

# ASA/WISHH 2018 RESULTS



ASA/WISHH  
LEVERAGED FARMER \$

**6** *to* **1**

**OVER THE PAST 5  
YEARS**

The American Soybean Association's WISHH program has successfully leveraged QSSB funding to generate a FY19 budget of over 7 million.

## Active WISHH Countries

- Latin America: Guatemala, El Salvador, Nicaragua, Honduras
- Africa: Ghana, Senegal, Nigeria, Kenya, Uganda, Côte d'Ivoire, Burkina Faso, Mozambique
- Asia: Cambodia, & in coordination with USSEC, Myanmar, Bangladesh, Pakistan and Sri Lanka

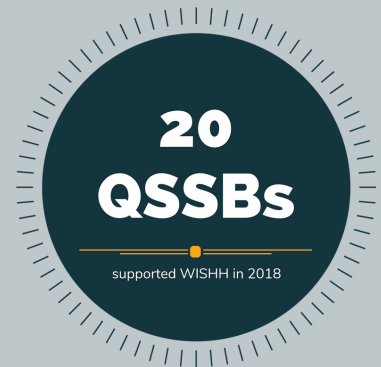


### QSSB SUPPORT OF ASA/WISHH

has risen steadily since 2009 to a 2018 high of more than  
**\$1.25 MILLION**

Alabama  
Arkansas  
Georgia  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Michigan  
Minnesota

Mississippi  
Missouri  
New Jersey  
New York  
North Dakota  
Ohio  
South Carolina  
South Dakota  
Tennessee  
Wisconsin



## ASA/WISHH

laying the foundation

“The results achieved through ASA/WISHH’s FEEDing Pakistan aquaculture project helped convince the World Bank to invest \$150 million into the aquaculture sector in Pakistan. The ASA/WISHH results were impressive, replicable, and scalable. Aquatic-sourced protein is the food of the future and we look forward to finding ways to work with ASA/WISHH in the years ahead.” - World Bank Senior Economist Pawan Patil, Ph.D.



**AMPLIFIES**  
*Ghana*

Demand growth for Ghanaian grown soybeans is already outpacing local production; 11,000 metric tons (MT) of U.S. soybeans and soybean meal sold commercially to help finance the project. Egg markets report increased sales in targeted areas; estimates suggest that an additional 10 eggs consumed per person per year in Ghana equates to a 7,000 MT increase in demand for soybean meal. Feed millers have reported improved efficiencies and cost savings with improved methodologies.

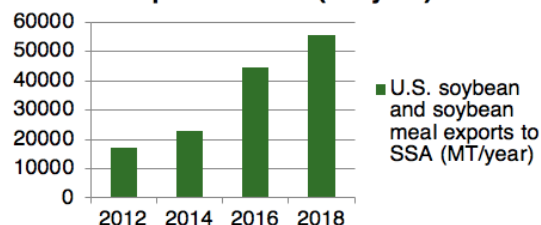
## Commercialization of Aquaculture for Sustainable Trade (CAST) – Cambodia

- 5-year USDA-funded project to accelerate production of high-demand fish species for the Cambodian market and develop a lasting aquaculture industry that recognizes the value of soy protein in feed.
- Cambodia's aquaculture industry demand for soybean protein is projected to reach 100,000 MT per year by 2030.
- Anticipated local economic impact exceeds \$300 million over the life of the project.
- U.S. partners: Kansas State University, Auburn University, USSEC and World Vision.
- Cambodian partners: universities, private-sector feed mills, hatcheries and Cambodian Ministry of Agriculture, Forestry and Fisheries.

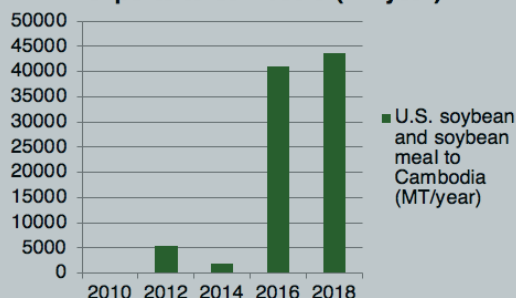
## Sub-Saharan Africa

- 100% of trade team participants to U.S. report understanding the value of U.S. soy.
- 13 African businesses introduced to suppliers of U.S. soy.
- 10 feed mills in Kenya received U.S. soybean samples and technical assistance on how to use them to formulate improved feeds.
- One additional U.S. company began exporting U.S. soy to Africa.
- Completed four feeding demonstrations in Africa using U.S. soy, which led to the current negotiation for a bulk commodity purchase (25,000 MT mixed cargo vessel/Bi-monthly).

U.S. soybean and soybean meal exports to SSA (MT/year)



U.S. soybean and soybean meal exports to Cambodia (MT/year)



## Asia

- Illuvia, the \$200 million joint venture between Myanmar's Capital Diamond Star Group and Japan's Mitsubishi Corporation, launched a powdered soy beverage; Illuvia continues to research new ways to incorporate soy into their human food products.
- 80% of the Asian trade team members who participated in the INTSOY, Global Trade Exchange and Northern Crop Institute animal feed course recognized the functional value of soy and its potential for increased yield and profits.
- Two tofu and soymilk companies in Cambodia and Myanmar that received U.S. food grade soybeans through the USDA Quality Samples Program requested price quotes.

## Central America

- In 2018, Central America was a bright spot for U.S. soy sales. Exports increased to nearly 1.9 million MT -- some \$12.6 billion worth. Whole soybean exports jumped up 12% over the previous year. And high value, high dollar U.S. soy protein isolates and soy flour, used to make a variety of beverages, snack foods, and frozen entrée items, shot up a combined 22%.
- WISHH technical assistance was a win for U.S. soy in Guatemala. From March 2017 to February 2018, over 120 food companies launched more than 400 new, soy ingredient-based products into Guatemalan grocery stores, according to Innova Market Insights retail research.
- A prominent Salvadoran snack food company is researching the addition of a new product line composed of chocolate coated and savory flavored, roasted soy nuts to their confection/snack food category.
- A leading Guatemalan retail food manufacturer, who recently increased their plant capacity by > 300%, launched two new soy-based products targeting the baby boomer segment with products similar to the U.S. nutrition drink, Ensure™.