



Frontline News

May-June 2014

Latin America

Soy Dairy Seminar – *Proximos Pasos, Guatemala*

In May, the American Soybean Association's World Initiative for Soy in Human Health (ASA/WISHH) program and Guatemalan partner Proximos Pasos hosted a soy products seminar entitled "*Soy Dairy: Production, Uses and Benefits*". ASA/WISHH Latin America Program Manager Liz Hare was in attendance with over 45 other participants. Individuals representing a variety of Guatemalan organizations and businesses currently working with, or interested in working with soy were included.

Participants learn how to make tofu as part of the workshop.



Africa

Meat Processing Trade Team to U.S. – *Utah, BYU-Idaho, St. Louis, & Illinois*

In June, ASA/WISHH brought participants from Ghana, Kenya, Uganda, Nigeria and Senegal to the U.S. for a program titled "*Applications of Soy Proteins in Meat Extension, Meat Replacement and Structuring Technologies for Enhanced Carcass Utilization in the Meat Industry*". The activity was funded by the USDA's Global Broad Based Initiative (GBI), Market Access Program (MAP) and the Cochran Fellowship Program. Participants visited a family-owned meat processing plant in Utah, followed by a seminar series at Brigham Young University-Idaho (BYU-Idaho). They also visited Solae and the ASA Headquarters in St. Louis, and C.W. Gaffner's Illinois farm.

Participants learning soy applications for various meats.



Asia

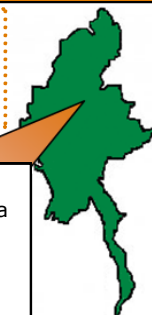
Emerging Market Program Market Assessment Completed – *Myanmar*

ASA/WISHH submitted an EMP Market Assessment for Myanmar to USDA/FAS that was conducted in the second quarter of FY14. The assessment was completed by AgriSource, an agricultural consulting firm based in Bangkok, Thailand owned by Americans. United States Soybean Export Council (USSEC), FAS-Bangkok Post, ASA/WISHH, and the Myanmar trade industry worked closely with researchers in completing the assessment which identifies a strong interest in soy proteins—particularly in the aquaculture, animal production and human food sectors. The results will be used by ASA/WISHH for planning and implementing future activities in Myanmar. The assessment was funded by the USDA's Emerging Market Program.

ASA/WISHH is blazing the trail for U.S. soy in a growing global marketplace.

Myanmar (Burma)

- Located in Southeast Asia
- Population ~63 Million
- Growing Economy
- Rich in natural resources



General WISHH

2014 Midwest Workshop – *National Soybean Research Lab; Champaign-Urbana, IL*

Over 80 participants from over a dozen countries came to the University of Illinois' National Soybean Research Lab to participate in the ASA/WISHH and World Soy Foundation's "*Practical Implementation of Quality School Nutrition Programs*" workshop. The workshop—made possible thanks to DuPont, the John Deere Foundation, INSTA-PRO International, CHS, NSRL and QSSBs—attracted attendees from Private Voluntary Organizations, the World Food Programme, U.S. and international industry representatives and government officials. The organizations represented use a combined total of over 56,000 tons of soy per year (not including those who were unable to provide an estimate). Over 21 of those organizations also reported that their soy is imported from the United States. The workshop included a tour of the Andersons Grain Group in Champaign and a visit to Illinois Soybean Association Director Doug Schroeder's family farm in Bellflower where participants had the opportunity to ask Doug questions and see his soybean fields firsthand.