

WISHH 2020 Strategic Plan

Revised Mission and Vision

Mission: The World Initiative for Soy in Human Health (WISHH) develops agricultural value chains in developing and emerging markets, creating trade and long-term demand for U.S. soy.

Vision: The World Initiative for Soy in Human Health (WISHH) builds U.S. soy trade through the improvement of health, nutrition, and food security in developing and emerging markets.

FOCUS AREAS AND INITIATIVES



Global Food Security

What will be strengthened or different in the next 3-5 years?

WISHH demonstrates U.S. soybean farmers' commitment to improving global food security.

- **Highlight protein's role in food security** through a broad range of partnerships (academic and corporate partners, e.g. DuPont, SNI, etc.)
 - Expand work in human foods and animal feeds sectors to increase availability of affordable and accessible protein. Share how soy is a more sustainable solution for quality animal feeds than traditional protein sources used in feed
- **Demonstrate soybean farmers' commitment** to growing a sustainable, high-quality protein product; WISHH works to take these nutritious products around the world to build new markets for U.S. soy, and to improve food security in countries that need it most.
 - Share how trade can improve lives



New Market Exploration and Development

What will be strengthened or different in the next 3-5 years?

WISHH builds new markets and opportunities for U.S. soy.

- **Collaborate outside of the soy community** to expand and reach new markets in innovative ways
- **Connect with groups that have expertise** in specific areas outside of WISHH's wheelhouse (such as refrigerated distribution, finance, and other aspects within the supply chain)
- **Act as a liaison** to build capacity and introduce new technology in developing markets
- **Expand work with associations** to build lasting potential for U.S. soy trade
- **Educate and demonstrate** how reliable, nutritious, sustainable U.S. soy can meet growing market demands in developing and emerging markets
- **Leverage research initiatives** that reinforce opportunities for U.S. soy
- **Collaborate with USSEC and the broader soy community** to graduate select market sectors and expand trade opportunities



Diversified Strategic Partnerships

What will be strengthened or different in the next 3-5 years?

WISHH continues to establish new and diverse strategic partnerships in the U.S. and abroad.

- **Support the business expansion** of WISHH's entrepreneurial partners within developing and emerging markets by connecting them with organizations that are skilled in financing and impact-investment
- **Partner with U.S. and global universities** to expand knowledge, transfer skills, and build sustained in-country capabilities
- **Create a mechanism to increase private sector engagement** in WISHH
- **Expand soy community partnerships** (including membership in the Soy Nutrition Institute and an ex-officio seat on the USSEC Board)
- **Grow relationships** to secure alternative funding and expand programming



Sought After Partner, Advisor and Thought Leader

What will be strengthened or different in the next 3-5 years?

Global partners turn to WISHH for our expertise in developing and emerging markets.

- **Explore memberships in global organizations** to expand WISHH's reach outside of the soy community
- **Become the go-to organization for QSSBs** for developing markets and global food security input
- **Educate U.S. soy farmers** as brand ambassadors
- **Share WISHH's commitment to sustainable change** in developing and emerging markets



Organizational Growth and Sustainability

What will be strengthened or different in the next 3-5 years?

WISHH has secured sustained funding for administration and project management.

- **Diversify funding** (USAID, private foundations, corporate funding)
- **Explore multi-year major investments** from funders
- **Secure sustained administrative funding** to support growth of the organization
- **Focus on WISHH's brand and unique contribution** to expanding the reach of U.S. soy
 - Continue to explain why we diversify and invest in countries for the long term
 - Highlight the leverage of QSSB and external dollars to explain return on investment