



## Frontline News

March-April 2014

### Asia

#### Agri-Expo Participation-Lahore, Pakistan

The Chief Minister visits ASA/WISHH Booth

In March, ASA/WISHH participated in the DAWN Agri-Expo in Lahore as part of the USDA-funded FEEDing Pakistan project. Chief Minister of Punjab, Mr. Shahbaz Sharif, visited the ASA/WISHH booth and was briefed by ASA/WISHH's Country Representative Janjua, and Aquaculture Associate Fozia. The Chief Minister fed soy-based floating feed to tilapia at the booth to showcase its effectiveness.

More than 2,000 visitors stopped by the ASA/WISHH booth including fish farmers, representatives from academia and Pakistani government officials to learn about the value of soy-based feed in Pakistani aquaculture.



#### Asia Program Manager Travel-Bangladesh, Delhi, Bangkok, Singapore

Alan Pock, ASA/WISHH Program Manager for Asia, traveled to four Asian countries. Pock first visited Bangladesh, where he met with baking and food manufacturers on using soy ingredients in their products. In Bangladesh, ASA/WISHH held a baking demonstration on how to use soy flour, which was led by Dr. Kirk O'Donnell from the American Institute of Baking (AIB). In the evening, over 80 industry participants attended an ASA/WISHH organized seminar on soy proteins in baking and the many soy ingredients that are available for other food product.

Pock then travelled to Delhi where he met with FAS about future Bangladeshi programs. While in Bangkok, Pock met with the research firm conducting the EMP Market Assessment for Myanmar and also met with FAS, which covers Myanmar from Bangkok. The final stop was Singapore, where Pock met with USSEC staff to discuss future collaboration in Asia.

Dr. Kirk O'Donnell from AIB teaches bakers how to use soy flour in baked products



### Africa

#### USDA Trade Conference-Accra, Ghana

The ASA/WISHH Africa team and Executive Director traveled to Ghana for a USDA GBI Conference on trade development. Dana Johnson, USSEC and WISHH contractor, presented preliminary findings from the USDA-funded poultry and feed market study in West Africa.

Over 100 participants from five African nations participated, as well as five other cooperators to promote trade with the U.S.—American Peanut Council, USA Rice Federation, USA Dry Beans Council, USA Dry Pea & Lentil Council, and USAPEEC. The ASA/WISHH team met with USAPEEC African market representatives about programs that will help preserve the multi-million dollar U.S. poultry market in Ghana.

Kentucky Fried Chicken in Ghana

