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**The Business  
of Untapped  
Protein  
Potential**



## The Business of Untapped Protein Potential

WISHH, a program of the American Soybean Association, was established in 2000 by visionary U.S. soybean growers who knew that protein plays an essential role in human nutrition. Throughout Africa, Asia and Central America, WISHH identifies and develops new strategic partnerships with entrepreneurs in developing and emerging markets. These partners share our vision to make more protein available to growing populations by creating new opportunities in emerging economies. Together, we build sustained businesses and market systems capable of meeting the rising demand for protein required for nutritious and affordable human foods and animal feeds.







*At the World Initiative for Soy in Human Health (WISHH), we partner with global entrepreneurs, businesses and governments. These long-term, strategic partnerships develop markets and improve global food security.*



### *We work to:*

Provide **GROUND-LEVEL SOLUTIONS** in many of the world's growing protein markets

Spur **INNOVATION** with industry-specific resources and business connections

Build new **RELATIONSHIPS** with solution-driven entrepreneurs, businesses and government organizations

Connect businesses to a **NETWORK** of private, public and non-profit sectors

**LOCALIZE THE APPROACH** to meet unique market dynamics and establish long-term market systems



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**LONG-TERM MARKET  
DEVELOPMENT**



**STRATEGIC  
PARTNERSHIPS**



**GLOBAL FOOD  
SECURITY**

We connect trade and development across global market systems, improving food security. We bring the power of strategic partnerships to our unique market-systems approach. Join us in increasing demand and fueling economic growth through the sustained availability of nutritious and affordable human foods and livestock feeds.

**Find out more and connect with us at [wishh.org](http://wishh.org).**

