

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.



➤ Africa

Cote d'Ivoire



Yeo Yanou-M & E Manager, Josh Neiderman-WISHH Regional Director for Africa, Madame Kone-DCS Director, and WISHH Francophone Africa Consultant, Mamadou Bousso during the TVP training in Cote d'Ivoire.

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) joined the National School Feeding Program (DCS) in Cote d'Ivoire to conduct training on the use of Textured Soy Protein (TSP). M&E Manager Yeo Yanou, WISHH Regional Director for Africa Josh Neiderman, DCS Director Madame Kone, and WISHH West Africa consultant Mamadou Bousso attended the TSP training in Cote d'Ivoire.

The DCS plans to institute an extensive product trial across the country in the coming weeks to gather data on the acceptability of TSP to be included in existing meal plans. ASA/WISHH has facilitated the order of nearly 18 MT of TSP Chunk® from ADM through the Quality Samples Program (QSP) of the USDA.

The DCS began to pursue the idea of replacing current protein sources used in school feeding meals with TSP after officials attended the Midwest Workshop, conducted by ASA/WISHH at the University of Illinois in June 2014.

Dr. Marilyn Nash of the National Soybean Research Laboratory (NSRL) at the University of Illinois, Bousso and Neiderman participated in the training from January 27-30, 2015.

➤ Asia

Myanmar

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) organized a soy food seminar in Yangon in January. More than 70 people from the Myanmar food processing industry, U.S. government and local organizations attended the seminar, which was endorsed by the Myanmar Food Processors and Exporters Association and Myanmar Edible Oil Dealers.

Myanmar has a long history of producing and processing soybeans, but demand is rapidly outstripping local supply, and industry is very interested in new soy food product trends, processing technologies and learning about the many nutritional benefits of consuming soy proteins and oils.

ASA/WISHH future activities in Myanmar include soy flour baking demonstrations in April and a June trade team to the U.S.

The companies and organizations that presented at the conference included: ASA/WISHH, the U.S. Soybean Export Council (USSEC), Insta-Pro, TetraPak and DuPont Nutrition and Health. Jim Hershey, ASA/WISHH Executive Director, discussed the cooperative efforts of the ASA/WISHH, USSEC and the National Soybean Checkoff. WISHH Asian Division Director Alan F. Poock covered "Using U.S. soy in Corporate Social Responsibility Programs (CSR)." Regional Director Timothy Loh and USSEC-SEA Technical Director – Human Nutrition Boon Yee Yeong also presented. USDA/FAS Minister Counselor for the region, Bobby Richey, opened and closed the conference. The seminar was funded by the U.S. Department of Agriculture (USDA) and North Dakota Soybean Council.



Closing panel members included: Mr. Sein Thuang Oo, Vice Chairman of the Myanmar Food Processors and Exporters Association; Mike Cook, CEO of NECO seeds; Pamela Chiang, Marketing Manager, Kwee Gee; and Jim Hershey, Executive Director of ASA/WISHH

Pakistan

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) released the *Aquaculture Handbook—Fish Farming and Nutrition in Pakistan*. (Available on the WISHH website [here](#).) Pakistani and U.S. news outlets ran articles surrounding the release. The Handbook, produced under the U.S. Department of Agriculture-funded "FEEDing Pakistan", project is a new resource for Pakistan's fish farmers and entire aquaculture industry.

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. To learn more about the FEEDing Pakistan project view the documentary "[The Blue Revolution](#)". The documentary showcases the value of soy-based, extruded feed for aquaculture and highlights successes of the three-year USDA-funded project. The documentary was shown on select television channels throughout Pakistan and has over 1,500 views on social media.



Central America

Guatemala



Members of the Illinois Soybean Association (ISA), including participants in the Soy Ambassador Program, visited Guatemala with the American Soybean Association's World Initiative for Soy in Human Health program (ASA/WISHH). Participants saw first-hand how ASA/WISHH's market development activities promote the usage of U.S. soy in the country and the region. The group visited two commercial food processing plants – two of the largest in Central America. Together, the two companies import over 7,000 MT of U.S. soy flour per year. The two companies have over ten soy-based products in their product lines, many of which were developed following ASA/WISHH technical assistance. Participants on the trip heard how U.S. soy is integral to the production of these companies' current products as well as ongoing new product development.

ISA Board and WISHH Committee Member, Daryl Cates, looks over local foods made with U.S. soy.

General WISHH

- ♦ Farmer travel opportunities with WISHH to Central America and Africa is being planned for this summer. A week-long trip to Central America is scheduled for June 1-6, 2015. The Africa trip will occur August 24-September 4 and will include visits to Ghana and Senegal. For more information, contact the WISHH office at wishh@soy.org.
- ♦ 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 March meeting. Nine grower leaders attended, as well as USSEC representative Marypat Corbett and several state staff members from various QSSB states.
- ♦ The upcoming July WISHH Committee meeting will include nominations of new members and executive committee elections. Nominees must be submitted from WISHH-supporting QSSBs and will be elected at the July 16th meeting in Washington, DC. For more information, contact the WISHH office at wishh@soy.org.

Administrative Update

USSEC Coordination

- ♦ ASA/WISHH is working closely with USSEC to prepare and submit information for the Unified Export Strategy (UES) due in mid-May.
- ♦ The Myanmar "U.S. Soy and Soy Foods Seminar" and the transition of the Bangladesh program from ASA/WISHH to USSEC includes regular coordination among the two organizations.
- ♦ ASA/WISHH is coordinating with USSEC to send some participants from Central America to the USSEC "Soy in Government Social Programs" course which will be taking place in Mexico in July.

WISHH Committee Meeting

- ♦ Thursday, July 16, 2015 in Washington, D.C. at the Washington Court Hotel beginning with breakfast at 7:30 am with the meeting to follow at 8:00 am Eastern Time. A new member training session will be held immediately following the full Committee meeting.



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