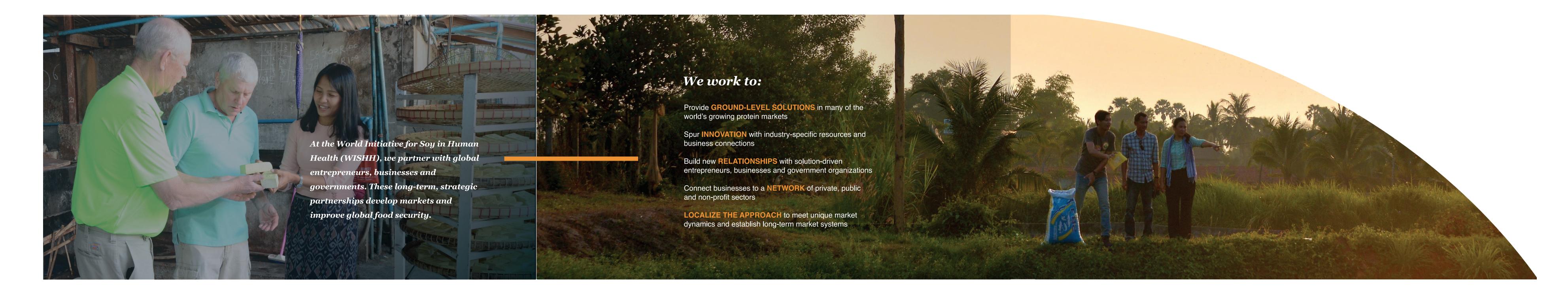
The Business of Untapped Protein Potential



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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.











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.







