



Frontline News

January-February 2014

Asia

New Activities Conducted in Asia — Bangladesh

ASA/WISHH conducted activities focused on baking with soy flour in Bangladesh in February, funded through the USDA's EMP program. Dr. Kirk O'Donnell, Director of International Training at the American Institute of Baking met with several baking companies on the technical benefits using soy flour, and led a hands-on demonstration for staff. ASA/WISHH Asia Program Manager Alan F. Poock made two presentations at an evening seminar on soy flour outlining various projects around the world as well as describing different soy products.

Hands-on demonstration using soy flour



Aquaculture Trade Team Visits the U.S. — Kansas, Seattle & Arizona

In February, ASA/WISHH co-hosted a Pakistani Aquaculture trade team under the USDA-funded FEEDing Pakistan program. The team—six individuals including fish farmers, an animal nutritionist and an animal feed engineer—attended a 2-week Fresh Water Aquaculture Training Course organized by Kansas State University and led by R.S.N. Janjua, ASA/WISHH's Country Representative in Pakistan.

The team attended the World Aquaculture Society's Aquaculture America Conference and Exhibition in Seattle, followed by a training at the University of Arizona led by Dr. Kevin Fitzsimmons, and concluded in Manhattan, Kansas with KSU's IGP. Dr. Dirk Maier, Director of IGP, and faculty hosted trainings focused on soy-based floating feed production, storage, and use. A graduation ceremony was hosted by the Kansas Soybean Commission, who has supported the FEEDing Pakistan aquaculture project for over two years.

KSU Aquaculture Pakistani Team at graduation ceremony



Central America

Farmer Travel — Bogota, Colombia & Guatemala

ASA/WISHH staff, ASA CEO Steve Censky, and a host of ASA farmers traveled to Bogota for the USSEC Global Strategy Session to participate in planning meetings and meet with U.S. soy customers and members of the food and feed industry. While in Colombia, they visited a soy dairy project supported by Rotary International.

Illinois farmers Dave Droste and Duane Dahlman joined ASA/WISHH and USSEC staff in Guatemala to see firsthand how U.S. soy penetrates the food market by visiting local businesses Alimentos S.A. and Nutrica S.A. who purchase U.S.-processed soy flour and soybeans. They were also briefed by USDA's Agricultural Counselor for Guatemala, Henry Schmick.

Dave, Duane, & Jorge Solis of Nutrica S.A. beside WFP bag



Africa

West Africa Market Assessment Study Concludes — Senegal, Ghana & Nigeria

Over the past two months, ASA/WISHH technical consultants, in coordination with USSEC and the USA Poultry & Egg Export Council (USAPEEC), traveled throughout West Africa on a three-country research project. The team conducted a USDA Emerging Markets Program-funded market assessment of the feed, aquaculture and poultry industry.

In partnership with the USAPEEC's International Poultry Development Program (UIPDP), the team aims to increase the U.S. feedstuff and poultry industry's knowledge of market opportunities for U.S. soy in feed in each of the target countries.

Recommendations from the assessment will include a variety of actions including targeted technical assistance to improve feed quality and management, and facilitating infrastructure and supply chain enhancements. A healthy local poultry and feed industry is good business for U.S. soy and frozen poultry. In addition to their main research activities in Lagos, Michael David traveled to Abuja in order to add a wider scope to their analysis from Nigerian government officials.