USDA Outlook Conference
Josh Neiderman
Regional Director – Africa
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
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.
Feed Millers Associations Strengthening Crop Growers

Consistent & Quality Feed Input Poultry Producers

Increased Poultry Productivity

Policy Regulations

Processors Technical Assistance

Associations Strengthening

Financial Services

Feed Millers

CACs

GPP AMPLIFIES

Consistent & Quality Feed Input

Aggregators

Egg Consumption Campaigns

Poultry Consumption and Consume Ghanaian Marketing Campaigns

Crop Growers

Collaboration

GPP AMPLIFIES
IMPLEMENTING PARTNERS

ASA
American Soybean Association

WiSHH
World Initiative for Soy in Human Health

K-State
Kansas State University

ADRA

UK

STATE

UNIVERSITY OF GHANA

OSU
Ethiopia
Thank You