

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

Ghana

U.S. Soybean Growers Travel to Ghana: See WISHH's Work Firsthand

In November, a group of farmer leaders traveled to Ghana as part of the Agribusiness Trade Mission hosted by the U.S. Department of Agriculture (USDA). The farmers included American Soybean Association (ASA) Director, Bill Wykes (IL); Illinois Soybean Association Chairman, Daryl Cates (IL); and Missouri Soybean Merchandising Council Chairman, David Lueck. The delegation was escorted by the WISHH Executive Director Jim Hershey.

The delegation attended a conference in Accra, Ghana, having the opportunity to learn about African trade opportunities from the perspectives of U.S. and African stakeholders. Next they traveled with the Deputy Secretary of Agriculture, Krysta Harden, to visit agribusinesses, including a tour of a feed mill. The group also met with the CEO of a potential supply chain partner who is eager to begin selling defatted soy flour (DSF) in Ghana. After returning to the capital they had the opportunity to visit the Ghanaian port of Tema. This is Ghana's major sea port and considered the gateway for trade in West Africa. To complete the entire program the delegation visited several local farmers to observe small scale Ghanaian agriculture production in practice. The delegation was surprised by the stark contrast in Ghanaian and U.S. farming practices. During their visit, the delegation was also updated on WISHH's recently started Food for Progress Initiative, which will be awarded \$15 million over a five year period to strengthen the poultry and feed sectors in Ghana. The program is called AMPLIFIES Ghana. Ghana already imports 9,335 metric tons of U.S. soybean meal each year; WISHH's goal is to make that number grow.



Deputy Secretary of Agriculture Krysta Harden (center) tours Ghana's largest feed mill with U.S. soybean grower leaders and Akate Feed Mill manager. The group examines bags of U.S. soybean meal used at the facility.

➤ Asia

Myanmar

Two Leading Myanmar Food Processing Companies Receive Food Grade Soybean Samples

In December, two leading Myanmar food processing companies each received samples of 13 different soybean varieties to analyze for manufacturing soymilk. Four companies from the Red River Valley provided varieties suitable for soymilk production.

One company requested assistance to analyze the samples. Staff at the Northern Crops Institute (NCI) in Fargo, North Dakota is providing remote assistance in selecting the appropriate varieties.

Once the varieties are selected, a NCI technician will then travel to Myanmar to provide technical assistance during the full-scale production trials at both companies.

This activity is a follow-up to the June 2015 Myanmar trade team that attended a NCI short course and met with Red River Valley exporters.



➤ Asia

Pakistan

WISHH Consultant Travels to Pakistan to Promote Soy Uses

The American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program recently sent Mark Newman, an aquaculture consultant, to Pakistan as part of the USDA-funded FEEDing Pakistan project. Mr. Newman presented about the utilization of soy products in aquafeeds at a major conference in Lahore; visited five feed mills interested in, or currently producing, soy-based fish feed; and provided technical information on fish nutrition, feed manufacturing, and quality assurance in support of the FEEDing Pakistan project. ASA/WISHH is exploring opportunities with private sector investors in Pakistan interested in the production of extruded, soy-based feed for the growing aquaculture industry. Mark traveled to Lahore, Multan, Muzaffar Garh and Karachi.



Mark Newman, and ASA/WISHH Country Representative, R.S.N. Janjua, inspect mash feed at the Super Punjab Feeds mill. Mr. Newman provided technical information on the potential to improve the company's product with soy and advanced equipment.

➤ Central America

Guatemala

WISHH Hosts Soy Foods Tasting Trucks in Guatemala



Guatemalans line up to learn about the nutritional benefits of soy and taste foods made with U.S. soy flour.

For the past few months, the American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program, funded by USDA's Market Access Program (MAP), has worked to educate Guatemalans about the nutritional value of soy consumption and teach individuals how to prepare foods made with textured soy protein (TSP). The TSP sold on the market in Guatemala is produced with imported U.S. soy flour. During fiscal year 2015, the company that produces TSP in Guatemala imported over 4,500 MT of U.S. soy flour to produce TSP and other products. WISHH contracted with a local company to provide a food tasting truck. The truck has been present at various community events throughout Guatemala and has been an integral part of ASA/WISHH's soy-foods education initiative. Over 28,000 Guatemalans have tasted foods made with soy through this project.

➤ Administrative Update

USSEC Coordination

- ◆ ASA/WISHH worked with USSEC on the market transition of Bangladesh from WISHH to USSEC that occurred this fall.
- ◆ ASA/WISHH and USSEC staff are collaborating on marketing activities in a variety of regions.
- ◆ ASA/WISHH staff attended the USSEC Asian, Asian Subcontinent and Latin America regional planning meetings in St. Louis. They discussed FY16 activities and the FY17 UES

➤ General WISHH

WISHH Committee Meeting

- ◆ Wednesday, March 16 in Washington, DC at the Hyatt Regency on Capitol Hill. This location is across the street from the ASA meeting location (Washington Court Hotel). The WISHH meeting will begin at 12:30 pm Eastern Time. Please confirm your attendance to wishh@soy.org

Farmer Travel

- ◆ ASA/WISHH will host a farmer travel opportunity to Mexico and Guatemala this summer. The dates for travel are June 15-22, 2016. For more information please contact Liz Hare at ehare@soy.org



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