

WISHH and Global Development

The diagram below shows the three critical development areas for global progress. Specific WISHH projects fall where development overlaps. By working within all areas, WISHH is at the center of global development.

Agricultural Development

Enhancing agricultural value chains with soy: farmers to processors to consumers

-Hosted Expanding the Food Basket Conferences: [Uganda & South Africa](#), providing education and collaboration on the use of soy and better nutrition

-In Afghanistan, [trained over 7,000 farmers](#) in soy production and promoted sales of soybean meal from an Afghan Soy Factory, successfully improving market capacity and strengthening local value chains

-Produced first-ever [high protein floating fish feed](#) in Pakistan; improving aquaculture sector outputs

Commerce and Market Development

Strengthen international trade links, enhance efficiency and quality of human/animal nutrition, and build capacity

WISHH

WORLD INITIATIVE FOR SOY
IN HUMAN HEALTH

Delivering growth to local economies and improved nutrition for humans and animals.

Economic and Social Development

Millennium Development Goals: Eradicate poverty and hunger, achieve universal education, and improve maternal/child health

-[Conducted feeding trials](#) with Pakistani fish farmers, utilizing fish feed made with U.S. soybean meal which resulted in larger tilapia and increased farmer income

-Provided nutrition/cooking education to partners in Nicaragua for utilization of textured soy protein (TSP) in local dishes for school feeding—encouraging utilization of local crops with TSP to improve protein content and stretch school feeding budgets to obtain greater nutritional value for the same or reduced costs

-[Constructed 2 "Super Gari"](#) processing facilities in Liberia which produce a fortified blended food using soy flour and local cassava

-Sponsored [technical training](#) for trade teams at the Northern Crops Institute, North Dakota

-Held seminars in [Guatemala](#) and [El Salvador](#) to address fortification of local foods with soy proteins—leading to the outcome of traditional foods with higher protein content

-Partners produced soy-fortified high-protein drink for Guatemala's Zero Hunger Program and are leading a 6-month pilot program to reduce malnutrition

-In Mongolia, a [successful dairy feeding trial](#) was completed with technical support from the Michigan Soybean Promotion Council

-Held [training courses](#) for [Central American food processors](#) and government representatives, which led to the development of 2 new nutritious commercial food products and a commitment to including soy proteins in future government programming

2013 AT-A-GLANCE



WISHH, a program of the American Soybean Association, creates 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.

The WISHH program focuses technical transfer and behavior change efforts on weak links in agricultural value chains, delivering growth to local economies and improved nutrition to people and animals. By addressing the development areas listed below, WISHH is at the center of global development.

Commerce and Market Development

OUR IMPACT

- ◆ **305** companies in over **20** countries committed to further research and development utilizing soy for commercial applications.
 - ◇ **47** new products using soy proteins were developed from research and development.
- ◆ **239** technical consultations and demonstrations were conducted to enhance efficiency and quality in the use of soy.
 - ◇ **9** trade visits by partners from various countries were sponsored by ASA/WISHH in 2013.
- ◆ **20,000** people around the world were reached through Completed Information Campaigns
 - ◇ **19** articles regarding soy appeared in local media throughout the countries where projects are located.

Economic and Social Development

OUR IMPACT

- ◆ **87,698** people worldwide, including school feeding programs, received nutritional meals containing soy proteins.
 - ◇ **84%** of those studied and receiving soy proteins and taking anthropometric measurements maintained or improved their nutritional status.
- ◆ **455** food/feed processors gained understanding of the advantages and potential of soy proteins.
 - ◇ **8,150** individuals received nutritional education to encourage better health.

Agricultural Development

OUR IMPACT

- ◆ **64** seminars/conferences held for **2,794** participants to educate and discover possible enhancements to the agricultural value chain.
 - ◇ **7,357** Afghan farmers trained in soybean production, with **5,511** farmers signing production contracts.
 - ◇ **5,600** tons of commercial exports containing U.S. soy were distributed to stakeholders.
 - ◇ **Doubled** the weight of traditional Pakistani tilapia fish harvests, averaging **600** grams per fish.

