



**USDA Outlook Conference  
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ASA/WISHH**

# Developing the Meat and Feed Value Chains in Emerging Markets



# The Origins of WISHH

- Founded in 2000 by state soybean checkoff boards and soybean grower-leaders
- WISHH is a program of the American Soybean Association and is headquartered in St. Louis, Missouri
- Implements market development and development programs in Asia, Latin America and Africa
- Works to build familiarity of soy in emerging markets and develop demand for U.S. origin soybean products
- Maintained a market development office in Accra, Ghana 2014-2017
- Maintains an office for AMPLIFIES Ghana, a USDA Food for Progress Program based in Accra

# WISHH and Human Nutrition

- Target sectors include:
  - Meat Processing
  - Baking
  - Institutional Feeding Programs
  - Blended and Fortified Cereals
  - Beverages
- Products promoted
  - Defatted soy flour
  - Soy protein isolates
  - Textured soy protein
  - Soy protein concentrates

# Sources of Funding

- Soybean checkoff funds through state soybean board
- USDA Office of Trade Promotions
  - Market Access Program
  - Emerging Markets Program
  - Quality Samples Program
  - Foreign Market Development Program
- USDA Office of Capacity Building and Development
  - Food for Progress
- Past programming funded by USAID
  - Subcontractor under the OICI HANDS program (Liberia)

“The Cobb 500”



*Oreochromis spp.*  
aka  
Tilapia



## AMPLIFIES Ghana Overall Goal

### *Primary Objective*

Promote poultry production through increased availability of quality and efficient poultry feed as well as expand the trade in poultry products and by-products.

### *Secondary Objectives*

Increase agricultural productivity in the poultry value chain through increased availability of quality feed by reducing post-harvest loss and procurement inefficiencies of feed ingredients, improve testing capacity and demonstration of the benefits of quality feed and increase trade of eggs.

Poultry Consumption and Consume Ghanaian Marketing Campaigns

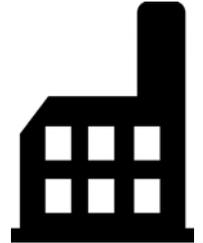
Egg Consumption Campaigns



Increased Poultry Productivity

- AMPLIFIES
- Collaboration
- GPP

Financial Services



Policy Regulations

Poultry Producers

Feed Millers

Processors Technical Assistance

Consistent & Quality Feed Input



CACs

GPP

Associations Strengthening

Aggregators

Crop Growers

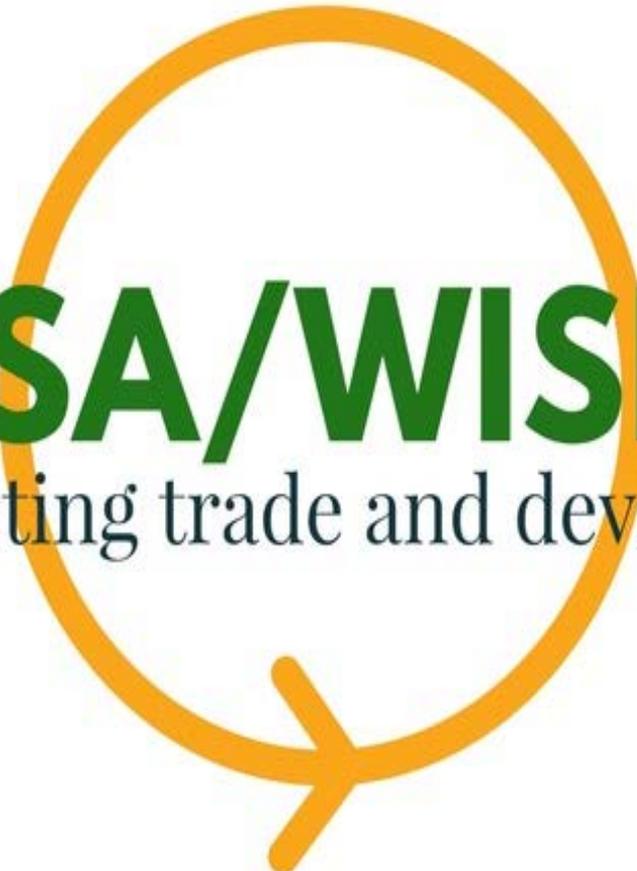
AMPLIFIES

## IMPLEMENTING PARTNERS



# Ethiopia





# ASA/WISHH

connecting trade and development

# Thank You

