

VIRGINIA SOYBEAN BOARD PROJECT PROPOSAL

TITLE: World Initiative for Soy in Human Health (WISHH) Program at the American Soybean Association

DATE: February 2013

ESTIMATED DURATION: March 1 – September 30, 2013

OBJECTIVE(S): **Goal:** Increase the commercial soy sales to one new country and three established markets in 2013.

Objective 1: By 2015, 15 companies in five (5) developing countries will introduce, as first time users, or increase the current use of soy ingredients and soy products made from U.S. soy in the commercial food supply.

Objective 2: By 2015, five (5) Private Voluntary Organizations (PVOs) or governments will incorporate soy ingredients and soy products (focusing on Value Added Soy Products) into food distribution and economic development programs for protein deficient populations in targeted developing countries.

Objective 3: WISHH will use additional program funding from non-checkoff funders.

JUSTIFICATION: Virginia Agribusiness has directly benefitted from WISHH activities as Perdue Grain and Oilseeds and Arreff Terminals (Portsmouth, VA) have been awarded USDA contracts to buy, bag and ship 4,000 MT of U.S. soybeans to Afghanistan under the WISHH program's Food for Progress Program in Afghanistan.

BACKGROUND: The ASA/WISHH Program develops markets for U.S. soy exports by demonstrating soy protein's effectiveness, affordability and acceptability. Over its first 12 years, ASA/WISHH has launched activities in over 20 countries in Africa, Asia and Central America. The commercial market development strategies are gaining momentum, as ASA/WISHH works with local companies in target countries that process and sell food. Burkina Faso, Guatemala, Kenya, Nigeria, Pakistan, Senegal and South Africa are now importing U.S. soy protein as a direct result of ASA/WISHH activities. An outside evaluation of USDA funded ASA/WISHH projects found that ASA/WISHH's supply chain partner program helped create sustained links between importers/distributors and U.S. exporters.

PROCEDURES: The WISHH Program has two main strategies for increasing exports of U.S. soy protein, which often interact:

Strategy 1: Introduce and increase the use of U.S. soy protein among food companies in developing countries.

Strategy 2: Increase the diversity and volumes of soy protein moved under U.S. food aid programs.

- WISHH works with soybean buyers interested in shipments either by container or by relatively small-scale bulk volumes (5,000 – 15,000 MT). WISHH has found that Perdue Grain and Oilseed LLC is responsive and interested in doing business from the Eastern seaboard.
- Of the five (5) companies utilizing U.S. soy in their commercial products in the targeted African countries, two (2) will report increased sales volumes/values.
- At least two (2) companies in Central America will gain an awareness of the market potential for the production of soy foods and beverages for lower income populations; these companies will show a commitment to moving forward to produce and package a product accessible to lower income populations.
- When WISHH organizes conferences and workshops, 75% of participants understand the value of using soy as a functional ingredient and recognize potential for increased yield.
- Increase in the number of companies that are committed to further research and development including soy as a functional ingredient.

PERSONNEL AND FACILITIES: WISHH Program staff is headquartered at the American Soybean Association.

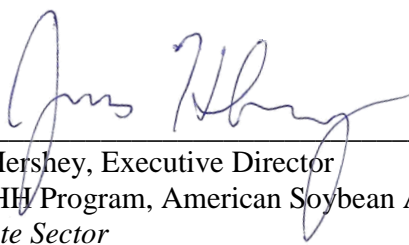
OTHER COOPERATING ENTITIES: U.S. firms like Cargill, CHS, Solae, Natural Products Inc., SunOpta and others are joining ASA/WISHH activities, helping increase the commercial emphasis of our strategies. WISHH is reaching out to Perdue Grain and Oilseed, as well, as a potential shipper of medium sized cargoes of whole soybeans to commercial buyers.

SOURCE OF OTHER FUNDS: ASA/WISHH has been increasing the percentage of non-soybean checkoff funding in the ASA/WISHH budget; only 10% of the total WISHH Budget is from soybean checkoff funds. Various USDA project budgets make up 75% of ASA/WISHH's budget; other non-checkoff sources comprise 15% of the funding. This outside project funding comes with some matching requirements of varying percentages. QSSB funds are crucial for maintaining and expanding ASA/WISHH's non-checkoff project funding.

The total soybean checkoff funded portion of the WISHH Program budget is \$900,000. The present request from the Virginia Soybean Board is for a small portion of that total. Please see attached budget for detail.

BUDGET: \$10,000

SUBMITTED BY: World Initiative for Soy in Human Health (WISHH) Program at the American Soybean Association



 Jim Hershey, Executive Director
 WISHH Program, American Soybean Association
 Private Sector

2/4/2013

 Date

**American Soybean Association / World Initiative for Soy in Human Health
Proposed Budget Project Listing**

Updated July 2012

Project Description	QSSB Budget Detail	Proposed Budget
Contractual Services		\$350,000
Contractual services include consultant contracts with National Soybean Research Lab (research, technical assistance, economic analysis), Cade Fields-Gardner (nutritional services), KCE Communications, Malnutrition Matters (soycows), AgSource (Washington, DC representative for stakeholder education, funding identification, trade issues), Zahn Public Affairs (constant contact for electronic newsletters), MK Web Concepts (website maintenance), Tim Cummings (monitoring and evaluation).		
Meetings, Workshops and Conferences		\$91,000
Hosting of meetings to develop interest in soy protein as a human dietary component and/or technical presentations to elicit partners in the market development effort. Host three workshops per year: Midwest Workshop, Washington DC Conference and Private Voluntary Organization Soy Cooking Workshop.	51,000	
Participation in events held by others that share our objectives	10,000	
Committee meeting costs include travel, facility rental, governance consultant, printing and postage.	30,000	
Travel		\$55,000
Travel to Washington DC and other locations to meet with PVOs, multilateral aid and development institutions and funding sources.	15,000	
Travel to international destinations: three trips for current project management, market prospecting and research for future activities and funding.	15,000	
Project development activities including PVO MOU servicing, exploratory trips, cooperative agreements with PVOs to implement pilot projects	25,000	
Dues, Subscriptions and Technical Literature		\$6,000
Soy Association North America (SANA)	1,000	
World Food Prize	5,000	

American Soybean Association / World Initiative for Soy in Human Health Proposed Budget Project Listing Continued		
Updated July 2012		
Project Description	QSSB Budget Detail	Proposed Budget
Project Match Support		\$214,000
EMP 12 - Africa Match	25,750	
EMP 12 - Asia Match	12,700	
GBI FY12/13 Match	12,500	
GBI FY11/12 Match	37,500	
MAP FY12/13 Match	12,150	
MAP FY11/12 Match	26,300	
QSP Match	6,000	
Cochran Match	3,000	
OICI Liberia Match	3,100	
SATH Match	20,000	
EMP 11 - Africa Match	25,000	
FEEDing Pakistan	30,000	
Administrative		\$184,000
Contractual Services	12,000	
Postage	8,450	
Telecommunications	15,000	
Compensation	98,550	
Office Supplies	15,000	
Other Costs: printing, professional development and audit	35,000	
Total		\$900,000
Virginia Soybean Board's Percentage of Budget	\$10,000	1.11%

All funding provided to ASA/WISHH, including funds for staff, overhead, and administration will be supported by project and financial reports substantiating how Virginia Soybean Board's funds were used by the project.



The Virginia Soybean Board has reviewed the FY13 ASA/WISHH Program proposal for project funding.

We have elected to:

Approve the Proposal

Approved amount: \$ _____

Deny the Proposal

Table the Proposal

Date of Next Meeting: _____

Signature of Representative

Name

Title

Please submit completed form to WISHH office

WISHH Program
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