



wishh.org



Protein
Partnerships
Progress



Why Protein

Protein plays an essential role in human nutrition, and demand for protein continues to increase as populations expand and incomes grow. The significant rise in protein demand presents opportunities for developing countries to offer more nutritious and affordable foods that are vital to improving lives and economies.

The World Initiative for Soy in Human Health (WISHH) connects trade and development in developing and emerging markets to deliver high-quality soy protein for human food and animal feed. The U.S. soybean industry provides a consistent supply and WISHH delivers customized solutions to unique market challenges to ensure businesses can continue to operate and grow as dynamics shift to meet demand.

Who We Are

WISHH, a program of the American Soybean Association, was founded by U.S. soybean growers to address the world's growing protein demand. Soybean farmers proudly support WISHH's strategic partners who share the organization's entrepreneurial spirit and vision to make more protein available in developing and emerging economies. Through work with entrepreneurs, governments and non-governmental organizations, WISHH builds sustained businesses and market systems capable of fulfilling protein's important role in human nutrition.



Building Strategic Partnerships



LONG-TERM MARKET
DEVELOPMENT

WISHH builds strategic partnerships with businesses, governments and non-governmental organizations in developing and emerging economies who recognize the essential role protein plays in human nutrition. WISHH connects entrepreneurs and leaders across multiple sectors with U.S. soybean growers to build resilient market systems in Africa, Asia and Central America. The systems built in these areas allow for consistent access to affordable, high-quality protein.

WISHH works to establish viable market systems, enabling developing and emerging country entrepreneurs to not only sustain their businesses, but also improve their region's food security. WISHH incorporates customized solutions designed to fit within the unique needs of local partners. Whether in livestock, poultry and fish feeds, or human foods, WISHH brings market-system expertise to the table and connects partners to resources around the globe. WISHH challenges partners to think ahead by developing systems that can meet specific needs ranging from infrastructure and nutrition, to cultural preferences and regional demographics.

Customized Soy Solutions

Efficiencies of scale in global trade abound, but what happens when a customer doesn't need a full ship of raw material? Or the infrastructure doesn't exist to get a product to the right location? WISHH works alongside partners to create the right-sized approach for those wanting to source U.S. soybeans. Starting small, with containers or even bags of soybeans, allows partners, like those in Cambodia, to purchase U.S. soy and have it delivered to meet their specifications.



Innovating Through Industry Expertise



STRATEGIC
PARTNERSHIPS

Starting down a new path can be invigorating, yet complex. WISHH develops opportunities for strategic partners to connect with the industry around them. WISHH not only provides networking opportunities, but also essential knowledge transfer to set businesses up for success. WISHH works with customers on their go-to-market strategies, helping to analyze gaps in the system and then providing the connections to help fill those gaps.

The WISHH advantage comes from the versatility of U.S. soy, including deep knowledge of poultry, fish and livestock production – from animal nutrition and feed milling to meat processing and marketing. WISHH's focus also extends to plant-based food production with a network of experts covering technical assistance in grain processing and extraction, recipe development, nutrition, food service systems and much more.

Networks Matter

Committed, reliable, strategic partners are vital to WISHH's long-term efforts. In Ghana, WISHH worked with one partner for many years growing their soybean processing capabilities for protein-fortified cereal products and poultry feeds. WISHH provided added value to the company through knowledge transfer and technical assistance in extraction and food processing.



Improving Food Security and Nutrition



GLOBAL FOOD
SECURITY

The WISHH vision is to create new opportunities to make more protein available to growing populations in emerging economies. Partnering with those who share that point of view makes it a reality.

Together with strategic partners, WISHH builds sustained businesses and market systems capable of meeting the rising demand of proteins. These systems provide access to nutritious, affordable human foods, and animal feeds. U.S. soy is a reliable supplier of quality, affordable protein in various markets, and WISHH works with partners to innovate and deliver for food security.

The reliable supply of U.S. Soy protein, coupled with the technical assistance, industry knowledge and connections provided through WISHH networks, helps fuel economic growth and improve food security in the emerging markets in which WISHH works.

Affordable, Accessible, Available

WISHH's approach to creating market systems has demonstrated significant wins for strategic partners over the last 20 years. In Central America, WISHH successfully connected private companies and national school lunch programs to deliver nutritious and affordable foods. This partnership showcased the versatility of soy protein in their programs and demonstrated ways to use soy to nutritionally enhance local dietary preferences.



Where We Work

WISHH brings the power of strategic partnerships and our unique market-systems approach to developing and emerging economies in Africa, Asia and Central America. Local business leaders, governmental and non-governmental organizations, as well as academic institutions, join us in creating a sustained availability of nutritious and affordable human foods and aquaculture, poultry and livestock feeds.



Connect with WISHH to learn more about available services and how to network within our market systems. [Visit wishh.org](http://wishh.org) for more information.