

The World Initiative for Soy in Human Health



A LOOK BACK: 2014 HIGHLIGHTS



Total number of individuals



380,609



reached by WISHH programming in 2014

*Statements are not intended to total the 380,609 figure.

155,000

individuals reached through information campaigns supporting the sale of our partners' U.S. soy-containing products

67,000

individuals received meals containing soy as part of a nutrition or school feeding program

1,667

participants attended **30** conferences and seminars



496

commercial food and feed processors are now aware of the advantages of soy proteins or are now utilizing soy products in WISHH target countries

197

technical consultations and demonstrations conducted



161

companies have committed to or are conducting further research and development to include soy as a functional ingredient



20

trade missions traveled to the U.S. for commercial contacts and technical training

NEW

10

new products developed utilizing soy proteins



CLOSER LOOK: A PROJECT SUCCESS

A three-year USDA-funded project called FEEDing Pakistan has exemplified success in 2014 for WISHH. During the project, soy-based extruded floating fish feed was produced, the first of its kind in Pakistan.



WISHH's FEEDing Pakistan assisted 2000 Pakistani fish farmers and increased the market value of fish produced—tilapia—from zero at the beginning of the project to an estimated 450 mill rupees (\$4.5 million USD) in 2014

x2

Project demonstration tilapia averaged 600 grams per fish--double the weight of traditional Pakistan fish harvests

"WE CONGRATULATE PAKISTAN'S FISH FARMERS, ACADEMICS, MEMBERS OF THE PRIVATE SECTOR, AND GOVERNMENT OFFICIALS. THEIR PARTICIPATION AND DEDICATION TO INCREASED KNOWLEDGE RESULTED IN QUICK ADOPTION OF NEW TECHNOLOGIES AND BEST MANAGEMENT PRACTICES. RAPID ACCEPTANCE AND INVESTMENT IN NEW IDEAS, INCLUDING SOY-BASED FLOATING FISH FEED, IS SCALING UP PAKISTAN'S AQUACULTURE INDUSTRY TO HELP FILL PAKISTAN'S PROTEIN GAP IN HUMAN DIETS."

-R.S.N. Janjua, ASA Country Representative

SPECIAL THANKS

United States Agency for International Development (USAID)



United States Department of Agriculture (USDA)

Qualified State Soybean Boards



WISHH
WORLD INITIATIVE FOR SOY
IN HUMAN HEALTH



12125 Woodcrest Executive Dr., Ste. 100
St. Louis, MO 63141

wishh@soy.org | www.wishh.org