy. ASA/WISHH will continue to provide technical assistance to this company as they expand their soy product offerings. Café Soluble already imports U.S. soy protein and these new products will expand exports.

General WISHH

- ◆ The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program staff and committee members met in Washington, DC for a July meeting. Fourteen grower leaders attended, as well as USSEC representative Marypat Corbett and several state staff members and growers from various QSSB states.
- ◆ At the July meeting nominations to the Committee were held and new officers were elected. Stan Born of Illinois and George Golbish of Minnesota were nominated to the WISHH Committee. Jim Wilson from Michigan, Steve Reinhard of Ohio and E.L. Reed representing ASA, were appointed earlier by ASA President, Wade Cowan. Lucas Heinen of Kansas is the new Chair of the Committee, replacing outgoing Chair Andy Welden of Michigan. The 2016 Executive Committee includes Dean Coleman of Iowa as Vice-Chair, Monica McCranie of South Dakota as Treasurer and Daryl Cates of Illinois will serve as Secretary. We would like to thank Ron Bunker of Minnesota, Bret Davis and Keith Roberts both from Ohio, Jack Trumbo of Kentucky and Andy Welden for their many years of service to the WISHH Committee.

Administrative Update

USSEC Coordination

- ◆ ASA/WISHH worked closely with USSEC to prepare and submit information for the Unified Export Strategy (UES) that was due in May.
- ◆ ASA/WISHH coordinated with USSEC to send participants from Central America to the USSEC "Soy in Government Social Programs" course which took place in Mexico in July.
- ◆ The Bangladesh program area will transition from ASA/WISHH to USSEC on October 1st.
- ◆ The ASA/WISHH Bangladeshi food trade team will attend the USSEC "Global Soy Trade Exchange" in September. USSEC is paying for the costs for the team to attend this event
- ◆ USSEC paid for a technical consultant to provide technical assistance to the Pakistani soybean crushers which recently imported U.S. soybeans.

WISHH Committee Meeting

- ◆ Tuesday, December 8, 2015 in St. Louis, MO at the Hilton St. Louis at the Ballpark beginning with lunch at 12:00 pm with the meeting to follow at 12:30 pm Central Time.