

WISHH

World Initiative for Soy in Human Health

Enhancing human well-being through soy

WISHH Ghana 2006-2008

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WISHH

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WISHH Objectives

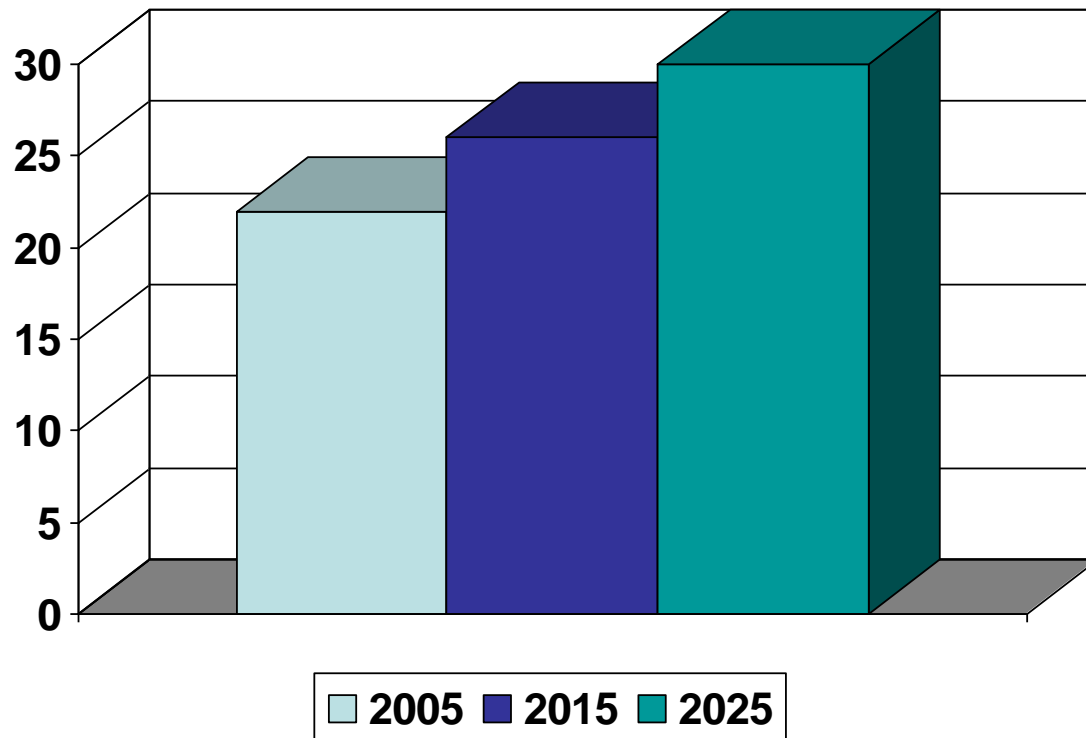
- Enhancing human well-being through soy
- To create sustainable solutions for the protein demands of people in developing countries through the introduction and use of soy products

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World Initiative for Soy in Human Health

Enhancing human well-being through soy

- World population: + 80 million people /year
- Ghana: + 450,000 /year: **a growing market for food!**





Market Research

Desk research



Focus Group Discussions

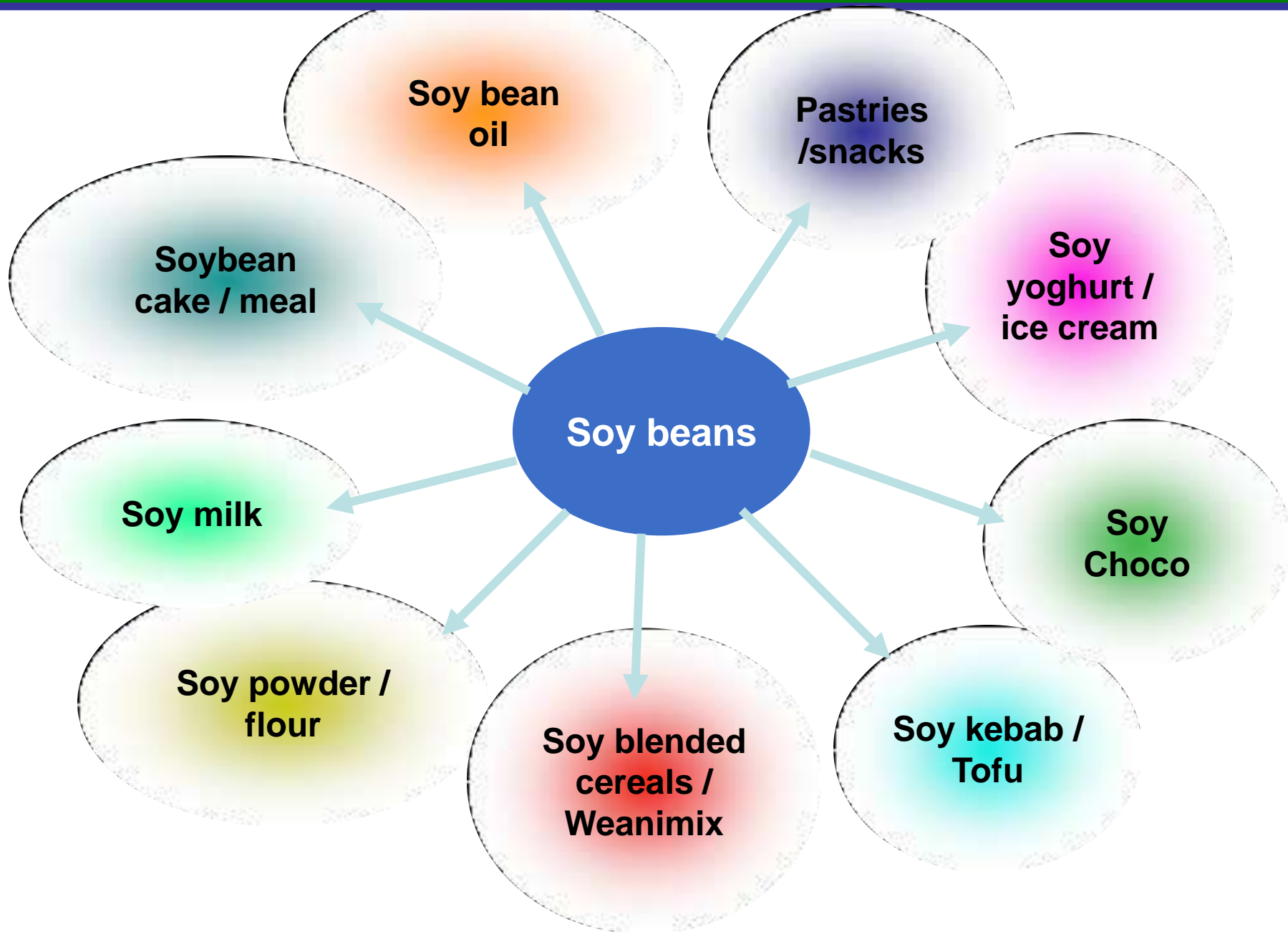


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In-depth interviews



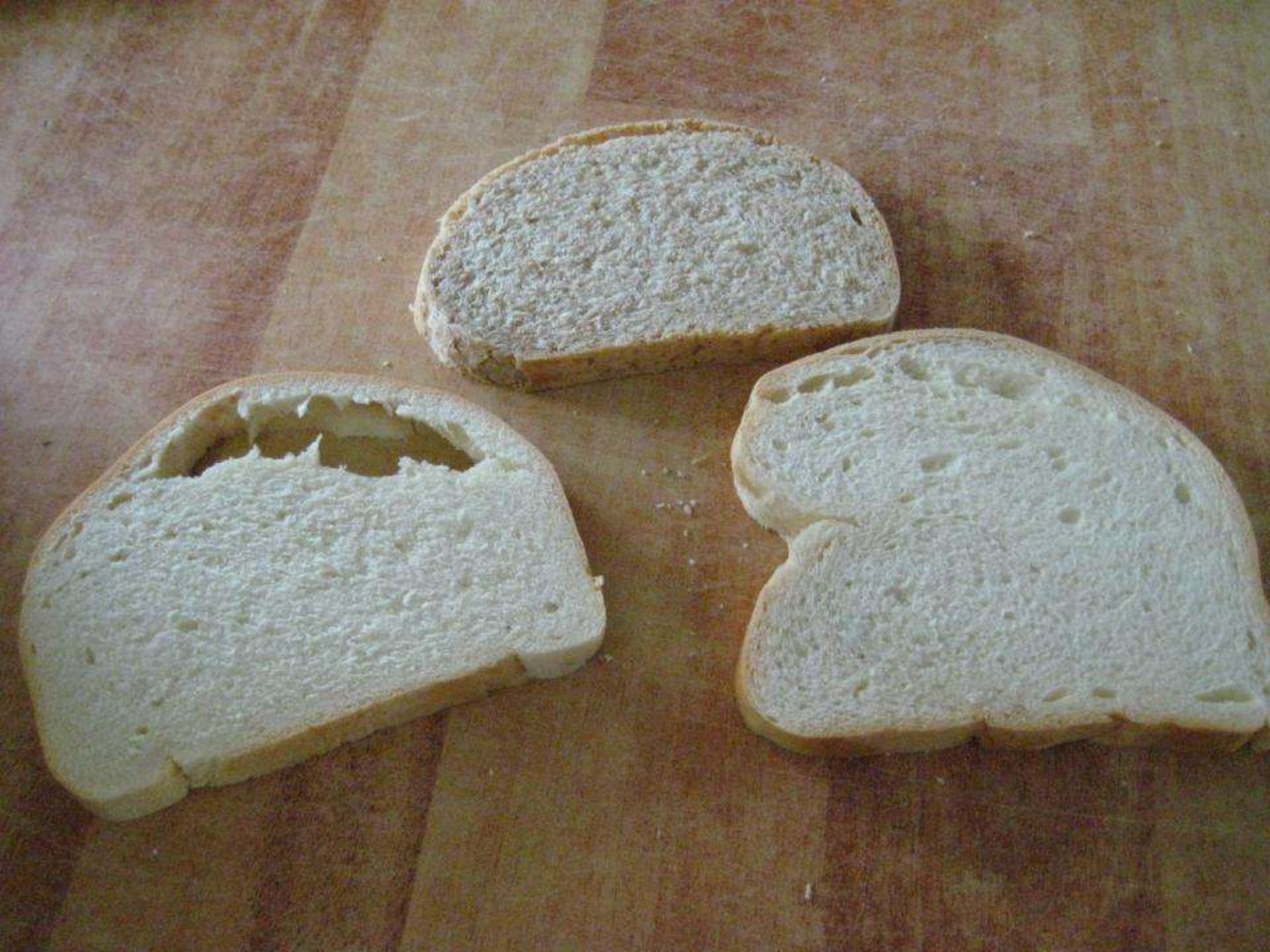
Soy products and ingredients available in Ghana



WISHH – Research International Market Survey Ghana 2006

- Soy awareness higher among women than men
- People know about nutritional / health benefits
- Described as “highly nutritious, inexpensive, best source of plant protein”
- High awareness of varied soy products and ingredients
 - **Milk**
 - **Refined cooking oil**
 - **Soy beans**
 - **Soy powder/paste**
 - **Weanimix**
 - **Natural soy drink**
 - **Biscuits**
 - **Yoghurt**
 - **Kebab/Tofu**







1.59



1.69



2.99









Bread: add yield, profit

- Demonstration for 30 bakers from Greater Accra region (January 2008)
- Results
 - 50kg wheat flour > 170-180 loaves
 - +3% defatted soy flour > +8-10 loaves
 - Yield increase + 5-6%
 - Net profit + Cedi 5.25 per bag wheat flour/day
 - Typical production 20-30 bags/day = +100-150 Cedi/day

Biscuits: add protein, control cost

- Wheat flour 50 kg
- Sugar 15
- Shortening 11.75
- Defatted soy flour 10
- Wheat bran 0
- 12-13% protein
- Each 5.6 gram biscuit delivers 0.70 grams protein or 2.1 grams protein from a packet of 3 biscuits
- Within price of Cedi 0.10 per packet

Meat products: improve yield, taste, cost

- Rising cost, limited supply of meat
- Isolated soy protein: 95% protein
- 20-30 % meat replacement with protein
- Improved taste, texture, nutritional value, shelf-life, lower cost



Challenges

- Many food processors are ready to use soy...
- But soy ingredients are not yet widely available in Ghana market
- Supply chains need to be established
- Banking system needs to be more responsive
- Government support for SMEs?

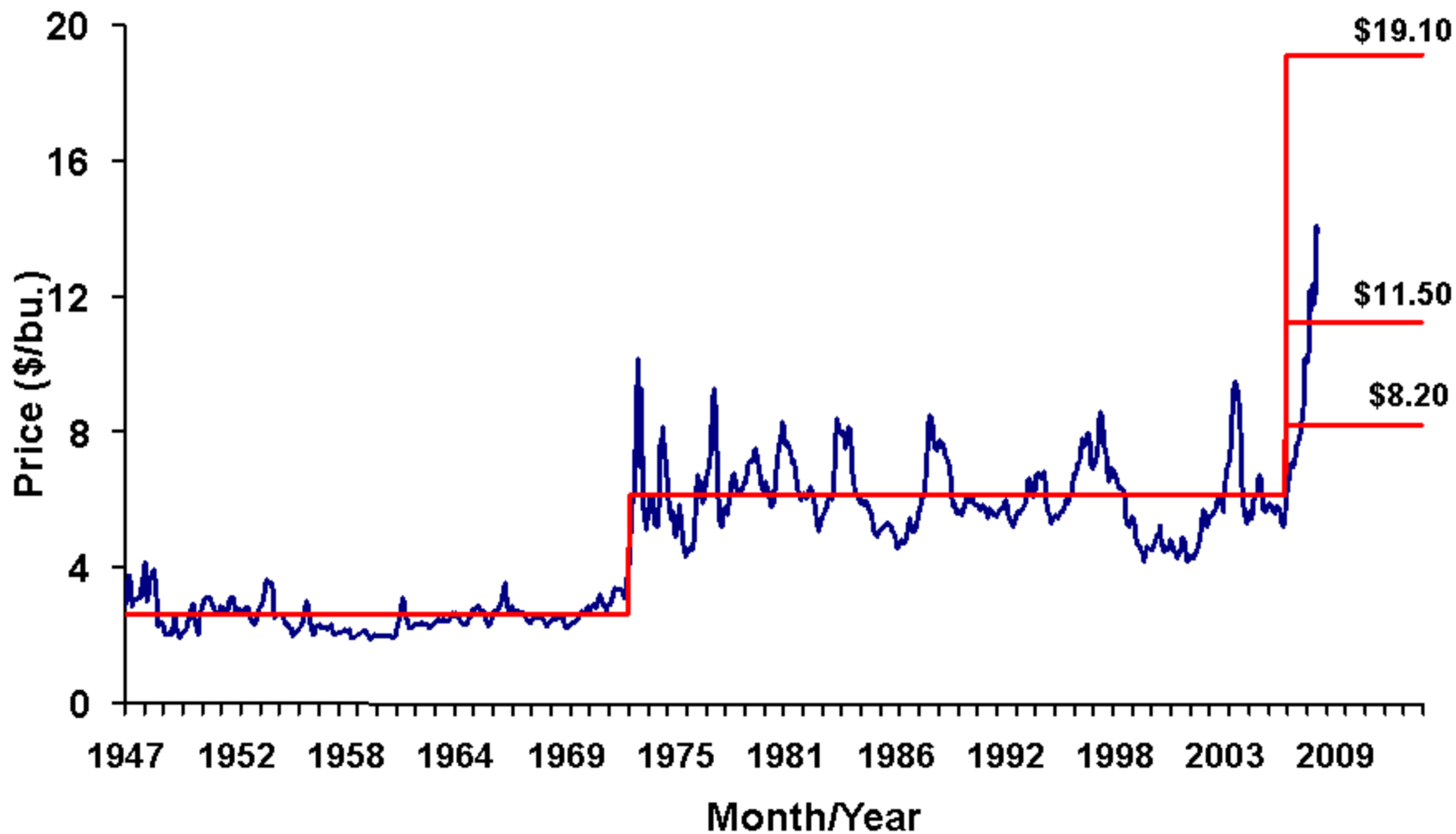
Opportunities for food producers with soy

1. Improve nutritional value
2. Improve health value
3. Lower production costs
4. Offer low-income consumers low-cost but nutritionally valuable foods
5. Improve public health through improved nutrition
6. Provide quality and affordable protein for children
7. Locally-grown crop helps rural development

Thank you!

- ADRA
- Ghana School Feeding Programme
- Food Research Institute
- Selasie Farms & Groceries
- Premier Meat Products
- Sotrec
- Ghana Bakers Association
- GAFCO
- AsassePa
- Food Crops Development Institute
- MOFA
- Parlays Ghana
- Meat Assistance
- Spicy Foods
- Spalding Foods
- Spicy Martin
- Agricare
- Aquafarms
- Crop Research Institute
- Valley View University
- Food & Drugs Board
- University of Ghana

Figure 5. Monthly Farm Price of Soybeans in Illinois, January 1947- July 2008 and Projected Future Range*



Source: USDA

*H: High. A: Average. L: Low