



ASA/WISHH 2017 RESULTS

The American Soybean Association's WISHH program has successfully leveraged QSSB funding to generate a FY18 budget of \$6.6 million.

ASA/WISHH
LEVERAGED FARMER \$

6 to 1

OVER THE PAST 5
YEARS



**QSSB SUPPORT OF
ASA/WISHH**

has risen steadily since 2009 to a
2017 high of nearly
\$1.2 MILLION

Active WISHH Countries:

- Latin America: Guatemala, El Salvador, Nicaragua, Honduras
- Africa: Ghana, Senegal, Nigeria, Kenya, Uganda, Côte d'Ivoire, Burkina Faso, Mozambique
- Asia: Cambodia, & in coordination with USSEC, Myanmar, Bangladesh, Pakistan and Sri Lanka



Sub-Saharan Africa

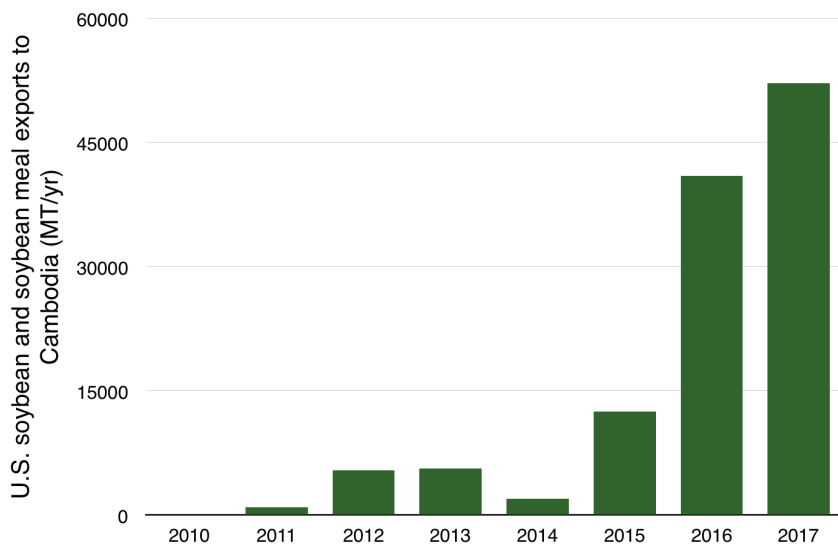
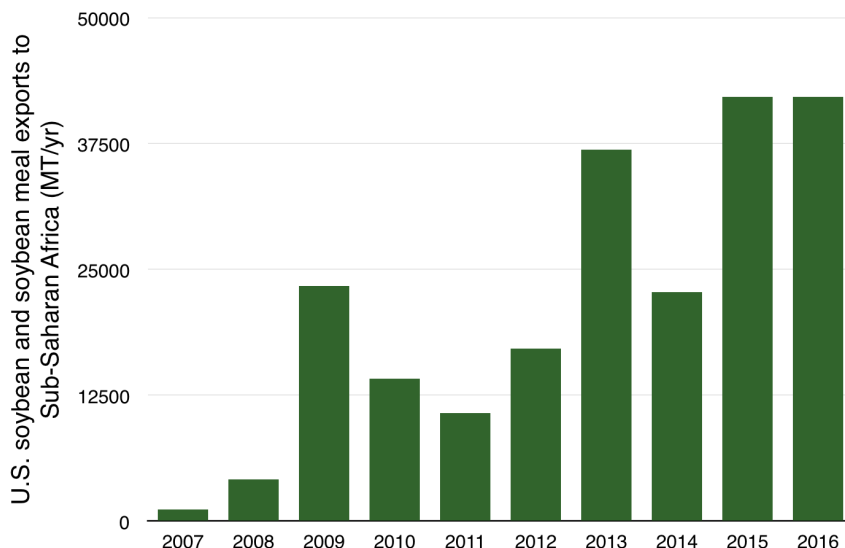


ASA/WISHH
contributes to increased U.S.
soy exports to emerging
markets in Asia, Africa and
Latin America

- 100% of trade team participants to the U.S. reported understanding the value of using soy.
- 126 commercial food and feed processors increased their awareness of the advantages of soy protein.
- 47 business connections led to 26 initial trade leads from a USDA-funded conference.
- 13 businesses received U.S. soy to evaluate through the USDA Quality Samples Program.



- \$15 million 5-year USDA-funded project
- 24 large commercial feed manufacturers or on-farm feed mills received WISHH technical assistance to improve quality and efficiency of feeds.
- 500+ poultry farmers assisted with feed or flock management.



Asia

- Three companies now use whole U.S. soybeans or value-added soy to manufacture foods.
- Two leading food companies in Myanmar add soy flour or soy isolates to baby foods or baked goods.
- A Cambodian feed miller began importing U.S. whole soybeans to produce full-fat soybean meal.

Central America

- Seven Latin American countries buy U.S. soy-based products from a WISHH supply chain partner for government social programs. The Guatemalan company purchased 5900 metric tons of U.S. soy flour for its products (including nine developed after WISHH training) and 100 metric tons of U.S. soybeans for inclusion in a food manufactured specifically for the World Food Program.
- Salvadoran government school feeding programs began using U.S. soy-based foods after WISHH created commercial connections.
- Walmart Central America requested WISHH technical assistance to include U.S. soy flour in their breads.



WISHH develops agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy.

