



WISHH made significant progress toward increasing the use of U.S. soy in emerging overseas, commercial food and feed markets during the fourth quarter of FY19. Program objectives, regional key performance indicator (KPI) updates and a summary of deliverables are below.

Progress on FY19 Regional Key Performance Indicators

Africa:

KPI 1: Six Sub-Saharan African key accounts (e.g., supply chain partners) currently utilizing U.S. soy.

Year-end results: 4 companies – 1 in Uganda, 1 in Nigeria, 1 in Ghana, and 1 in Senegal.

KPI 2: Seven Sub-Saharan African companies will purchase U.S. soy products for the first time.

Year-end results: Five Companies - 3 in Uganda, 1 in Senegal and 1 in Ghana.

Asia

KPI 1: Ten Asian companies (in the human food and animal feed sectors) in immature markets not currently using U.S. soy that commit to using U.S. soy products or U.S. whole soybeans in their manufacturing processes.

Year-end results: 10 Asian companies

KPI 2: Sixteen companies (in the human food and animal feed sectors) in immature markets in Asia will continue or expand their use of U.S. soy products in their manufacturing process. Year-end results: 15 companies

KPI 3: Six products containing value-added soy products are under development by human food companies in immature markets in Asia. Year-end results: 6 products

Central America

KPI 1: One targeted Central American food company will secure or deliver on a government contract to manufacture and supply U.S. soy-based products to regional programs. Year-end results: 2 companies

Progress on Cross Regional Objectives

Objective #1: In 2019, 10 companies in four (4) developing countries will introduce to first time users, increase, or continue the current use of soy ingredients made from U.S. soy in the local commercial food or feed supply.

- Year-end results: Exceeded objective. 22 companies in 9 countries. Africa- 4 companies from the countries of Uganda, Nigeria, Ghana and Senegal; Asia – 15 companies total from the countries of Sri Lanka, Myanmar, and Cambodia; CAM – 3 companies from the countries of Guatemala and Nicaragua.

Objective #2: In 2019, WISHH will achieve outside funding of more than \$5 million in development projects that increase opportunities for U.S. soy trade.

- Year-end results: Exceeded objective. Secured USDA Food for Progress grant CAST, to establish a sustainable aquaculture industry in Cambodia - \$17.1 million from FY19 – FY23. In addition, awarded \$5.34 in market development funding, which included two tranches of ATP grants and USB support.

Progress on Cross Regional General KPIs

At least 75% of surveyed global participants will understand the value of using soy as a functional ingredient and will recognize potential for increased product yield and profits.

Year-end results: Exceeded KPI goal – Averaged 87%

- 100% of surveyed African targets who participated in the IPPE, GTE, University of Georgia Poultry Short course, and Texas A&M Short Course.
- 75% of the surveyed Asian targets who participated in the GTE and INTSoy.
- 87% of all surveyed Central American targets who participated in the Soy in the Human Health Seminar and INTSoy Short Course and ZFS Soy flour meeting.

At least 6 companies globally will be committed to further research and development related to inclusion of soy as a functional ingredient.

Year-end results: Exceeded KPI goal - 24 companies

- Thirteen companies in Nigeria, Senegal, Uganda, Kenya, and Ghana.
- Seven companies in Sri Lanka, Myanmar and Cambodia.
- Three Guatemalan and one Nicaraguan company.

Deliverables: Four quarterly WISHH program progress and financial reports were emailed to the Georgia Soybean Commodity Commission during the fiscal year. The FYQ4 final and approved financial report will be emailed in December 2019.