

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, through the improvement of health, nutrition and food security.

PHASE 1	EXPOSURE	NO SOY UTILIZATION OR AWARENESS Understanding that soy is a plant protein that can be used in feed and food applications, recognizing its benefits in enhancing formulations and providing economic value.	FACTORS TO CONSIDER Minimal or no commercial awareness of the benefits of soy, commercial intent, established but smaller scale production, and limited formalization, capability to incorporate soy in new utilization areas but are unaware of its possibilities.
	1 OBLIVIOUS 2 AWARENESS		
PHASE 2	EXPLORATION	INCREASED SOY AWARENESS/UTILIZATION A favorable attitude toward using soy, where individuals or organizations internally recommend its use, indicating readiness to adopt it if viable.	FACTORS TO CONSIDER Early commercial growth where utilization starts but remains inefficient due to poor infrastructure, limited market access, and lack of technical knowledge, companies experiment with soy in feed and food applications, often replacing other proteins dominated by price and availability.
	3 KNOWLEDGE 4 DISPOSITION		
PHASE 3	ADOPTION	READY TO TRY U.S. SOY OR U.S. SOY UTILIZATION BEGINS A strong inclination towards using soy and eventually U.S. soy over other options due to its recognized benefits, such as superior quality, sustainability, and economic advantages.	FACTORS TO CONSIDER Increased market engagement, improved infrastructure, and a better understanding of best practices, including the use of soy, begin to prefer soy and are willing to invest further, often considering U.S. soy if available.
	5 WILLINGNESS 6 PREFERENCE		
PHASE 4	INTEGRATION	REGULAR AND CONSISTENT UTILIZATION OF U.S. SOY The consistent use of U.S. soy by partners, reflected in regular purchasing and incorporating it into commercial operations, indicating a shift from awareness to action.	FACTORS TO CONSIDER Companies consistently rely on quality inputs such as U.S. soy, characteristics include established market linkages, consistent supply opportunities, and optimized production strategies, factors such as prices, freight rates, credit access, or supply availability may influence commercial success.
	7 CONSISTENT PURCHASE		