

WiSHH

WORLD INITIATIVE FOR SOY
IN HUMAN HEALTH

Growing PARTNERSHIPS with SOY PROTEIN





WISHH Committee Members representing U.S. soybean grower organizations

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Vice Chair Jared Hagert, *North Dakota*
Secretary Barb Overlie, *Minnesota*
Treasurer Pat Dumoulin, *Illinois*

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Monica McCranie, *South Dakota**
Darrel McGriff, *Indiana*
Jack Trumbo, *Kentucky*
Randy Van Kooten, *Iowa*
Andy Welden, *Michigan*
Bill Wykes, *Illinois*

Special Thanks to Retiring Members of the WISHH Program Committee:

Roy Bardole, *Iowa*, Karl Lawfer and Tim Scates, *Illinois*; and John Wray, *Kansas*

**New appointments in 2010*

Executive Director's Message

The seeds of partnership that WISHH sowed in its first decade now yield an abundance of opportunities around the world. 2009-2010 saw continued expansion of the WISHH program activities as well as the infrastructure to support them.

WISHH has the load-bearing walls in place for our partnership growth. Soybean growers took a long-term view of the world to launch WISHH in 2000, and again, during our strategic planning process this last fiscal year. Their vision will allow WISHH to be even more successful in linking soy protein into global agricultural development initiatives. For example, WISHH will now weave aquaculture and livestock industry development into the fabric of our programs.

Soybean organizations have also continued their financial support of WISHH. This plays a crucial role in WISHH attaining outside funds. It has leveraged our work with both the public and private sectors.

U.S. and overseas governments have rightly focused on agricultural development as a key to improving nutrition as well as unlocking developing country economic potential. WISHH has the expertise to add to the agricultural value chain. Soy can be part of the solution to better nutrition as well as economic growth.

The Base of the Pyramid concept raised awareness that innovative business models were needed to transform the lives of the world's poor. The WISHH Soy Value Pyramid shown on pages 8-9 of this report highlights how soy is doing that. The soy grown by farmers quickly adds value during processing for use in a wide array of human foods and livestock feeds. The many smiling faces on our WISHH Soy Value Pyramid are testimony to how soy generates better nutrition and economic growth.

We thank our leaders and partners for making this possible. WISHH looks forward to growing even more partnerships with soy in our second decade.

Jim Hershey

WISHH Executive Director, 2001-Present



Photo credit: Keri Hayes, Soyatech LLC

WISHH program committee members shown left to right, front row: Barb Overlie and Pat Dumoulin. Second row: C.W. Gaffner and Jack Trumbo. Third row: Randy Van Kooten, Monica McCranie and Darrel McGriff. Back row: Lucas Heinen, Dan Farney, David Iverson and Jared Hagert. Not shown: Scott Fritz, John Heisdorffer, Andy Welden and Bill Wykes



I'm excited about the course that WISHH charted for its second decade of growth. Three powerful forces influence our compass: More people. More demand for soy protein. More buying power in developing countries.

WISHH's new strategic plan (described in detail on page 4) sets sail into unprecedented opportunity. Global dynamics create unparalleled opportunities for WISHH's work on rising tides that can lift both U.S. soybean growers and people in diverse developing countries.

More People

The world's population will likely reach 9.2 billion by 2050, with virtually all new growth occurring in the developing world, according to United Nations. To feed these people, global food production must double by 2050. Meanwhile, the available land to feed people is scarce — 2/3 of available land is located across only 13 developing countries.

More Protein Demand

The potential appetite for protein is projected to increase by 75 percent by 2025 compared to 2001, according to the National Soybean Research Laboratory. Developing countries are the big drivers for this protein demand as their populations and income levels grow.

Soy protein has an important role in food industry growth that can improve nutrition and fuel economic progress. A landmark 2008 Lancet medical journal series concluded more than one-third of child deaths are due to maternal and child under-nutrition. Malnutrition is directly associated with a child's future economic productivity.

More Buying Power in Developing Countries

The number of people in developing countries with household incomes above \$16,000 per year is expected to reach a total of 2.1 billion by 2030, according to the World Bank. That's nearly six times the number of \$16,000-income households in 2000.

Lifting low-income consumers out of poverty is tremendously important to the future global demand for food, and for our soy protein.

David Iverson

Chairman of the WISHH Committee of ASA, and Astoria, South Dakota soybean grower



Chairman's Letter

CORE VALUE

The World Initiative for Soy in Human Health for 2010 to 2014 will work to develop long term demand for U.S. soy protein. Focused on the goals and objectives of the strategic plan, WISHH should be able to achieve specific market penetration with a specific volume of sales within a specific time frame in targeted developing countries as well as improve the health and nutritional status of humans through long term consumption of foods produced with soy.

VISION

The health and well-being of the world population with protein deficiency in developing countries will improve through increased dietary consumption of high quality soy protein as well as through economic opportunities to incorporate U.S. soy protein into food manufacturing, livestock production, and/or aquaculture.

MISSION

Create commercially sustainable solutions and opportunities for U.S. soy protein by improving the health and nutrition of people in developing countries by addressing protein deficiencies.

GOALS

- GOAL #1** By 2015, 15 companies in 5 developing countries will introduce, as first time users, or increase the current use of soy ingredients and soy products made from U.S. soy in the commercial food supply.
- GOAL #2** By 2015, 5 Private Voluntary Organizations (PVOs) or governments will incorporate soy ingredients and soy products (focusing on Value Added Soy Products) into food distribution and economic development programs for protein deficient populations in targeted developing countries to improve their nutrition and health status.
- GOAL #3** By 2012, WISHH will have improved the existing viable and effective infrastructure to support the programming and administration activities of the organization to ensure long lasting growth in world demand for soy protein and opportunities for U.S. soy in developing countries.

PRIORITIES

WISHH, as a market development program using soy protein demand building to create opportunities for U.S. exporters, will target the following sectors:

- Women's nutrition and economic development
- Early childhood nutrition and school feeding
- Micro, small to medium enterprise development
- Devastating disease mitigation through better nutrition
- Livestock, aquaculture and feed industry development
- Soybean value chain including subsistence farmers

WISHH Target Areas in Action



In Guatemala, WISHH trained women on how to add soy to recipes that are already popular in their local communities. WISHH also guided local manufacturers on how to handle and market their products that offer improved nutrition.



Soy milk for sale in Lagos, Nigeria is locally produced with U.S. soy protein isolates.

Women's nutrition and economic development

Women around the world are finding that soy is a profitable part of the solution to better nutrition and health. WISHH and its partners help train these women who are excited about how soy's nutrition improves their families' well being. Women entrepreneurs have also succeeded in raising their incomes by marketing soyfoods and soy products, like textured soy protein, and soy beverages in their communities.



Photo Credit: National Soybean Research Laboratory

The Caroline Chauveau Girls School in Port-au-Prince has fed more than 300 students a soy-enhanced mid-day meal since November 2009. The earthquake damaged the school, but thankfully, none of the students, teachers or staff were injured. The use of soy in the school meals resumed shortly after the earthquake and continues.

Early childhood nutrition and school feeding

WISHH and partners, including local food companies and community leaders, work together to build and implement successful school feeding programs with soy, and to improve the nutrition of 6-24 month old children. The National Soybean Research Laboratory (NSRL) at the University of Illinois helped a Honduran company create and launch a complementary food called FortiSoy™. WISHH continues to work with partners so the product can enter new markets. WISHH and NSRL have also introduced soy to school feeding programs in Cote d'Ivoire, Dominican Republic, Ghana, Guatemala, Haiti, Honduras, India, Kenya, Senegal and Vietnam.



Livestock, aquaculture and feed industry development

WISHH's strategic plan approved in 2010 makes livestock, aquaculture and feed industry development a new target area. As WISHH works with food companies processing soy, it generates inquiries on the production and marketing of livestock feed and ingredients. WISHH's work in developing countries sometimes makes it the only available U.S. organization with soy expertise.



Photo Credit: Maverick Consultants

WISHH supported I Love Soya campaigns in all the major urban centers of Kenya in 2010. The program reached consumers through supermarkets and other marketing efforts with information about how the use of soy can add much-needed protein to Kenya's primarily corn-based diets.



Bakers and other food industry representatives in developing countries continue to improve the nutritional value of their breads and other foods through WISHH training. WISHH consultant and bakery expert Clyde Stauffer (left) of Ohio has also helped the bakeries increase their profits because the proper use of soy flour also increases the yield of their bread dough.

Micro, small-to-medium-size enterprise development

Developing country entrepreneurs find many benefits from adding soy proteins to their baked goods, meat products, beverages and more. WISHH and its partners have trained bakers and other food industry representatives on how the defatted soy flour improves the nutrition as well as the yield of the products, which can increase their profits. As a result of WISHH activities, the United States is exporting flour to Burkina Faso, Nigeria, Guatemala and Pakistan.

Textured soy protein is another example of a high-protein soy product that presents business opportunities to local entrepreneurs. It is ready to cook and fits well into local foods. WISHH and partners at the National Soybean Research Laboratory at the University of Illinois have helped companies and individuals create products and distribution channels for textured soy protein in Haiti, Honduras and Kenya.

WISHH Target Areas in Action

Devastating disease mitigation through better nutrition

Soy protein helps people affected with diseases like HIV/AIDS to thrive, not just survive. WISHH has helped deliver much-needed soy protein to communities affected by HIV/AIDS in Botswana, Burkina Faso, Haiti, Honduras, Mozambique and Zimbabwe. With grants from private voluntary organizations and the World Soy Foundation, WISHH has developed and launched nutrition education programs to HIV/AIDS-affected communities in Honduras, Malawi, Mozambique and South Africa.



Children's hand grip strength is one of the multiple measurements taken to assess the impact of soy foods offered at canteens and other facilities in Mozambique. In 2009, WISHH conducted a baseline survey and follow-up evaluation of 244 children who had received one soy meal a day at least five days a week. Impact over six months showed malnutrition-related symptoms dropped from 32.3% to 3.3% with increased weight and height. Skin sores dropped from 15.2% to 0.4%. Partners on the effort include ADPP – Mozambique, a member of the International Movement Humana People to People and the U.S. Department of Agriculture.



Photo credit: Africare

WISHH's work with Africare and U.S. government agencies helped malnourished children and mothers affected by HIV/AIDS in Burkina Faso. The U.S. Agency for International Development purchased defatted soy flour for Africare's project where WISHH had provided training on its use with local cereals. Africare reported that the resulting soy flour porridge helped children recover from malnutrition and had an equally important energy and weight gain impact on the HIV/AIDS-infected beneficiaries.

Soybean value chain supporting subsistence farmers

As world leaders seek to feed growing populations, aiding subsistence farmers is important to food security as well as political security. Small-scale farmers help build markets for soy as a human food as well as feed for developing poultry, livestock and aquaculture industries. Under a U.S. Department of Agriculture agreement signed in 2010, WISHH launched the Soybeans in Agricultural Renewal of Afghanistan Initiative (SARAI). The multi-faceted project uses soybeans to benefit Afghan farmers, food processors, and rural communities, as well as women and children.



SOY VALUE

WISHH's Soy Value Pyramid illustrates how soy boosts both nutrition and economic growth in developing countries. Through WISHH's many partnerships, we grow the value of soy. Children and adults, who currently reside at what is commonly referred to as the base of the economic pyramid, soon benefit.



SOY GENERATES IMPROVED NUTRITION

Photo credits: American Soybean Association, National Soybean Research Laboratory, Nebraska

THE PYRAMID



SOYBEAN

Soybeans simultaneously offer two co-products: soybean meal and soybean oil. Each soybean is approximately 80 percent meal. Through extraction or other processing, this meal is a source of soy flours and other high-protein human food ingredients as well as soybean meal that is much desired for livestock and aquaculture feed. At the same time, soybeans are about 20 percent oil that is processed and commonly used for cooking and more.



PROCESSING FACILITIES

WISHH works with developing country entrepreneurs in the soy value chain to expand soyfoods industries that produce more nutritious breads, beverages, and other protein-rich foods. Through these activities, WISHH often identifies opportunities to grow livestock and aquaculture production that developing countries also seek to improve nutrition and their economies.



SOY OIL



SOYMILK



BAKED GOODS



SOY DAIRY



BEVERAGES



NUTRITION AND ECONOMIC GROWTH

Soy Protein Partnerships in Action

Central American Partnership Empowers Women & Local Manufacturers to Improve Diets

U.S. soy protein is playing a central role in a successful program that produces a new soy food cereal, called Vitacereal. It boosts nutrition and business opportunities in Central America.

WISHH partner food companies in Guatemala combine soy flour, corn and micronutrients to make products, like Vitacereal, that are used in United Nations World Food Programme (WFP) efforts in Guatemala. Partners in similar projects include Cargill, CARE, the National Soybean Research Laboratory at the University of Illinois, WFP, and the World Soy Foundation.



Women at one of CARE's Guatemalan health clinics are proud of the improved nutrition that they now offer their families thanks to a locally manufactured cereal blend made with Cargill soy flour combined with corn flour.



WISHH Committee Member John Heisdorffer, an Iowa soybean grower, saw how Cargill's Iowa-produced soy flour is at the start of an expanding value chain reaching Guatemala where local manufacturers use the soy flour to improve the nutrition of their products sold in Central America.



Soy product is processed and packaged in Guatemala then sold in a food aid tender for distribution in El Salvador.

Nigerian and U.S. Business Relationship Built with Soy Flour

WISHH started work with the Alltech company in Lagos, Nigeria in 2009. This company was well established in the baking sector, one of the key WISHH targets, and they had a keen interest in acquiring the technical skills to use soy flour as a baking improver.

Through the U.S. Department of Agriculture's Quality Samples Program, WISHH provided soy flour samples to Alltech for testing. They concluded that this product would work in Nigeria. Alltech CEO, Frank Nwabudike, and his partner, Larry Umuna, came to the United States for discussions with potential suppliers of defatted soy flour and WISHH. Their trip was supported in part by the USDA's Emerging Markets Program and the Minnesota soybean checkoff board. The result was a signed memorandum of understanding under which WISHH would continue to provide technical assistance to Alltech and its customers. Alltech would buy, import and distribute U.S. soy flour. Both parties have honored their agreements and purchases of U.S. soy flour began in 2010.



Photo credit: Pat Dumoulin

A local Kenyan company, Insta Products, produces a corn soy porridge called Uji for the schools to serve as a mid-day meal. The porridge was well received and offered the children protein as well as energy.



Photo credit: National Soybean Research Laboratory

WISHH Committee members and Illinois soybean growers C.W. Gaffner and Pat Dumoulin saw the positive response to soy porridge in the Masai Mara region of Kenya in 2009 after the National Soybean Research Laboratory (NSRL) and WISHH launched a school feeding program.

Kenyan Community Adopts Soy School Feeding Program as Its Own—Sets Model for Area

“I won’t make it to school tomorrow because I am accompanying my mother to look for food. If the school feeding had started I would stay in class and do my studies.” Those are the words of a child shortly before the launch of a soy school feeding program in the Masai Mara region of western Kenya.

More than 400 children in the community now stay and study as a result of the school feeding program started by the National Soybean

Research Laboratory (NSRL) at the University of Illinois with support from WISHH, the Illinois soybean checkoff, and the Anne Kent Taylor Fund. The initiative began in 2008 by working with a local company, Insta Products, to produce a corn soy porridge called Uji for the schools to serve as a mid-day meal. The porridge was well received and offered the children protein as well as energy.

2010 marked a significant milestone for this program. The community has

witnessed the results from school feeding with soy and adopted the program as its own. They are gathering the funds for its continuation. Other area school leaders and families are also exploring ways to start their own school project similar to the one that NSRL and WISHH had initiated.

An additional benefit of these programs is that offering soy protein reduces the need for families to hunt local wildlife.

Alltech CEO Frank Nwabudike and business partner, Larry Umuna, toured WISHH Program Committee Member Barb Overlie and husband Don’s Minnesota farm to gain firsthand knowledge of soybean production. From left: Umuna, Barb Overlie, Nwabudike, Don Overlie and WISHH Executive Director Jim Hershey.



Photo credit
Veronica Bruckhoff—
Minnesota Soybean
Research and
Promotion Council



Photo credit: Nutrition Education International Inc.

Afghan children and women will receive traditional breads fortified with soy flour through the USDA-funded Soybeans for Agricultural Renewal in Afghanistan Initiative (SARAI) project. The development of an Afghan soyfoods industry brings value to multiple Afghan agricultural sectors.



Photo credit: Nutrition Education International Inc.

Adding 10 percent soy flour increases the absorbable protein of naan, the traditional bread eaten in Afghanistan, by 110 percent. The Afghanistan Ministry of Women's Affairs will take an active role in the SARAI project to bring these nutritional benefits to Afghan women and their families.

USDA Selects WISHH and Partners

Soy Contributes to Reconstruction of Afghanistan Agriculture

In 2010, the U.S. Department of Agriculture (USDA) selected WISHH and a team of partnering organizations to implement a ground-breaking USDA Food for Progress program in Afghanistan. The three-year Soybeans for Agricultural Renewal in Afghanistan Initiative (SARAI) will directly benefit more than 290,000 people, including Afghan farmers, food processors, rural communities as well as the women and children who will eat the resulting high-protein foods. Through SARAI, USDA is combining the expertise of WISHH, Cooperative Business International, Nutrition Education International, SALT International, and Shelter for Life.

These partners will:

- Rehabilitate 35 kilometers of farm-to-market roadways
- Renovate/construct five irrigation systems
- Provide micro-credit loans to 600 farming families
- Train 9000 farmers in soybean production
- Establish Afghanistan's first soybean processing facility
- Provide soyfoods packaging and marketing expertise
- Establish an oilseed association
- Complete a nutrition education/consumer awareness campaign on the health benefits of soy
- Provide nutrition information and cooking seminars to 10,000 women
- Distribute a winter ration of soy flour to 5000 pregnant and lactating women

Former South African Member of Parliament Abbie Mchunu, widely known as "Mama Soy", meets with Keri Hayes of Soyatech LLC, which organized the Soy Innovation Africa Conference. Mchunu was a keynote speaker at the event that drew 180 attendees from 20 countries. She views soy as an important and economical protein food for African children.



Photo credit: Soyatech LLC



Soy Protein Partnerships in Action

Tennessee soybean growers Keith Wilder of Millington (in orange shirt) and Jimmy Barbour of Friendship as well as Tennessee Soybean Association & Tennessee Soybean Promotion Board Executive Director Parks Wells (far right) witnessed loading of 80 metric tons of Solae™ product in August 2010. It is the first shipment of soy protein isolates used in a U.S. food assistance program.



Photo credit: Larry Sax

Liberian Children Benefit as Partnership Makes Landmark Shipment of Soy Protein Possible

A public-private partnership resulted in a landmark 2010 shipment of soy protein isolates. Liberian children benefit — the 80 metric tons of Solae™ soy protein isolates can make as many as 9.7 million total servings of a soy nutritional beverage with 8.25 grams of protein.

The shipment represents the first use of soy protein isolates in a U.S. food assistance program.

When WISHH was created, one of its foundational activities was to provide the U.S. government with the nutritional data that led to acceptance of multiple high-quality soy protein ingredients, such as isolates, for U.S. food assistance programs. WISHH also informed many private voluntary organizations, such as International Relief and Development (IRD), about the value of these soy products in their programs. These groups have subsequently requested the products for their food assistance and development efforts around the world. At the same time, WISHH has worked with soy manufacturers, such as Solae, on meeting the needs of government programs.

In 2010, the U.S. Department of Agriculture (USDA) approved IRD's request for the soy isolates for use in its USDA-funded Food for Education efforts in Liberia. The overall IRD project benefits 30,000 primary school children. Thanks to the isolates, it will offer protein-enriched beverages to school children in three counties in Liberia. In addition to boosting nutrition, the IRD effort works with local manufacturers to create jobs.

WISHH Conferences and Trainings Reach Around the Globe

WISHH Committee member Scott Fritz, a soybean grower from Indiana, introduces Ann Tutwiler who was USDA's Coordinator for the Global Food Security Initiative. Tutwiler was a keynote speaker at WISHH's 2010 Washington Conference. The event convened more than 100 leaders of private voluntary organizations, agribusiness and government officials as well as soybean growers. Later in the year, the United Nations Food and Agriculture Organization named Tutwiler its Deputy Director General for Knowledge.

WISHH and its partners have directly reached more than 880 people in FY 2009-2010 through conferences and training sessions that provide information about the value of soy for nutrition and economic growth. U.S. Department of Agriculture programs have supported WISHH bringing developing country entrepreneurs to the United States for training at facilities like the National Soybean Research Laboratory at the University of Illinois and the Northern Crops Institute in North Dakota.

THANK YOU

to 2009-2010 WISHH
collaborators and partners

Africare
American Soybean Association
Archer Daniels Midland Company
Arkansas Soybean Promotion Board
Bunge
CARE
Cargill
CBI Global
CHS
Counterpart International
Delaware Soybean Board
Georgia Agricultural Commodity
Commission for Soybeans
Hemocue Inc.
Humana People To People
Illinois Soybean Association
Indiana Soybean Alliance
International Relief and Development (IRD)
Iowa Soybean Association
Kansas Soybean Commission
Kentucky Soybean Board
Malnutrition Matters
Maryland, Pennsylvania and
Northeastern States Soybean Boards
Michigan Soybean Promotion Committee
Minnesota Soybean Research &
Promotion Council
Mississippi Soybean Promotion Board
National Soybean Research Laboratory
Natural Products Inc.
Nebraska Soybean Board
New Jersey Soybean Board
North Carolina Soybean Producers
Association, Inc.
North Dakota Soybean Council
Nutrition and Education International Inc.
Opportunities Industrialization Centers
International (OICI)
Pennsylvania Soybean Board
SALT International
Shelter for Life International
South Carolina Soybean Board
South Dakota Soybean Research &
Promotion Council
Soyatech
Soyfoods Association of North America
Soybean Research & Development
Council
Soy Southern Africa
Stevens and Associates
Sunopta
Texas Soybean Board
Tennessee Soybean Promotion Board
The Solae Company
The Soyfoods Council
TetraPak
United Soybean Board
U.S. Agency for International Development
U.S. Department of Agriculture
U.S. Soybean Export Council
WhiteWave Foods
Wisconsin Soybean Marketing Board
World Food Programme
World Soy Foundation

25

Companies made commercial purchases of U. S. soy protein in
FY 2009-2010 as a direct result of WISHH efforts in Burkina
Faso, Haiti, Honduras, Kenya, Nigeria and Pakistan.

56

Companies received soy protein samples from WISHH
through the USDA's Quality Samples Program

880

People attended WISHH-supported conferences
in FY 2009-2010.

950

People trained by WISHH-supported conferences on
soy nutrition or cooking in FY 2009-2010.

290,000

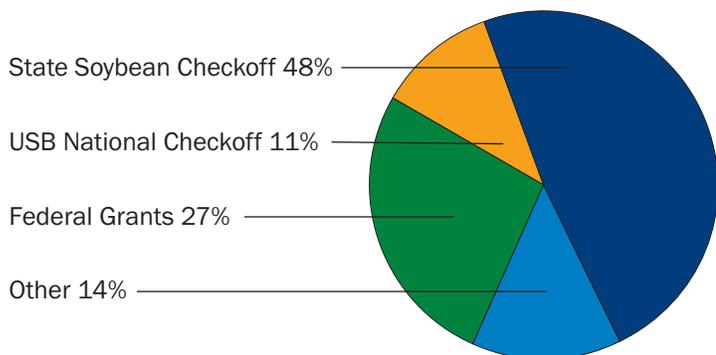
Number of Afghan people who will directly benefit from the
three-year U.S. Department of Agriculture Food for Progress
project launched with WISHH and partners in 2010.

\$1 Million

Value of U.S. soy sold to Nigerian companies in FY 2009-2010
that WISHH efforts aided. The U.S. Department of Agriculture's
Quality Samples Program makes it possible for WISHH to
provide U.S. soy product samples to companies that produce
soy beverages and products; they often invest in equipment
and marketing to grow the African soyfoods industry.

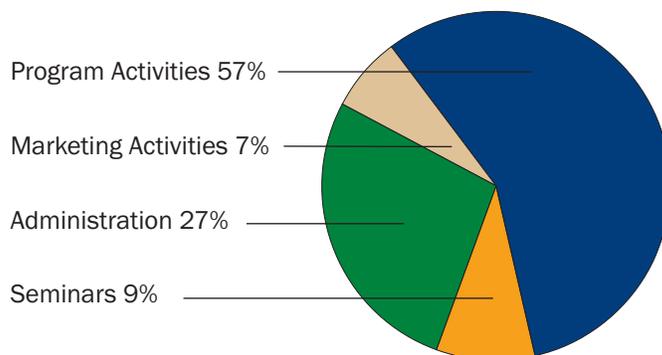
Leveraged Growth

Revenue FY 2010



Total Revenue \$1,865,455

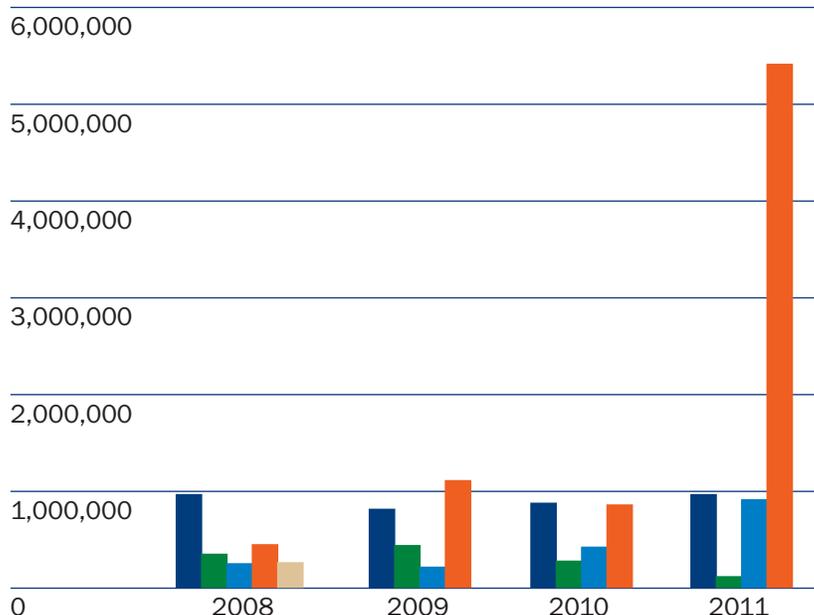
Expenditures FY 2010



Total Expenditures \$1,865,455

Funding

- QSSB funds are necessary for federal matching dollars
- FY11 outside funding = 85%
- Total FY11 budget: \$7,391,000



WISHH Staff

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 Vickie Wilks, Director of Operations
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 Lynn Engstrand, Program Manager, Asia
 Kacy Franklin, Program Coordinator
 Erica Morrow, Program Manager, Africa and Central America
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 Karen Coble Edwards, KCE Public Affairs Associates
 Frank Daller, Malnutrition Matters
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 Anita Florido, Regional Representative, Africa
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 Bridget Owen, Karl Weingartner, Nick Scates, Vijaya Jain, Stacey Krawczyk, Marilyn Nash and Courtney Tamimie, National Soybean Research Laboratory at the University of Illinois.
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If you believe, belong.