

ASA/WISHH 2022 RESULTS

Oct. 1, 2021-
Sept. 30, 2022



Our founding farmers took action 22 years ago to launch the American Soybean Association's World Initiative for Soy in Human Health so WISHH could cultivate new markets for U.S. soy. I am grateful for their vision that led to WISHH's 2022 work in a record number of 28 countries across Asia, Latin America and sub-Saharan Africa. WISHH's value to U.S. soybean growers rose alongside expansion of U.S. soybean crush capacity, elevating the need to develop new markets that move more soy protein.

We can all be proud that U.S. soy is a powerhouse crop for global food security and human nutrition in general. World food prices hit a record high in 2022, which reinforced the importance of U.S. soy's ability to deliver affordable and available food and feed around the globe. While simultaneously working on trade and development, WISHH led U.S. soy action for global food security that also contributes to productive and stable economies.

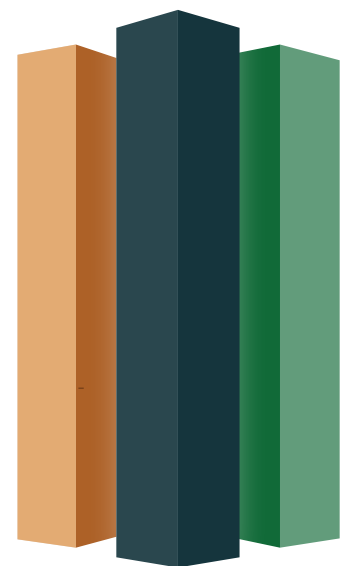
U.S. soy's already significant role in global food security was made even more important in July when the U.S. Agency for International Development announced an historic nearly \$1.3 million package to combat global malnutrition. WISHH was already at work with enterprises, such as Edesia Nutrition, that rely on U.S. soy to make their foods shipped around the world.

2022 saw global population reach a record as well with an estimated 8 billion in population, according to the United Nations. Just as WISHH's founders envisioned, much of the growth is coming from developing nations, such as Nigeria, where WISHH is developing their aquaculture and feed industries. The population in sub-Saharan Africa is growing at 2.5% per year – this is more than 3 times the global average. In Kenya, the fastest growing population segment is 18 years and younger.

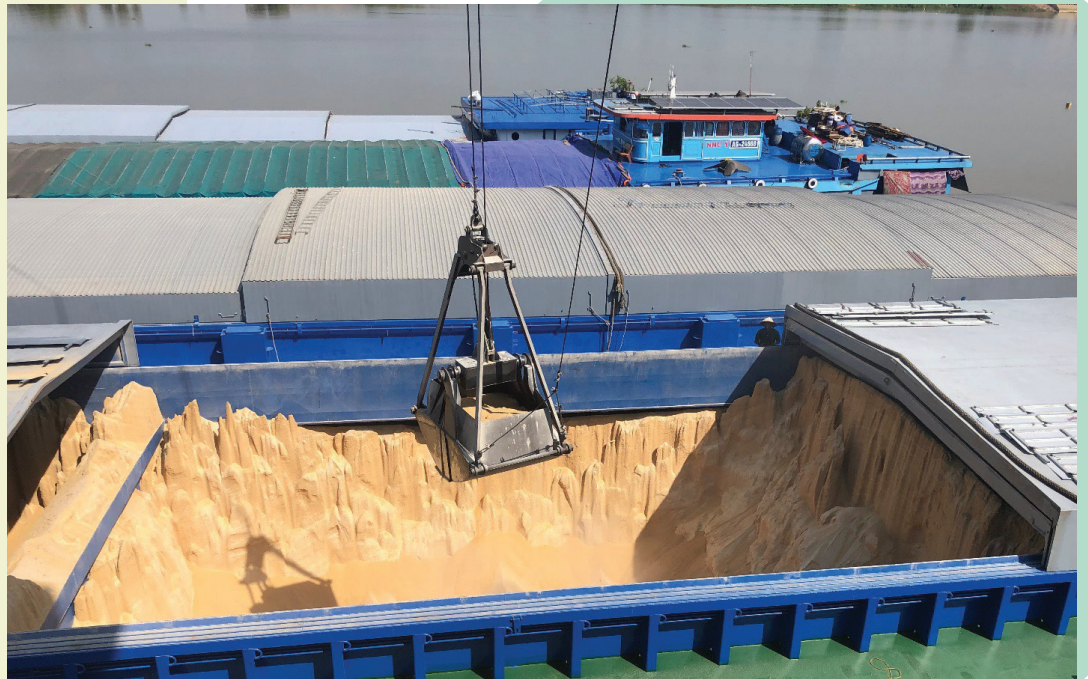
I saw these trends firsthand when I traveled to Kenya and Tanzania shortly after the Kenyan government announced its plans to authorize the import of GMO plant material. It's very important that these expanding areas, especially ones with fast-growing younger populations, have access to quality protein. The versatility of soy protein makes it ideal for adding to animal feeds, which in turn is consumed by humans as well as adding it to human foods for direct intake.

As we step into the new year, WISHH's three pillars of trade, development and food security place our boots on solid ground for WISHH to cultivate new markets for US soy protein. I hope you will read the rest of our annual report to see how—more than ever—WISHH is important to U.S. soybean growers and some of the fastest growing countries in the world.

Roberta Simpson-Dolbear
WISHH Chair



Trade. Development. Food Security.



U.S. soybean meal offloads in Cambodia where a WISHH strategic partner purchased it for use in its livestock and aquaculture feeds sold across the entire country.

WISHH Exceeds 5 Key Performance Indicators in 2021-2022



KPI

In addition to QSSB and typical USDA funding from the Market Access and related programs, WISHH secured an additional \$3,439,350 in USB and USDA funding. These financial resources include a merit-based award for the Commercialization of Aquaculture for Sustainable Trade-Cambodia Project and a USDA Zambia project through their public-private partnership division.

KPI

2

WISHH facilitated 61 events to increase the visibility of U.S. soybean farmer commitment to global food security.



KPI

3

90% of target audiences interviewed in developing/emerging country market sectors committed to further research and development incorporating soy.



KPI

4

90% of target audience interviewed in developing/emerging country market sectors understand the nutritive, economic or functional benefits of using soy as an ingredient.



KPI

WISHH established 22 new relationships with non-traditional partners that facilitate the improvement of agricultural value chains in developing and emerging markets.

Resilience Highlights

Despite the pandemic, market volatility and numerous other global challenges

- 100% of food or feed enterprises that participated in WISHH's FY21 USB-funded Mobilizing Entrepreneurs Initiative remain in business.
- With the support of WISHH's USDA-funded Commercialization of Aquaculture for Sustainable Trade, the Cambodian Aquaculturist Association's ranks grew to more than 900 fish farmers, feed millers, fish distributors and others. A team of six U.S. soybean growers shared their association insights with CAA and Livestock association leaders during a June 2022 trade team to Cambodia.
- USDA selected the CAST project to receive \$1.6 million in additional funding over the next two years.



Regional Highlights

ASIA

The Asia Division's strategy introduced food processors, feed millers, and other aquaculture value-chain participants to new technologies as well as connected them to U.S. soy exporters. Activities included:

- United Soybean Board funding allowed a WISHH strategic partner in Cambodia to launch local manufacturing and sales of In-Pond Raceway Systems as well as innovate on the original custom designs funded by the Missouri Soybean Merchandising Council. The enterprise sold 48 IPRS, which helped move the concept to everyday use. Using Nebraska Soybean Board funding, WISHH had aerators built and installed to demonstrate the benefits of their use. WISHH used Illinois Soybean Association funding to start demonstrating that Cambodia's popular carnivorous snakehead fish will eat a soy-based diet.
- WISHH worked closely with the Specialty Soya and Grains Alliance on a variety of educational activities, including offering a course in Myanmar that drew more than 30 soymilk and tofu industry as well as food science faculty.
- WISHH formally launched its program in the Central Asian country of Kazakhstan and began educating livestock feed industry representatives about the economic and nutritional benefits of U.S. soy protein.



LATIN AMERICA

The WISHH Latin American engagement strategy is to gain the attention of select ingredient distributors and large and medium retail/food service food and beverage processors.

- **WISHH used FAS and Michigan QSSB funding to support an 11-person trade team to an innovative four-day workshop on “New Uses of Soybean Products in Different Food Systems”. The trade team included food and ingredient distribution companies from Costa Rica, Dominican Republic, El Salvador, Guatemala and Honduras, Within 3-6 months of their return home, 82% of the workshop attendees intended to work with their colleagues to apply the new knowledge and ideas within their organizations.**
- **FAS and Michigan QSSB funding allowed WISHH to rollout its most robust technical consulting visits with food industry key accounts in the region.**
- **WISHH partnered with the Soy Nutrition Institute Global and the Michigan QSSB to create Spanish translations of informative handouts on soy and human health benefits. WISHH gave these translated documents to trade team members to develop social media content and product labeling information to dispel soy myths with soy health benefits.**



SUB-SAHARAN AFRICA

WISHH leveraged USDA FAS funding with soy checkoff resources to increase project implementation in the region by 49% compared to FY21. Activities included:

- WISHH selected 16 leading West African aquaculture representatives to participate in technical training in Ghana. Chosen for their ability to lead and improve local aquaculture and fish feed expertise, the 16 included industry representatives from Ghana, Nigeria, Senegal, Togo, Benin, and Burkina Faso. A participating farm manager shared that prior to the training only 10-15% of their fingerlings survived in earthen ponds. After the training, fingerling survival rate climbed to 40-50%.
- Ghanaian poultry and aquaculture leaders continued to work with WISHH, including the Women in Poultry Value Chain of Ghana. The association members gained new insights for association leadership development as well as financial skills through WISHH trainings.
- Bakers from Ghana, Uganda and Kenya left their businesses to travel to the United States for WISHH trainings on how and why to use more soy protein



FUNDING PARTNERS

Alabama Soybean Producers
Arkansas Soybean Promotion Board
Delaware Soybean Board
Illinois Soybean Association
Indiana Soybean Alliance
Iowa Soybean Association
Kansas Soybean Commission
Kentucky Soybean Board
Maryland Soybean Board
Michigan Soybean Committee
Millennium Challenge Corporation
Minnesota Soybean Research & Promotion Council
Mississippi Soybean Promotion Board
Missouri Soybean Merchandising Council
Nebraska Soybean Board
New Jersey Soybean Board
New York Corn and Soybean Growers Association
North Dakota Soybean Council
Ohio Soybean Council
Oklahoma Soybean Board
South Carolina Soybean Board
South Dakota Soybean Research & Promotion Council
Tennessee Soybean Promotion Board
United Soybean Board
U.S. Department of Agriculture (USDA)
Virginia Soybean Board
Wisconsin Soybean Marketing Board



QSSB SUPPORT OF ASA/WISHH

has risen since 2009 to
2022 to more than

\$1.5 MILLION



www.wishh.org

